



# Navigating the report

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AND BROADER KENYAN SOCIETY – AK & NGAAF COLLABORATION



# STATEMENT FROM THE PRIME CABINET SECRETARY & AG. CABINET SECRETARY FOR GENDER, CULTURE, THE ARTS AND HERITAGE

It is with a profound sense of purpose and unwavering commitment that I present the **RESET – END GBV & Femicide Athletes Sectorial Engagement** Report. This report represents a pivotal milestone in our collective national efforts to eliminate Gender-Based Violence (GBV) and Femicide, focusing on the athletes' community, who occupy a unique and influential role in shaping our society.

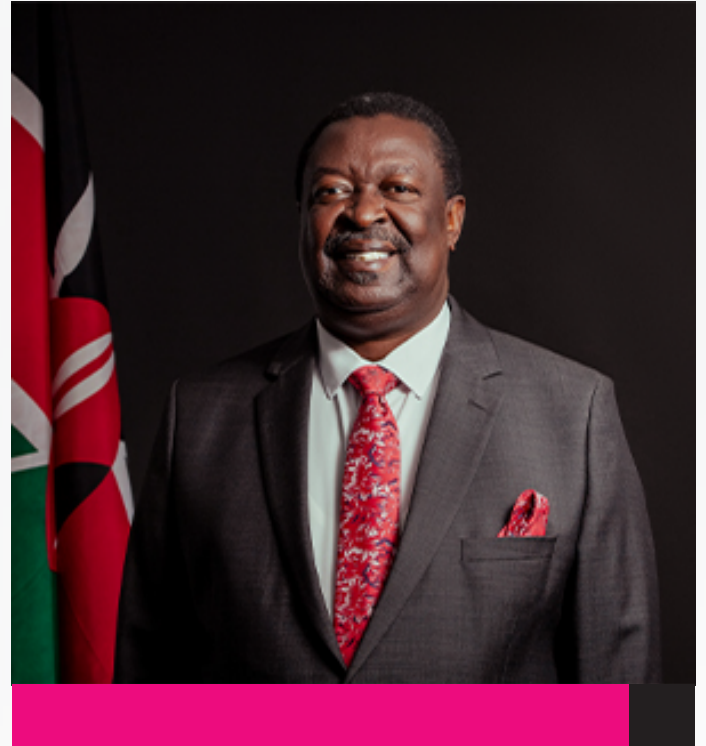
The Ministry of Gender continues to lead the charge in advancing gender equality, safeguarding human dignity, and upholding the rights of every Kenyan. Through the leadership of the State Department of Gender and Affirmative Action, we have implemented policies, programs, and initiatives that tackle the root causes of GBV while empowering survivors to rebuild their lives with dignity and hope.

The **National Government Affirmative Action Fund (NGAAF)** has been instrumental in bridging access to critical services, fostering resilience at the community level, and driving impactful grassroots interventions. By fostering **collaborative partnerships**, NGAAF has proven the power of unity in amplifying impact and sustaining the momentum to combat GBV and Femicide.

This report, supported by the **Italian Government through the Italian Agency for Development Cooperation (AICS)**, exemplifies the essence of collaboration in advancing the agenda to end GBV and Femicide. It not only highlights the harsh realities faced by athletes across the country but also offers actionable insights and recommendations to spark transformative change.

As role models and influencers, athletes hold immense potential to inspire action, reshape societal norms, and drive behavioral change. The RESET initiative underscores their critical role as advocates and ambassadors in the fight to end GBV and Femicide. Together with our partners, we remain steadfast in ensuring that every step we take aligns with our **constitutional and moral obligation to uphold the rights and dignity** of every Kenyan.

Let us remember that the fight to end GBV and Femicide is not merely a call to action—it is a **moral imperative**. As leaders, advocates, and citizens, we



## H.E. Hon. Dr. Musalia Mudavadi, EGH

STATEMENT FROM THE PRIME CABINET SECRETARY  
& AG. CABINET SECRETARY FOR GENDER,  
CULTURE, THE ARTS AND HERITAGE

must commit to building a society where safety, equality, and justice prevail for all.

I commend **Athletics Kenya** and all stakeholders who contributed to the development of this report and urge every Kenyan to join us in this noble cause. Together, let us **RESET the narrative and decisively end GBV and Femicide in our country**.

Thank you, and may we remain resolute in our pursuit of a just and equitable society.

# FOREWORD BY THE PRINCIPAL SECRETARY

2024 has been a year of deep reflection for our nation, particularly on the scourge of Gender-Based Violence (GBV) and Femicide. With over 99 cases of femicide reported in just three months, the alarming prevalence of these heinous acts has shaken the very fabric of our society. As a country, we have borne witness to the devastating toll GBV takes on our communities—women left permanently disabled, families torn apart, and the enduring trauma for survivors.

In his 2024 State of the Nation Address, H.E. President William Ruto delivered a resounding call to action, urging every Kenyan to confront GBV and Femicide with the urgency and resolve it demands. His directive, issued on the floor of the National Assembly, underscored that we can no longer tolerate a society where violence against women and girls persists unchecked. This mandate compels us all—government, civil society, and individuals alike—to act decisively. The National Government Affirmative Action Fund's (NGAAF) sectoral engagement with athletes is, therefore, both timely and vital. Athletes, as role models and community leaders, wield immense influence, and their voices are instrumental in championing a culture of respect, equality, and safety for all. To truly RESET and address GBV and Femicide at their roots, we must acknowledge and dismantle the social and structural drivers perpetuating these acts. Kenya has made strides in addressing GBV through multipronged approaches, including the establishment of a multi-sectoral committee on GBV and Femicide under the leadership of the Deputy President. However, the work is far from over. It is imperative that we continue to move the needle, tackling these issues head-on and ensuring that no survivor's cry goes unheard.

I extend my heartfelt gratitude to the Italian Agency for Development Cooperation for their steadfast partnership in the fight against GBV and Femicide, and to Athletics Kenya for lending their platform and influence to this cause. I commend Equity Bank Kenya for equipping survivors and communities with financial literacy skills and Royal Media Services for amplifying the message of hope and resilience across the nation.



## Ms. Anne Wangombe

State Department for Gender & Affirmative Action  
Ministry of Gender, Culture, the Arts and Heritage

This sectoral engagement is only the beginning. We are committed to forging stronger partnerships with both private and public entities to implement the key interventions identified in the report. Together, we can and must create a future where every woman, girl, man, and boy in Kenya is free to live, thrive, and achieve their potential without fear of violence. By fostering a society where respect, dignity, and safety are upheld for all, we can break the cycle of violence and build stronger, more resilient communities. Let us rise to the challenge and ensure that this year we RESET and marks the turning point in our nation's fight against GBV and Femicide.

# INTRODUCTION

The tragic deaths of athletes, including Rebecca Cheptegei in 2024 and several others since 2021, have highlighted a critical public health issue: Gender-Based Violence (GBV) and femicide in Kenya. These incidents, occurring against a backdrop of rising femicide rates with over 100 cases reported within the months of August & October 2024, prompted the National Government Affirmative Action Fund (NGAAF) to collaborate with Athletics Kenya to conduct a pilot study aimed at addressing these pressing issues especially within the athletic community. This strategic choice was made not only to honor the memory of fallen athletes but also to leverage the unique position of sports figures as influential advocates for social change.

The support by the Italian Agency for Media Engagement during the 16 Days of Activism to End GBV & Femicide, enabled us to undertake the one-on-one video recording a key component of the engagement sessions held from November 4 to November 10 across six regions in Kenya. The primary objective was to facilitate a national dialogue on GBV and femicide, while also gathering actionable resolutions from athletes that could inform broader multisectoral engagement strategies. By engaging directly with athletes—who often serve as role models and community leaders—we aimed to harness their voices and experiences to foster a more impactful conversation around these issues.

The urgency of this initiative was underscored during the State Of The Nation Address by His Excellency William Ruto, C.G.H., Phd; President And Commander-In-Chief Of The Kenya Defence Forces on November 21, 2024 in the Parliament Of Kenya, Nairobi, where he explicitly called for collective action against GBV and femicide. He emphasized the necessity for political leaders, public officers, and community members to work together in raising awareness and promoting moral integrity among young men. His acknowledgment of the systemic nature of GBV and the need for collaborative efforts aligns closely with our pilot study's goals, providing a strong foundation for future multisectoral engagement.

## Excerpts from the address:



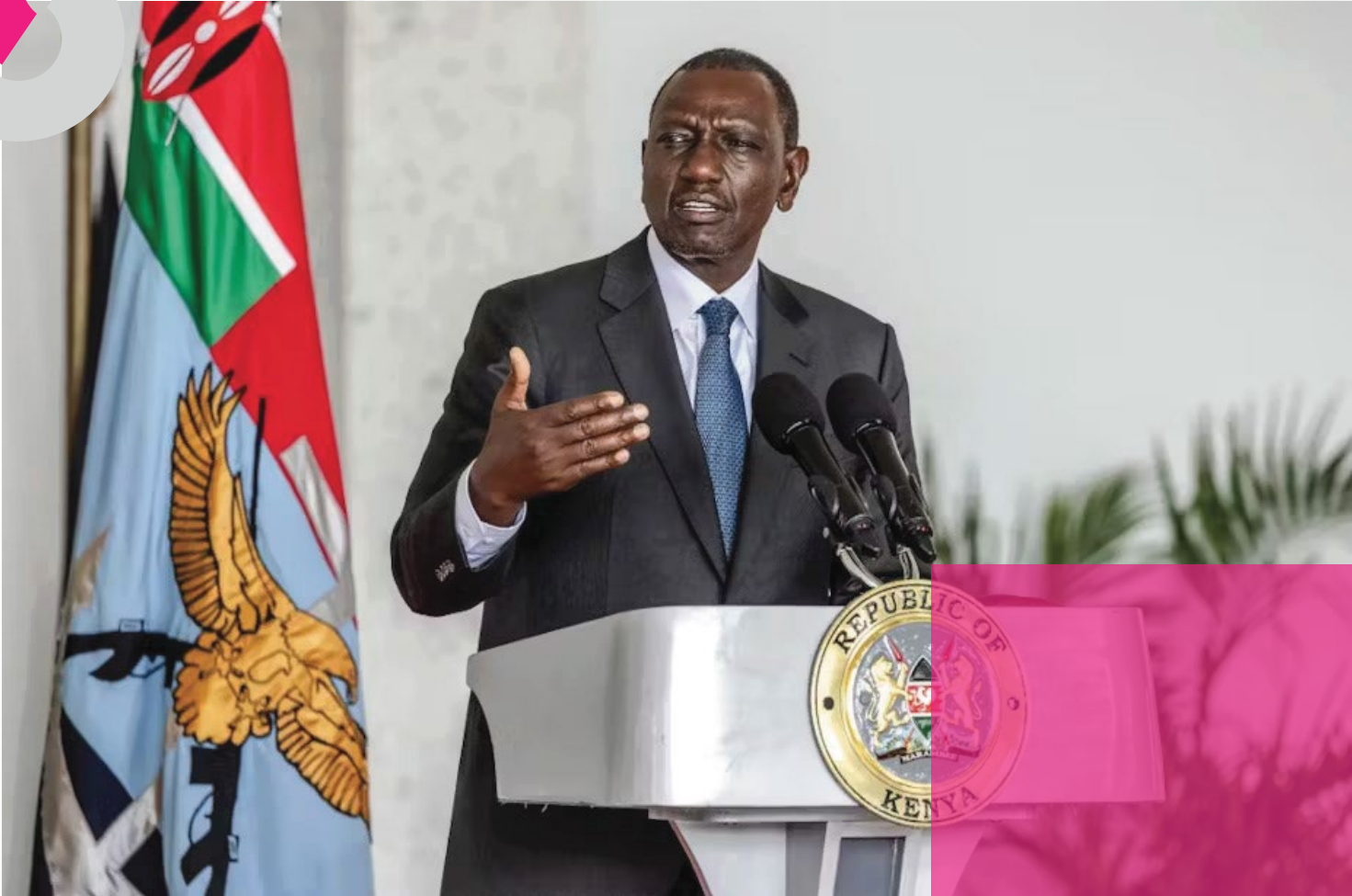
61. Many citizens, as well as various organisations representing and championing women's rights and welfare, have expressed concern about gender-based violence and the increasing cases of killings of female victims by male criminals motivated by primitive expressions of gender-based brutality and impunity. Left unaddressed, these incidents will cause the women of our nation to feel increasingly unsafe, even in their own homes. This is both tragic and unacceptable. It also complicates, in disturbing ways, the struggle by Kenyan women for inclusion, equality, dignity, social justice, human rights, equity and protection as a historically marginalised segment of our society.

62. I am aware that most of the cases of murder of women by men have been investigated and prosecuted, and it is my hope that, in due course, those found culpable will face the full force of the law.

63. It is time for each of us - political leaders, public officers, religious leaders, traditional institutions and family members - to do our part in raising boys into morally upright men who will never need to affirm their masculinity at the expense of women but instead contribute to making our society just, safe, equal and inclusive. I appreciate women leaders who have taken the time to engage me and propose solutions to address this issue. I have held discussions with other leaders in government and tasked the Deputy President to reach out and facilitate collaborative, broad based and multi-sectoral deliberations and recommend effective and radically affirmative actions within 6 months.

The report and resolutions derived from this pilot study as set out to be presented on 10th December, 2024 International Human Rights Day to the Deputy President, Speaker of the National Assembly (this process was supported by NGAAF patrons the 47 women representatives) Prime Cabinet Secretary and Cabinet Secretary for Sports, are poised to serve as a robust framework for broader initiatives. They encapsulate the insights and recommendations from athletes who are directly affected by these issues, ensuring that future actions are informed by those on the front lines.

This grassroots approach not only enhances the relevance of our strategies but also empowers athletes to take ownership of the solutions, thereby fostering a culture of accountability and proactive engagement within their communities. As we move forward, these resolutions will be instrumental in shaping comprehensive policies that address GBV and femicide across various sectors in Kenya. study's goals, providing a strong foundation for future multisectoral engagement.



# His Excellency Dr. William Samoei Ruto, C.G.H

President of the Republic of Kenya and Commander-in-Chief of the Defence Forces

# RESET – END GBV&F Programme

## RESET: A Powerful Call to End Gender-Based Violence & Femicide

The RESET – END GBV&F Programme, spearheaded by the National Government Affirmative Action Fund (NGAAF), is not just another initiative; it's a powerful, transformative movement designed to dismantle the very foundations of Gender-Based Violence and Femicide. Built on the dynamic principles of Reflection, Renewal, and Accountability, RESET offers a comprehensive and impactful framework for creating a safer, more equitable society.

## The RESET Framework: A Three-Pronged Approach:

RESET is structured around three core pillars that work synergistically to drive meaningful change:

- **Reflection:** This is the crucial first step, demanding a deep and honest examination of the societal norms, policies, and behaviors that allow GBV&F to persist. We must confront the uncomfortable truths, identify the root causes of violence, and dismantle the systemic barriers that perpetuate it. This includes analyzing power imbalances, cultural practices, and institutional failures that contribute to GBV&F.
- **Renewal:** Recognizing that the fight against GBV&F is an ongoing process, Renewal emphasizes the need for continuous evolution and adaptation. We must constantly refine our strategies, learn from best practices, and develop innovative solutions to meet the evolving needs of survivors and proactively prevent future violence. This includes investing in evidence-based programs, strengthening support services, and promoting primary prevention strategies.
- **Accountability:** Holding ourselves and others accountable is paramount. RESET demands that everyone—from individuals and families to communities, institutions, and governments—takes responsibility for their role in creating a GBV&F-free society. This includes establishing clear mechanisms for reporting and addressing GBV&F, ensuring justice for survivors, and holding perpetrators accountable for their actions.

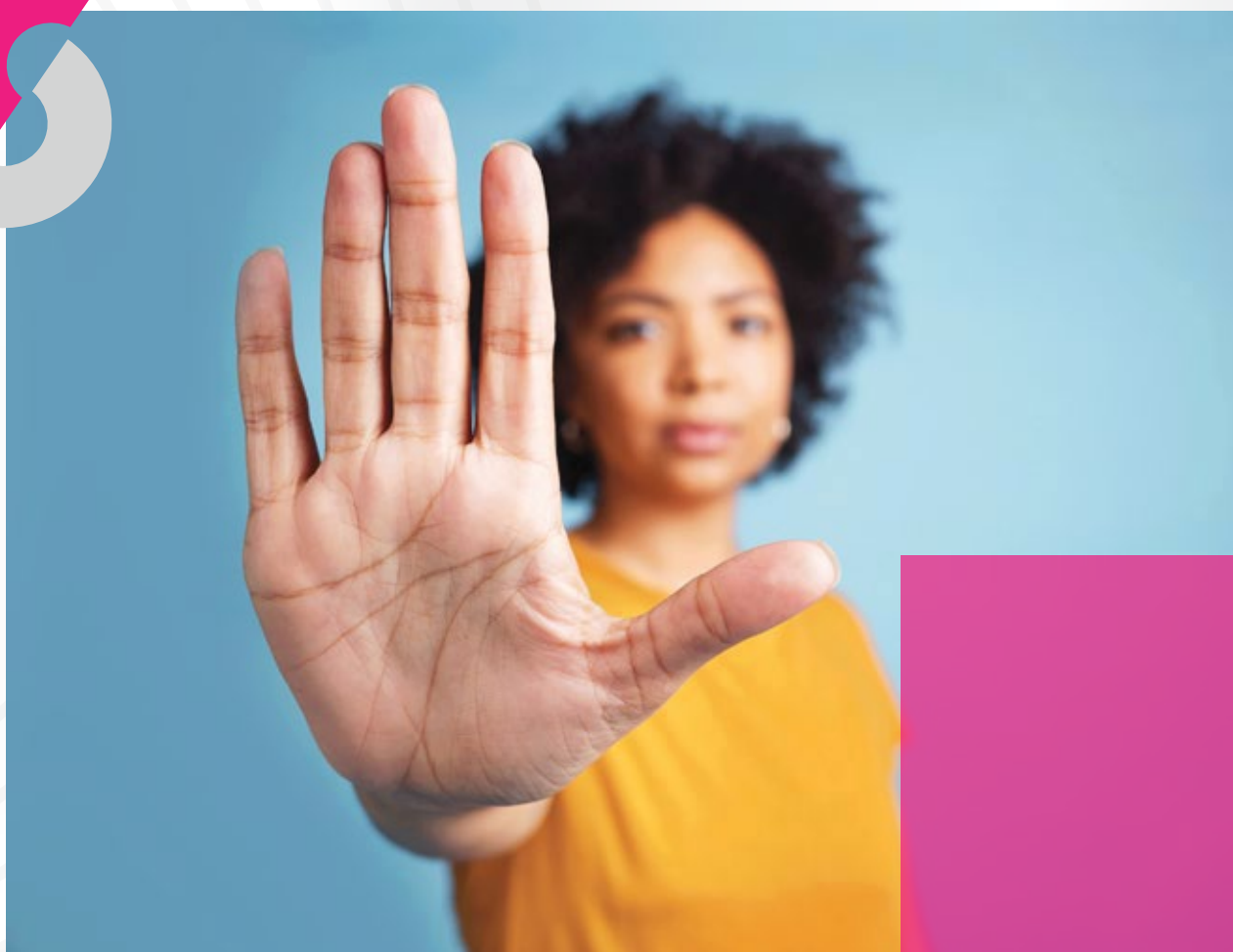
## RESET in Action: Five Guiding Principles

The RESET framework is brought to life through five powerful guiding principles that define its operational approach:

- **R - Respect:** Building a culture of dignity, inclusion, and mutual respect is the bedrock of a GBV&F-free society. RESET champions respect for all individuals, regardless of gender, and promotes healthy, equitable relationships based on mutual understanding and trust. This includes challenging harmful stereotypes and promoting positive representations of gender.

- **E - Engage Everyone:** Recognizing that ending GBV&F requires a collective effort, RESET actively engages all sectors of society. This includes individuals, families, communities, civil society organizations, faith-based institutions, the private sector, and government agencies. By fostering collaboration and partnerships, RESET creates a powerful force for change.
- **S - Shift Social Norms:** Challenging and transforming harmful attitudes, beliefs, and practices that normalize violence and perpetuate inequality is essential. RESET promotes positive social norms that value equality, respect, and non-violence. This involves public awareness campaigns, educational programs, and community dialogues that challenge harmful stereotypes and promote positive social change.
- **E - Expand Power Base:** Empowering individuals, particularly women and girls, both emotionally and economically, is crucial for breaking cycles of violence and fostering self-reliance. RESET supports initiatives that promote economic empowerment, access to education, and leadership development, enabling individuals to exercise their rights and make informed choices.
- **T - Transformative Action:** RESET is not about incremental change; it's about driving bold, systemic transformations that deliver measurable and lasting impact. This includes advocating for policy reforms, strengthening legal frameworks, and investing in comprehensive prevention and response programs.

**RESET – END GBV&F** is more than a program; it's a powerful call to action. It challenges complacency, demands accountability, and inspires hope for a future free from violence. It's a commitment to building a society where equality and safety are not privileges but fundamental rights. It's time to RESET. It's time to end GBV&F. Join the movement.



# CEO, National Government Affirmative Action Fund (NGAAF) Prelude:

## We Must Find Ways to End GBV & Femicide

The tragedies we have witnessed in recent years—marked by the loss of some of our brightest athletes—are a stark reminder of the urgent need for action and accountability. With this deep sense of responsibility, we submit this report of the **Athletes' Sectoral Engagements** on GBV and Femicide to confront the alarming crisis of GBV and Femicide within the athletics community and our broader society.

The National Government Affirmative Action Fund (NGAAF) recognizes that GBV and femicide are not isolated incidents; they are systemic challenges that threaten the dignity, potential, and safety of countless individuals. In response, NGAAF prioritized the fight against GBV and proactively sought the partnership of Athletics Kenya, an institution synonymous with excellence, to spearhead a transformative reset in addressing these issues.

We remember with heavy hearts the devastating losses of Hosea Macharinyang, Edith Muthoni, Agnes Tirop, Damaris Muthee, Samson Kandie, and Rebecca Cheptegei. Each life lost underscores what is at stake—a collective responsibility to protect the lives of those who contribute to our society's greatness. These tragedies compel us not just to mourn but to act decisively to bring about change.

Through the **Athletes' Sectoral Engagement** on GBV and Femicide, NGAAF and Athletics Kenya have jointly developed this report, containing proposed recommendations that challenge us to reflect, renew, and remain accountable in the fight against GBV and femicide.

We recommit to building a future where safety, respect, and dignity are the foundation of every community. This partnership reflects the strength of collective action—merging NGAAF's focus on affirmative action and community empowerment with Athletics Kenya's leadership in the sports sector.

This report and our partnership serve as a rallying cry to all stakeholders—athletes, coaches, community leaders, government officials, politicians, and the private sector—to invest their resources, both financial



## Roy Sasaka Telewa OGW I FCIPS I FIHRM I CHRP(K)

CEO, National Government Affirmative Action Fund (NGAAF)

and otherwise, in eradicating GBV and femicide. Beyond policy and intervention, this is also a call for cultural transformation—one where respect, dignity, and equality are not merely ideals but lived realities. Together, we must find ways to end GBV and femicide. The time to act is now, and we owe it to the generations to come to build a safer and more inclusive society

# President, Athletics Kenya Acknowledgement:

## Tragedies in Athletics and Renewed Commitment in 2024

The athlete sectorial engagements in 2024 were convened under the shadow of a crisis that has deeply impacted the athletics community and the nation of Kenya. Over the years, the tragic loss of athletes to Gender-Based Violence (GBV) and Femicide has caused profound pain and tarnished the reputation of Athletics in Kenya.

In October 2021, Kenya mourned the loss of **Hosea Macharinyang**, an African U20 silver medalist and key member of Kenya's Cross Country team, who secured three consecutive world titles from 2006 to 2008. He was found dead in his home in Murkwijit, West Pokot County. Soon after, **Edith Muthoni**, a 27-year-old marathoner who competed in local races, was tragically murdered at her home. The community was further devastated by the death of **Agnes Tirop**, the world record holder for the women-only 10km race, who was found murdered in her house in Iten.

In response, Athletics Kenya launched **National Consultative Forums** between November and December 2021 to address the growing concerns of



**Lt. Gen. (Rtd) Jackson Tuwei**

President, Athletics Kenya

**GBV&F in athletics.** This process resulted in the creation of a comprehensive safeguarding policy in 2023, which established clear guidelines for athlete protection. A dedicated Safeguarding Committee was also formed to oversee abuse, harassment, and exploitation cases. Mechanisms were implemented to ensure timely case handling and support for affected athletes. Partnerships with law enforcement and legal experts further strengthened responses to GBV.

Despite these efforts, GBV and Femicide continue to challenge the athletics community and Kenya as a whole. The deaths of **Damaris Muthee** in Iten, **Samson Kandie** in Uasin Gishu, and **Rebecca Cheptegei**, a Ugandan athlete who died in Trans Nzoia, underscore the persistent nature of violence within the sector.

In light of these tragedies, when we received the request by **National Government Affirmative Action Fund** to convene the Athletes' Sectorial Engagement on GBV and Femicide we embraced the opportunity of a second National Consultative Forum. This initiative seeks to prevent GBV and

# President, Athletics Kenya Remarks:

femicide by uniting stakeholders, raising awareness, and enhancing legal, emotional, and social support mechanisms for athletes and Kenyans at large.

Iten, globally recognized as a premier hub for athletics training and host to teams from nations such as the USA, UK, France, Uganda, UAE, and Tanzania, now grapples with the adverse impact of GBV and femicide.

Athletics Kenya remains committed to restoring the global reputation of Kenya as a land of champions while ensuring a safe and supportive environment for every athlete, coach, and community member.

This initiative marks a renewed resolve to uphold the values of respect, dignity, and safety, reflecting a collective responsibility to protect the current and future generations of athletes. The engagements aim to foster lasting change and honor the legacy of those we have lost.



# THE TEAM

## National Government Affirmative Action Fund (NGAAF) RESET – END GBV & F Programme Team



**Viridiana Wasike**  
Director Fund Management Services  
& Programme Lead



**Humprey Okuku**  
Director Corporate  
Services



**Susan Wambui**  
Human Resource  
Officer



**Mutua Mulumba**  
Finance Officer

## ATHLETICS KENYA SAFE GUARDING COMMITTEE



**Susan Kamau**  
Chief Administration Officer



**Elizabeth Keitany**  
Safeguarding Committee Chair



**John Kimetto**  
Safeguarding Committee Member



**Maxwell Nyamu**  
Safeguarding Committee Member

## Notable **Athletes Champions** that participated



**Janeth Jepkosgei**



**Catherine Ndereba**

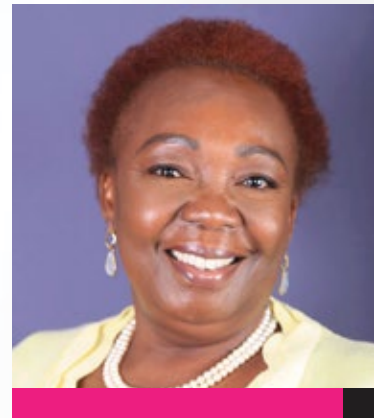
## Women Legislators that Led the engagements



**Hon. Beatrice Kemei**  
Kericho County Women Representative



**Hon. Pamela Njoki**  
Embu County Women Representative



**Hon. Elizabeth Kailemia**  
Meru County Women Representative

# A MODEL APPROACH

## OVERVIEW OF THE APPROACH ATHLETE SECTORIAL ENGAGEMENT ON GBV & F

Our strategic approach to athlete sectorial engagement on Gender-Based Violence (GBV) and Femicide was designed as a comprehensive, multi-faceted intervention. It centered on fostering genuine engagement, securing high-level commitment, and generating actionable outcomes. This approach, structured around five key pillars, provides a robust model for addressing GBV and Femicide within sports and potentially other sectors

### Key Pillars of the Approach:

**1. Leadership Commitment & Stakeholder Buy-in:** This pillar focused on securing visible and active support from key stakeholders at all levels, ensuring the initiative's legitimacy and impact.

- **High-Level Political and Institutional Representation:** The presence and active participation of key leaders, including the Chief Executive Officer of NGAAF, the President of Athletics Kenya, AICS Donor partners representation, representatives from the County Commissioners Office, and the Principal Secretary for Gender and Affirmative Action, demonstrated a strong commitment from top leadership. This not only lent credibility but also facilitated cross-sectoral collaboration and resource mobilization.
- **Legislative Involvement:** Representation from the legislative arm, including Women Representatives, was crucial. Their presence ensured that those responsible for policy formulation were directly exposed to the issues, informing potential legislative changes and policy interventions.
- **Community and Spiritual Leadership Engagement:** Recognizing the influence of community and spiritual leaders, we actively engaged them to promote positive social norms and address the cultural and religious dimensions of GBV. This fostered community ownership and facilitated broader social change.

**2. Structured Engagement Workshops: Fostering Dialogue and Understanding:** This pillar focused on creating safe and inclusive spaces for athletes and coaches to learn about GBV and Femicide, share experiences, and develop strategies for prevention and response.

- **Combined and Segregated Formats:** Workshops utilized both combined (male and female athletes) and segregated (separate sessions for male athletes, female athletes, and coaches) formats. Combined sessions fostered collaborative learning and dialogue across genders, while segregated sessions provided safe spaces for participants to discuss gender-specific issues, vulnerabilities, and experiences with greater candor.
- **Interactive and Participatory Methodology:** Workshops employed interactive methodologies, including group discussions, case studies, role-playing, and expert presentations, to enhance engagement and knowledge retention. This facilitated a deeper understanding of GBV dynamics, its consequences, and available support services.
- **Tailored Content and Facilitation:** Workshop content was tailored to the specific needs and experiences of athletes and coaches through the safeguarding committee, addressing issues such as power dynamics within sports, the impact of GBV on performance, and strategies for bystander intervention. Skilled facilitators ensured a safe and respectful environment for open dialogue.

**3. Financial Frameworks: Addressing Economic Vulnerability:** This pillar recognized the link between economic vulnerability and GBV, focusing on promoting financial literacy, economic empowerment, and access to resources.

- **Understanding Existing Support Systems:** We highlighted NGAAF's existing support for vulnerable and marginalized communities, particularly educational support and table banking options, demonstrating available resources and pathways to access them.
- **Strategic Partnerships with Financial Institutions:** We partnered with financial institutions like Equity Bank to explore the role of economic empowerment in preventing and responding to GBV. Discussions focused on promoting financial literacy, access to financial services, and entrepreneurship opportunities for athletes, particularly women. This addressed a key root cause of vulnerability to violence.

**4. Moral Framework: Promoting Ethical Conduct and Respect:** This pillar aimed to establish a strong ethical foundation for interactions within the athlete community, promoting respect, equality, and non-violence.

- **Upholding Constitutional Values:** We emphasized the 17 values and principles enshrined in the Kenyan Constitution as a guiding moral framework. This reinforced the legal and ethical imperative to respect human rights and prevent GBV.
- **Promoting Positive Masculinity and Gender Equality:** Workshops and discussions actively promoted positive masculinity, challenging harmful gender stereotypes and promoting respectful relationships. This fostered a culture of gender equality and non-violence within the sports community.

**5. Use of Technology for Confidentiality and Data Collection:** This pillar leveraged technology to enhance confidentiality, facilitate data collection, and promote accessibility.

- **Confidential One-on-One Video Recordings:** Utilizing secure and confidential video recordings allowed survivors to share their experiences in a safe and private setting, minimizing the risk of stigma and intimidation. This also provided valuable qualitative data for analysis and program improvement.
- **Secure Data Management and Ethical Considerations:** Stringent data management protocols were implemented to ensure the confidentiality and security of all information collected. Ethical considerations, including informed consent and data privacy, were prioritized throughout the process.

By structuring this intervention around these five interconnected pillars—Leadership Commitment & Stakeholder Buy-in, Structured Engagement Workshops, Financial Frameworks, Moral Framework, and Use of Technology for Confidentiality—we created a comprehensive and impactful approach to addressing GBV and Femicide within the athlete sector.



# ATHLETES SECTORIAL ENGAGEMENT ISSUES IDENTIFIED

## MACHAKOS COUNTY - MACHAKOS FORUM

**Date:** 4th November, 2024

**Location:** Machakos Youth Centre

**Number:** 160 Athletes Engaged

### Issues Identified:

1. Retired athlete: Multi sectorial approach including religious angle. GBV is too fast no time to make a call. Ways to restrain yourself. Avoid exchanges and if it is heated control yourself.
2. Training for coaches and retired athletes to guide others.
3. Training camp has more male coaches than women. We need more female coaches. Girls cannot go deeper into talking/discussing with men. Toll line, some fear reporting. Have regional offices for gender issues.
4. Devolve safeguarding offices.
5. Athletes to Look for work and also go to church.
6. End fear between athletes and officials. Athletes fear officials.
7. Government to visit camps.
8. Suggestion boxes at camps to be opened.



# ATHLETES SECTORIAL ENGAGEMENT ISSUES IDENTIFIED

9. Restrict movement in camps.
10. Athletes to be open and visit athletics Kenya offices.
11. Police stations around camps, to be informed when an athlete seeks help they should take it seriously. Like being told come with the person you are accusing.
12. Avoid discrimination in camp. Some getting preferential treatments. E.g food
13. Religious persons to be included in the safeguarding forums.
14. Control of camps: In each camp where there are girls and boys, we need male and female coaches. Or matron if no female coach.
15. Set forums based on age categories. The youth and the elite.
16. GOK and all parties to give education to the children. Administration to be involved. Even at home parents to teach their children
17. Support to athletes with facilities and food – feeding programme.
18. Athletes who have been attached, AK and Government to follow up and get the culprit even if they have run away to other countries.
19. Conflict management courses for athletes to be developed. You will know what conflict you have, stage and how to resolve.
20. Parents to take care and be responsible to athletes even if in camp. Athletes lack and miss a lot while at camps. Jealousy and emotions. After succeeding, athletes change mind.
21. Regular sessions to be held. Not one-off talk on GBV.
22. Transparency within athletes.
23. GBV is due to mental health due to pressure. Young people need support e.g foundation/trust.



# ATHLETES SECTORIAL ENGAGEMENT ISSUES IDENTIFIED



## KAJIADO COUNTY - NGONG FORUM

**Date:** 5th November, 2024

**Location:** Kibiko Disability Centre

**Number:** 260 Athletes Engaged

### Issues Identified:

1. Love within the family
2. A woman is taken care of by Education, Name, and Wealth. Keep wealth well.
3. Athletes to associate with the right people.
4. Ladies getting killed because they have money. A man has supported her and when doing well, she wants to go/leave the man.
5. Ladies need to register property in their names.
6. There is no genuine love. Men are following ladies only because of property. Be careful.
7. Young ladies living with men. Girls need to stay together than with men when training.
8. Men should stop lying to the women.
9. Girls need to have agreements with pace makers and trainers. This is to avoid unwanted claims or unclear claims or ambiguous claims.
10. Athletes quickly getting into relationships on competition trips without allowing themselves adequate time to engage in relationships.
11. Athletes who are young to listen to their seniors.
12. Multiple relationships. Female athletes to stick with one partner.
13. Coaches to respect ladies and respect young athletes. Coaches relationship with ladies is wrong. Inappropriate touching leads to sexual advances and compromise.
14. Lies and athletes need to be truthful.
15. Athletes waste their winnings. They need to include community and church in their life.
16. Ladies need to be careful with their money.
17. Ladies are shy, and we need the men to take care of the ladies.
18. Athletes to give issues to AK. All athletes to take care of their winnings.
19. Upcoming athletes who have started running well, with coach and manager and you are shining. A man moves you from the manager, friends, family. He does not want you to tell them.
20. Athletes with manager, a man tells you to change a manager so that he can control you.
21. Athletes when you get money. Register property in your name. You need advisors. As a young person, you need help. AK and GOK to advise.
22. Athletes to come out and seek help.
23. Athletes who are suffering need to speak out. Help comes when you speak out.
24. Athletes fear and are suffering. Some cannot afford lawyers.

# ATHLETES SECTORIAL ENGAGEMENT ISSUES IDENTIFIED

25. Some female athletes are suffering because they fear getting out. Athletes to leave relationships when signs are there of violence.
26. Investment in education need to be extended with more time to enable athletes express themselves well.
27. Athletes who come out need help. For example, Kabuu case.
28. Men have been abandoned. Family stress, training stress. Measurers to be taken to tackle the issues men are facing.
29. Female athletes need to respect male husbands. A lady starts training with nothing. Meet a man, who gives kits, food and shines then forgets the man after success. Ngong cases are many. A man invests like 1.5m and later the lady runs away to another man.
30. Athletes need to turn to God. The bible guides us. The man needs to help lady with clear expectation. The bible clearly says do not kill.
31. Criminal justice system need to respond to athletes' violence matters.
32. Confidentiality on issues within athletes' need to be maintained.
33. Athletes who want to marry need to go take the fiancé to family/parent. A man with 3 to 4 women and a lady goes to the man. Parents need to teach kids on these relationships and take them to church for education.
34. Men when you take a girl to school then do not expect more. It needs to be clear that the support is not to be repaid with anything more so relationship.
35. AK to be requested to be a party in court. AK to join in to defend athlete. Athletes to allow AK.
36. Youth athlete girls to avoid older men.
37. Coach to stick to their role. Not to also work as physio, manager etc
38. The men need to be with softer feelings.
39. Ladies and men need to manage their relationships well.



# ATHLETES SECTORIAL ENGAGEMENT ISSUES IDENTIFIED



## KAPSABET FORUM

**Date:** 7th November, 2024

**Location:** Nandi Cottages

**Number:** 190 Athletes Engaged

1. None payment of Prize money. The culprit to refund and be arrested.
2. Parents need to take responsibility. Athletes are from humble backgrounds. After earning some money, they do not listen to anyone. Not parents, brothers, or adults. Some athletes self-reject – drinking, boasting. Athletes need to listen. Fear God, Parents and neighbors.
3. Doping menace. Under influence cause issues. Urge quick riches, utter things like I will kill you, I have money. Athletes are self-destructing.
4. It takes long to be a world class athlete. Athletes should not trust anyone casually. Agnes Tirop, Rebecca Cheptegei, Samson Kandie are all bad violet death.
5. Wrong love. Best friend Dad and mum. Do not be lied to by men or women about love.
6. Fake lawyers. Take advantage of innocent athletes. Study you and your spouse.
7. Doping is a contributor. Free natural training is the best.
8. We need to go to church.
9. Use of religious leaders to solve GBV. The department of chaplaincy is good to solve and end. All areas where athletes are we need chaplaincy. Kapsabet 6 -7pm we are in the field. Talk about family life, marriage, money. They will be taught before someone is called wife of husband, what is required. The man holds onto a girl when they spot a talent and the girl will not know about the intention of the man.
10. We need to get ways to know how to pass information.

# ATHLETES SECTORIAL ENGAGEMENT ISSUES IDENTIFIED

11. Leaders are not giving priority to GBV or athletes welfare. Even in meeting they do not stay to hear and listen to issues.
12. Athletes need to know the partners. Some when they get money the change. They are different when they earn money.
13. People lie about athletes.
14. Athletes are not recognized at home.
15. Coaches are talking after us. They need to be strengthened to support athletes.
16. We need athletes support staff to be qualified personnel. County Government employing unqualified personnel to be in charge of sports.
17. GBV is all over the country. GBV ending measures need to be extended to grassroots.
18. GBV is also affecting men and we need also men to be protected.
19. Strengthening laws and policies. We need leaders from top to tackle GBV. It needs to start from above. Exodus chapter 21:12.
20. Corruption with people getting used to short cuts.
21. Coaches need to have values. Discipline between coach and athlete.
22. Men saying that the female athletes after help they switch off.
23. Parents are forgetting to support female athletes, When she is lacking, she get a male friend to support. Once they girl becomes wiser they are violated by male.
24. Experienced female support and take over.
25. Male athletes stop training hard and become pace makers and control ladies. When she becomes wiser the male becomes violent.
26. Athletes must be ready to be corrected. They are not listening to advise. They are the bosses. Need to take in advise and discipline. Senior advise is important for athletes.
27. Early relationship by girls is wrong. It leads to GBV. Take every life step at a time.
28. GBV lessons to start early.
29. We need to follow culture to help stop GBV.
30. Abuse of girls with early pregnancy. lying that it will boost hormones to run better or open up body.
31. Male friends/husbands not setting women free. Following them all over and women have no freedom. A deviation leads to violence.
32. Pacers for ladies and coaches, change immediately she gets a man. Coaches need to know the signs and issues. Fake coaches in business. Athletes to focus on their career.
33. Athletes need translators at big event.



# ATHLETES SECTORIAL ENGAGEMENT ISSUES IDENTIFIED

## KERICHO FORUM

**Date:** 8th November, 2024

**Location:** Sunrise Hotel

**Number:** : 200 Athletes Engaged

### Issues Identified:

1. Parents to stop asking children to stay in abusive relationship.
2. We require forums for parents. To sensitize parents as some of the problems are caused by parents.
3. Create time for old men to have proper sensitization in the community.
4. GBV is being taken as a culture and pain is being normalized. We need the issue to be taken to grass root. The victims do not know what to do.
5. Train chiefs and village elders on GBV.
6. Triple threat – HIV-AIDS, GBV and Early pregnancy. We need to tackle them together.
7. We need forums for changed perpetrators to say and change.
8. We need action and not talk.
9. Justice needs to be administered on time than being delayed.
10. All winners from abroad to be met with family so that those eyeing them cannot after seeing family.
11. Junior athlete camps need proper focus.
12. More of the forums on GBV required.
13. Recue camps for athletes. Once investigated we put them here for safety and training.
14. Early signs need to be picked and action taken for the young girls move away. Notice early move for relationship and avoid.



# ATHLETES SECTORIAL ENGAGEMENT ISSUES IDENTIFIED

15. Any words like I will kill you or if I ever see you with anyone, you will see.
16. Young girls should notice men/husbands who are only there for your money.
17. All camps dealing with young athletes to be visited. E.g. Iemitit. They need to be visited and educated on GBV.
18. As a male athlete, my time wasted. I have paced for a lady. I was to be paid monthly. She gave me husband number and she looked for another pacer. Girls /ladies take care of pace makers.
19. Opening camps need to take care of all athletes or pacers.
20. GBV causes is because of Financial problems. Female athletes when you go abroad and you have sponsors. Come home and register property in your name. Assets like land and residential it is the husband whose name is recorded. When young the relationship is good later husband can change. When property in your name and you separate there is no fight.
21. Coaches need to report to AK on issues.
22. Trainers on GBV in counties.
23. Athletes to take time before marriage. No hurry in marrying
24. Athletes transfer from one camp to another need to be supervised by AK or change of coaches need also to be supervised and signed off by AK. Some coaches entice parents to agree.
25. AK needs to visit training camps more often.
26. GBV start from upcoming athletes. The young generation are tricky and need to tackle them differently. They are not like older generation.
27. Call the coaches for session on GBV.
28. Coaches are using natural knowledge to handle the young athletes. This is not adequate. They need training to enhance their knowledge on how to handle GBV and all safeguarding aspects.
29. Camps need to have camp rules.
30. Visit camps more and engage more.



# ATHLETES SECTORIAL ENGAGEMENT ISSUES IDENTIFIED

## NYAHURURU FORUM

**Date:** 10th November, 2024

**Location:** Nyahururu Social Hall

**Number:** 221 Athletes Engaged

### Issues Identified:

1. Men are not considered in some court rulings. A soldier in 2023 had a dispute with a female athlete. He supported her for some time and wanted his money back. The court ruled that he should not even get close to her. After a month he waited for the lady when on training and knocked her with a car. He felt no one was giving him back his money and the court was against him.
2. Athletes need to take time to understand your colleague or partner.
3. Listen to your husband carefully, and aware of those asking you to avoid the coach because he knows you are receiving correct advice from the coach.
4. Athletes to say if in trouble. Do not suffer in silence.
5. Athletes to love each other in sports and avoid hatred.
6. Athletes to ensure the register their property properly.
7. It now looks like a national disaster. We need all the teachers we have be aware. GBV started earlier and now looks like it is normal.



# ATHLETES SECTORIAL ENGAGEMENT ISSUES IDENTIFIED

8. Athletes need to be open. No secrecy. We live together for 5 years, you succeed and I do not succeed. There need to be understanding.
9. Athletes living with female, is she know at your home and at her family? We need the relation to be clear to both families.
10. Athletes to be careful when choosing friends. Some athletes are misled by friends. Chose friends with benefits to you.
11. Upcoming athlete need to understand who is marrying you. Communication between both of you be good. When an athlete comes back and a broker in the village misled you. If you get proud the husband will plan for you on how to take your property.
12. Male athletes who marry athlete ladies, if relationship is not working do not force.
13. Athletes need to be careful with social media. It does not have the truth. Do not base your decisions on social media.
14. Athlete need to change first. Change behavior. We need a number of this seminars. Several of them and not once.
15. Athletes to avoid fake lovers. True love can be seen and you need to know true love.
16. There are fraudsters where athletes are like here in Nyahururu. Property being sold at exorbitant prizes. Athletes to avoid these brokers.



# ATHLETES SECTORIAL ENGAGEMENTS INSIGHTS

Region	Initial Assessment	Challenges	Critical Incidents	Needs Identified	Proposed Actions
<b>Machakos</b>	Athletes initially expressed pride in a supportive training environment.	<ul style="list-style-type: none"> <li>- Lack of mentorship for young girls on life skills.</li> <li>- Financial mismanagement among upcoming athletes.</li> <li>- Male coaches exploiting amateur female athletes.</li> <li>- Lack of food sustainability leading to vulnerable cohabitation.</li> <li>- Poor security in camps with easy outsider access.</li> </ul>	Athletes shared concerns of unreported GBV cases due to fear of stigma. Coaches revealed incidents of young girls marrying out of convenience due to economic hardships.	<ul style="list-style-type: none"> <li>- Need for mentorship programs.</li> <li>- Improved financial literacy.</li> <li>- Enhanced food sustainability and security measures in camps.</li> </ul>	<ul style="list-style-type: none"> <li>- Establish mentorship programs for young athletes.</li> <li>- Introduce financial literacy training.</li> <li>- Collaborate with authorities to secure camps and ensure proper nutrition.</li> </ul>
<b>Kajiado (Ngong)</b>	Female athletes were eager to thrive but lacked awareness of their rights.	<ul style="list-style-type: none"> <li>- Financial exploitation by spouses.</li> <li>- Lack of social life leads to exploitation in financial investments.</li> <li>- Athletes are unaware of GBV forms and their rights.</li> </ul>	Athletes described experiences of financial control and abuse by spouses, including confiscation of ID cards and depositing earnings into spouses' accounts.	<ul style="list-style-type: none"> <li>- Financial literacy programs.</li> <li>- Awareness on GBV and women's rights.</li> <li>- Social support for athletes living in isolation.</li> </ul>	<ul style="list-style-type: none"> <li>- Partner with financial institutions for empowerment.</li> <li>- Develop GBV awareness campaigns.</li> <li>- Establish peer support networks for athletes.</li> </ul>

# ATHLETES SECTORIAL ENGAGEMENTS INSIGHTS

Region	Initial Assessment	Challenges	Critical Incidents	Needs Identified	Proposed Actions
<b>Kapsabet</b>	Young athletes showed potential but faced social and cultural hurdles.	<ul style="list-style-type: none"> <li>- Parental neglect leads to girls seeking basic needs from exploitative men.</li> <li>- Rampant FGM and early marriages derail athletic careers.</li> <li>- Male coaches isolating and exploiting young girls.</li> <li>- Underage girls traveling without female accompaniment.</li> </ul>	Athletes shared accounts of underage girls being married to coaches and traveling unsupervised, resulting in abuse.	<ul style="list-style-type: none"> <li>- Address cultural practices like FGM.</li> <li>- Increase parental awareness and support.</li> <li>- Introduce stricter regulations for coaches' conduct and camp management.</li> </ul>	<ul style="list-style-type: none"> <li>- Implement cultural sensitization programs.</li> <li>- Collaborate with child protection agencies to monitor camps.</li> <li>- Enforce policies on coach-athlete interactions.</li> </ul>
<b>Kericho</b>	-Athletes' financial struggles were evident amidst a patriarchal society.	<ul style="list-style-type: none"> <li>- Financial control by husbands.</li> <li>- Abusive marriages leading to physical violence.</li> <li>- Financial illiteracy among athletes.</li> </ul>	<ul style="list-style-type: none"> <li>-A female athlete shared how her husband used her earnings to buy property in his name, leaving her penniless after separation.</li> <li>-Another athlete recounted losing her hand in a domestic violence incident.</li> </ul>	<ul style="list-style-type: none"> <li>- Urgent need for financial literacy.</li> <li>- Legal support for property and marital rights.</li> <li>- GBV awareness programs.</li> </ul>	<ul style="list-style-type: none"> <li>- Partner with legal aid organizations.</li> <li>- Conduct financial management workshops.</li> <li>- Strengthen GBV response mechanisms in athletic communities.</li> </ul>

# ATHLETES SECTORIAL ENGAGEMENTS INSIGHTS

Region	Initial Assessment	Challenges	Critical Incidents	Needs Identified	Proposed Actions
Iten	Known as the training hub, but athletes face personal and systemic challenges.	<ul style="list-style-type: none"> <li>- Coaches exploiting and isolating athletes.</li> <li>- Threats of violence from abusive ex-spouses.</li> <li>- Lack of GBV awareness and financial literacy.</li> </ul>	<p>A young athlete feared for her life as her abusive ex-husband continued to stalk and threaten her. Another athlete described being isolated and controlled by her coach.</p>	<ul style="list-style-type: none"> <li>- Safe reporting mechanisms.</li> <li>- Improved knowledge of GBV and financial rights.</li> <li>- Safe spaces for vulnerable athletes.</li> </ul>	<ul style="list-style-type: none"> <li>- Establish reporting systems for GBV.</li> <li>- Train athletes on recognizing and addressing abuse.</li> <li>- Develop support networks for survivors.</li> </ul>
Nyahururu	Athletes aimed for international success but faced exploitation abroad and domestically.	<ul style="list-style-type: none"> <li>- Sexual exploitation by race managers abroad.</li> <li>- Financial, physical, and emotional abuse by spouses.</li> <li>- Exploitation by unregistered coaches.</li> </ul>	<p>A female athlete recounted being stranded abroad after refusing sexual advances by a race manager. Another athlete described continuous harassment by her ex-husband, impacting her career and mental health.</p>	<ul style="list-style-type: none"> <li>- Need for protection against exploitation abroad.</li> <li>- Legal recourse for abuse survivors.</li> <li>- Regulation of unregistered coaches.</li> </ul>	<ul style="list-style-type: none"> <li>- Work with embassies to protect athletes abroad.</li> <li>- Support survivors with legal aid and counseling.</li> <li>- Strengthen oversight of coaches and race managers.</li> </ul>

# THE ONE – ON – ONE VIDEO RECORDINGS

## SPECIFIC INSIGHTS, IMPACTS FROM ONE-ON-ONE VIDEO RECORDINGS ON GBV&F WITHIN THE ATHLETE SECTOR.

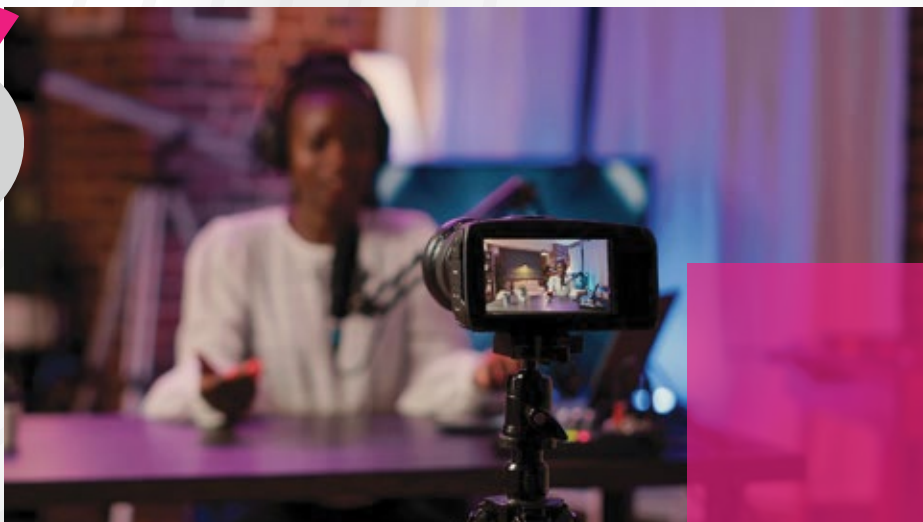
This report consolidates findings from one-on-one video recordings conducted with athletes across Machakos, Kajiado (Ngong), Kapsabet, Kericho, Iten, and Nyahururu counties. It analyzes the impact of this methodology, synthesizes key regional issues, and provides strategic recommendations for addressing GBV&F within the athlete sector.

The one-on-one video recording initiative provided invaluable insights into the prevalence and dynamics of GBV&F within the athlete sector.

## One-on-One Video Recordings: **Creating a Safe and Empowering Space**

The one-on-one video recording methodology proved highly effective in creating a safe and confidential space for survivors of GBV&F to share their experiences. This approach offered several key advantages over group settings:

- a. **Enhanced Trust and Openness:** The private setting fostered a sense of trust, encouraging survivors to disclose deeply personal and sensitive information they might have otherwise withheld. This resulted in richer, more detailed accounts of their experiences.
- b. **Reduced Fear of Stigma and Retaliation:** The confidential nature of the recordings minimized fear of judgment, bias, and potential retaliation, empowering survivors to speak openly and honestly about their experiences.
- c. **Uncovering Hidden Dynamics of GBV&F:** While group sessions facilitated the sharing of common experiences, the individual recordings revealed the nuanced and often hidden dynamics of GBV&F, including financial exploitation, sexual abuse, emotional manipulation, isolation, and threats to life.
- d. **Generating Compelling Evidence for Advocacy and Action:** The recordings provide powerful, firsthand accounts that serve as compelling evidence for advocacy efforts, informing policy development, and driving accountability. They amplify the voices of survivors, ensuring their experiences are heard by decision-makers.



## Consolidated Analysis of Key Issues Across Regions:

A cross-regional analysis revealed several recurring themes and key issues:

- a. **Financial Exploitation:** This emerged as a pervasive issue across all regions, perpetrated by spouses, coaches, race managers, and even family members. Athletes' lack of financial literacy and dependence on others for financial management contributed significantly to their vulnerability.
- b. **Exploitation by Coaches and Influential Figures:** Instances of abuse of power by coaches and other influential figures within the sporting community were reported in multiple regions. This included sexual exploitation, emotional manipulation, and control over athletes' careers and personal lives.
- c. **Lack of GBV&F Awareness:** A general lack of awareness about the different forms of GBV&F, including financial abuse and emotional manipulation, was prevalent among athletes. This lack of understanding hindered their ability to recognize and report abuse.
- d. **Vulnerability of Young Female Athletes:** Young female athletes, particularly those entering training camps without adequate support systems, were identified as particularly vulnerable to exploitation and abuse. Issues such as parental neglect, food insecurity, and lack of mentorship further compounded their vulnerability.
- e. **Threats to Safety and Security:** Concerns about safety and security were raised in several regions, including inadequate access control at training camps, lack of police presence in surrounding areas, and risks associated with travel.



# THE HEADLINES THAT COULD BE:

## SOME OF THE HEADLINES THAT CAN BE PICKED FROM THE ONE ON ONE VIDEO RECORDINGS.

### **MACHAKOS COUNTY: BREAKING BARRIERS IN TRAINING CAMPS.**

1. **Lost in Transition** Young female athletes face a lack of mentorship and life skills to navigate the challenging world of athletics. This void leaves them vulnerable to poor decision-making and exploitation.
2. **Pennywise, Pound Foolish** - Financial illiteracy among upcoming athletes leads to mismanagement and exploitation, hindering their growth and stability.
3. **The Dark Side of Coaching** Amateur female athletes are often at risk of exploitation by male coaches who misuse their authority.
4. **Marriages of Convenience** - Food insecurity in training camps forces girls into cohabitation, often leading to unstable marriages.
5. **No Safe Haven** - Athletes call for a police station within or near the camps to enhance security, particularly for girls.
6. **Uninvited Guests** - The easy access of outsiders to camps creates an environment of fear and unease among female athletes.

### **KAJIADO COUNTY - NGONG: THE PRICE OF EXPLOITATION**

1. **Hidden Documents, Stolen Futures**- Female athletes report financial exploitation by spouses, including withholding identification and redirecting earnings to personal accounts.
2. **Trust Misplaced**- With limited social lives, athletes are lured into false investments by spouses, often losing control of their finances.
3. **Power Over Justice**- A renowned marathoner's ex-wife struggles to secure child support as his influence enables him to manipulate authorities against her.
4. **In the Shadows of Awareness**- A lack of GBV awareness leaves athletes unable to recognize or report various forms of abuse.



# THE HEADLINES THAT COULD BE:

## KAPSABET: AT THE CROSSROADS OF TRADITION AND EXPLOITATION

- 1. Parenting Abandoned-** Parental negligence in supporting basic needs exposes girls in training camps to exploitation.
- 2. Tradition Over Talent-** FGM and early marriages force promising athletes to abandon their dreams.
- 3. Controlled and Isolated-** Coaches groom girls to depend solely on them, isolating them from family and mentors, leading to abuse.
- 4. Unaccompanied Vulnerability-** Girls under 18 traveling without female accompaniment face increased risks of abuse.
- 5. A Breach of Trust-** Male coaches accessing female dormitories without supervision raises safety concerns.
- 6. The Hunter's Trap-** Male athletes groom and control female athletes under the guise of mentorship, leading to abusive relationships.



## KAJIADO COUNTY - NGONG: THE PRICE OF EXPLOITATION

1. **Bought with Her Sweat-** Illiteracy and financial dependency leave athletes vulnerable to spouses controlling their finances and property.
2. **Violence in the Name of Love-** A female athlete lost her hand after her abusive husband attacked her and her mother.
3. **Blind Spots in Financial Literacy-** A lack of financial education perpetuates cycles of financial and emotional abuse.

## ITEN: POWER DYNAMICS AND FEAR

1. **Under the Coach's Shadow-** A young athlete is isolated and exploited by her coach, cutting her off from opportunities and support.
2. **Living in Fear-** An athlete fears for her life and her children's safety as her abusive ex-husband continues to stalk and threaten her.
3. **Money Matters-** Financial illiteracy among athletes leaves them susceptible to exploitation. What GBV Really Means- A lack of understanding of GBV hinders reporting and action

## NYAHURURU: THE COST OF COURAGE

1. **Airport Nights, Embassy Days-** A female athlete fled sexual exploitation by a race manager but remains unpaid and stranded abroad.
2. **Caught in the Crossfire-** An athlete in the forces faces workplace harassment from her abusive ex-husband, jeopardizing her career and peace of mind.
3. **Missing Lessons on Money-** Financial illiteracy remains a significant issue among athletes.
4. **A False Sense of Security-** Athletes relying on unregistered coaches, including spouses, face risks of financial and emotional manipulation.

These narratives illuminate the systemic challenges athletes face, underscoring the urgent need for mentorship, education, and institutional safeguards to protect their rights, careers, and well-being.



# CONSOLIDATED RECOMMENDATIONS:

Based on the consolidated analysis, the following strategic recommendations are proposed:

- a. Resourcing the fight against GBV and Femicide:** Investing in the fight against Gender-Based Violence (GBV) and femicide as a dedicated votehead is not only a moral imperative but also a critical necessity for societal development and economic stability. The economic costs associated with GBV are staggering, with estimates suggesting that violence against women can cost countries up to 3.7% of their GDP—more than double what many nations spend on education. These costs arise from healthcare expenditures, legal proceedings, lost productivity, and reduced economic participation by survivors. Investing in preventive measures and support services can mitigate these costs, ultimately leading to a healthier workforce and enhanced economic productivity.
- b. Comprehensive GBV&F Awareness and Prevention Programs:** Implement comprehensive GBV&F awareness and prevention programs tailored to the specific needs of athletes, coaches, and support staff. These programs should cover all forms of GBV&F, including financial exploitation, emotional manipulation, and online harassment.
- c. Enhanced Financial Literacy and Empowerment Training:** Provide mandatory financial literacy and empowerment training for all athletes, covering budgeting, saving, investing, and financial rights. This training should empower athletes to manage their finances independently and protect themselves from exploitation.
- d. Strengthened Reporting Mechanisms and Support Services:** Establish confidential and accessible reporting mechanisms for GBV&F incidents, ensuring that survivors feel safe to come forward. Strengthen support services for survivors, including access to legal aid, psychosocial counseling, and safe housing.
- e. Code of Conduct and Accountability Framework for Coaches and Support Staff:** Develop and implement a strict code of conduct for coaches, race managers, and all support staff, clearly outlining prohibited behaviors and establishing accountability mechanisms for violations. This should include mandatory background checks and regular training on ethical conduct and GBV&F prevention.



# CONSOLIDATED RECOMMENDATIONS:

- f. Enhanced Security and Safety Measures at Training Camps:** Implement enhanced security and safety measures at training camps, including improved access control, increased security presence, and separate accommodation for male and female athletes.
- g. Mentorship and Life Skills Programs:** Implement mentorship programs that pair experienced athletes with younger athletes, providing guidance on life skills, financial management, and navigating the challenges of a professional sports career.
- h. Community Engagement and Collaboration:** Engage with parents, families, community leaders, faith/ spiritual leaders, and relevant government agencies to address the root causes of GBV&F and promote a culture of respect and gender equality. This includes addressing issues such as FGM, early marriages, and parental neglect.
- i. Policy Advocacy and Legal Reform:** Advocate for enforcement policies and legal frameworks that protect athletes from GBV&F and hold perpetrators accountable. This includes advocating for stronger enforcement of existing laws and the development of new legislation to address emerging forms of abuse.
- j. Data Management and Monitoring:** Establish a robust data management system to collect and analyze data on GBV&F incidents within the athlete sector. This data should be used to monitor the effectiveness of interventions and inform future program development.



# PROPOSED ACTION POINTS TO END GBV AND FEMICIDE IN ATHLETICS AND BROADER KENYAN SOCIETY - ATHLETICS KENYA (AK) - NGAAF COLLABORATION

## 1. National Strategy & Governance

**RESET – End GBV & Femicide Campaign:** Establish a robust public-private partnership to spearhead a nationwide campaign, leveraging athletes as champions to promote zero tolerance for GBV and femicide while ensuring alignment with legal frameworks and international standards.

**Compliance and Monitoring:** Conduct regular compliance audits and map athletics spaces—training camps, personnel, and athletes—to enforce strict adherence to GBV and femicide prevention standards.

**Legal and Rapid Response:** Implement prioritized prosecution mechanisms for offenders and establish a rapid response initiative to address GBV and femicide hotspots effectively.

**Empowerment Through Financial Support:** Provide targeted bursaries for skills training and financial self-reliance programs to empower survivors and vulnerable groups.

## 2. Training, Awareness, and Sensitization

- **Targeted Training Programs:** Implement values-based and financial literacy training programs for primary, secondary, and junior athletes, conducted during school holidays. All coaches must complete refresher courses.
- **Community Engagement:** Partner with county governments, religious leaders, and grassroots actors to scale training and awareness campaigns in high-risk regions.

## 3. Reporting, Information, and Athlete Support

- **Whistleblowing and Reporting:** Utilize the whistleblowing hotline and suggestion boxes to report GBV cases.
- **Athlete Transition and Support:** Strengthen athlete registration processes with safeguards for young athletes transitioning into professional spaces, ensuring access to mental health and psychosocial support services.

## 4. Research and Legislation

- **Data-Driven Decisions:** Commission a nationwide study on GBV & Femicide trends in athletics
- **Policy Strengthening:** Collaborate with multi-sector stakeholders to enhance legal frameworks addressing GBV and doping, including stringent licensing and monitoring of coaches and personnel.



# PROPOSED ACTION POINTS TO END GBV AND FEMICIDE IN ATHLETICS AND BROADER KENYAN SOCIETY - ATHLETICS KENYA (AK) - NGAAF COLLABORATION

## 5. Communication and Visibility

- **Public Campaigns:** Develop and implement communication strategies, including athlete-led campaigns and periodic updates, to raise awareness and demonstrate commitment to ending GBV & Femicide.
- **Zero Tolerance Messaging:** Government and Athletics Kenya to demonstrate accountability by sanctioning offenders and publishing cases of disciplinary action.



# ABOUT NGAAF

The National Government Affirmative Action Fund (NGAAF) is a transformative state agency under the State Department of Gender & Affirmative Action, housed within the Ministry of Gender, Culture, the Arts, and Heritage. Established through Legal Notice No. 24 of the Public Finance Management Act, 2012, and operational since February 13, 2015, NGAAF is a cornerstone of Kenya's commitment to equity and inclusivity.

NGAAF embodies the Social Pillar of Kenya Vision 2030, and is a bold declaration of the Government of Kenya's dedication to realizing the rights enshrined in the 2010 Constitution, specifically Article 27(6) of the Bill of Rights, which mandates affirmative action to redress historical disadvantages caused by discrimination. This article mandates affirmative action to address historical injustices and create equitable opportunities for all.

In alignment with this constitutional mandate, NGAAF focuses its efforts on empowering marginalized groups—women, youth, Persons with Disabilities (PWDs), needy children, and elderly persons—by ensuring they have the resources and opportunities necessary to overcome barriers and thrive. This dual focus on constitutional rights and practical empowerment forms the foundation of NGAAF's transformative mission.

Through strategic partnerships and innovative programs, NGAAF channels resources, expertise, and collaborative energy to catalyze lasting change, bridging gaps and building a society where no one is left behind.

## VISION

A Transformative Fund for an Empowered Society

## MISSION

To facilitate social-economic empowerment of Affirmative Action Groups through financial and social support for inclusive and sustainable development.

## CORE VALUES

1. Equity
2. Gender Equality
3. Dignity
4. Innovativeness
5. Self-Reliance
6. Accountability

## STRATEGIC GOALS

1. Improve livelihoods for affirmative action groups
2. Increase access to education and skills
3. Enhance access to services for survivors of GBV
4. Enhance counselling and rehabilitation services
5. Improve culture posterity and nurturing innate untapped talents
6. Enhance uptake of government programmes
7. Enhance institutional capacity

**ISSUED ON 10th Day of December, 2024**

.....  
**Roy Sasaka Telewa OGW I FCIPS I FIHRM I CHRP(K)**  
**CHIEF EXECUTIVE OFFICER**  
**FOR: National Government Affirmative**  
**Action Fund (NGAAF)**

.....  
**Lt. GEN. (Rtd) JACKSON TUWEI**  
**PRESIDENT**  
**FOR: ATHLETICS KENYA**





# END GENDER BASED VIOLENCE & FEMICIDE (GBV&F)

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