



# **MINISTRY OF GENDER, CULTURE AND CHILDREN SERVICES**

**State Department for Gender Affairs  
and Affirmative Action**

## **NATIONAL MALE ENGAGEMENT AND INCLUSION STRATEGY**

**2025-2030**



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## ABBREVIATIONS AND ACRONYMS

<b>AU</b>	African Union
<b>ASAL</b>	Arid and Semi-Arid Lands
<b>BDS</b>	Business Development Services
<b>BPfA</b>	Beijing Declaration and Platform for Action
<b>CEDAW</b>	Convention on the Elimination of All Forms of Discrimination Against Women
<b>CoK</b>	Constitution of Kenya
<b>CRPD</b>	Convention on the Rights of Persons with Disabilities
<b>CSOs</b>	Civil Society Organizations
<b>CSW</b>	Commission on the Status of Women
<b>DPP</b>	Directorate of Public Prosecution
<b>DRR</b>	Disaster Risk Reduction
<b>FGM</b>	Female Genital Mutilation
<b>FGD</b>	Focus Group Discussion
<b>FPE</b>	Free Primary Education
<b>GBV</b>	Gender-Based Violence
<b>GSWG</b>	Gender Sector Working Group
<b>HIV</b>	Human Immunodeficiency Virus
<b>ICCPR</b>	International Covenant on Civil and Political Rights
<b>ICESCR</b>	International Covenant on Economic, Social and Cultural Rights
<b>ICGLR</b>	International Conference on the Great Lakes Region
<b>ICPD</b>	International Conference on Population and Development
<b>ICT</b>	Information and Communication Technology
<b>KDHS</b>	Kenya Demographic and Health Survey
<b>KNAP</b>	Kenya National Action Plan
<b>KNBS</b>	Kenya National Bureau of Statistics
<b>KNHCR</b>	Kenya National Commission on Human Rights
<b>KPS</b>	Kenya Police Service
<b>MDAs</b>	Ministries, Departments, and Agencies
<b>MDGs</b>	Millennium Development Goals
<b>ME&amp;I</b>	Male Engagement and Inclusion
<b>MEIS</b>	Male Engagement and Inclusion Strategy
<b>MGCAH</b>	Ministry of Gender, Culture, the Arts and Heritage
<b>MoE</b>	Ministry of Education
<b>MOLSP</b>	Ministry of Labour and Social Protection
<b>MSME</b>	Micro, Small, and Medium Enterprises
<b>NCAJ</b>	National Council on the Administration of Justice
<b>NACADA</b>	National Authority for the Campaign Against Alcohol and Drug Abuse

<b>NCCAP</b>	National Climate Change Action Plan
<b>NCD</b>	Non-Communicable Disease
<b>NCDS</b>	Non-Communicable Diseases
<b>NGEC</b>	National Gender and Equality Commission
<b>NGOs</b>	Non-Governmental Organizations
<b>NPGAD</b>	National Policy on Gender and Development
<b>PADV</b>	Protection Against Domestic Violence
<b>PTSD</b>	Post Traumatic Stress Disorder
<b>SDGs</b>	Sustainable Development Goals
<b>SDGEA</b>	Solemn Declaration on Gender Equality in Africa
<b>SRHR</b>	Sexual and Reproductive Health Rights
<b>STIs</b>	Sexually Transmitted Infections
<b>TB</b>	Tuberculosis
<b>TfGBV</b>	Technology facilitated Gender Based Violence
<b>UDHR</b>	Universal Declaration of Human Rights
<b>UNCRC</b>	United Nations Convention on the Rights of the Child
<b>UNODC</b>	United Nations Office on Drugs and Crime
<b>UNSCR</b>	United Nations Security Council Resolution
<b>WHO</b>	World Health Organization
<b>WPS</b>	Women, Peace, and Security

## FOREWORD



Kenya stands at a pivotal moment in its journey towards achieving inclusive and equitable development for all its citizens. As we continue to make strides in promoting gender equality, there is a growing recognition that the full engagement of men and boys is not only essential but transformative in realizing these goals. The National Male Engagement and Inclusion Strategy emerges as a critical framework for fostering shared responsibility in the pursuit of social justice, equality, and national cohesion.

This strategy acknowledges the unique roles, influences, and responsibilities that men and boys hold within our families, communities, and institutions. It seeks to challenge and reshape harmful gender norms, nurture positive masculinities, and create spaces where men can be allies and advocates for gender equality. It also addresses the distinct vulnerabilities and challenges that men and boys face, including in areas such as education, mental health, unemployment, and gender-based violence.

The development of this strategy has been a collaborative effort, involving diverse stakeholders from government, civil society, development partners, faith-based organizations, and grassroots communities. It is a testament to our collective commitment to leave no one behind and to build a society where the rights, dignity, and contributions of every individual, regardless of gender, are valued and protected.

As we implement this strategy, we call upon all Kenyans, men and women alike, to embrace its vision and take concrete action. The engagement of men and boys is not about shifting focus away from women and girls, but about reinforcing the foundations of equality through shared leadership, mutual respect, and inclusive participation.

Let this strategy be a bold step towards a more just, compassionate, and united Kenya.

**Ms. Hanna Wendot Cheptumo**  
**Cabinet Secretary**  
**Ministry of Gender, Culture and Children Services**

## ACKNOWLEDGMENT



This National Male Engagement and Inclusion Strategy is developed to provide information, strategic direction, and focus on Male Engagement and Inclusion in the gender agenda. The Male Engagement and Inclusion thematic area is underpinned by global, regional, and national policies, instruments, and frameworks that emphasize gender equality, women's empowerment, and working with men and boys as allies.

Male Engagement and Inclusion will provide the needed direction to stakeholders involved in men and boys' work in the country. It will also usher in more robust structures for further development of the agenda and cascading to all levels of government and across sectors. This will accelerate the achievement of Gender Equality and the prevention of Gender-Based Violence through enhanced positive masculinity in the country.

I would like to thank the Cabinet Secretary for overall leadership towards realization of this strategy development. I further acknowledge the efforts and contributions of officers representing various Ministries, Departments and Agencies, County Governments, Civil Society Organisations, and Development Partners for their financial and technical support in the daunting journey of developing this strategy. I further appreciate my internal technical team led by the Gender Balance and Equality Directorate for a job well done and staying committed to the course against all odds.

I now call upon all partners and collaborators to come on board and join us in disseminating and most importantly implementing this noble strategy that bears the potential to transform our country.

**Anne N. Wang'ombe, CBS**  
**Principal Secretary**  
**State Department for Gender Affairs and Affirmative Action**



## DEFINITION OF TERMS

<b>Male Engagement:</b>	Male engagement is a gender transformative approach used in various programmatic areas towards better male allies and partners in social norms transformation, ending gender-based violence addressing inequalities by working with men and boys.
<b>Male Inclusion:</b>	Men and boys are viewed, considered, and incorporated in all strategies and programs as beneficiaries, agents of change, and support systems towards gender equality.
<b>Marginalised Men:</b>	Men who face exclusion and limited participation in social and economic life. They also face social stigma based on issues like low socio-economic status.
<b>Positive masculinities:</b>	A way of visualizing and behaving that builds on all qualities associated with traditional masculinity while avoiding its negative aspects, of which women and girls are often victims.
<b>Gender Equality:</b>	Refers to the absence of discrimination based on a person's sex in authority, opportunities, allocation of resources or benefits, and access to services.

## EXECUTIVE SUMMARY

The National Male Engagement and Inclusion Strategy is a guide towards the establishment of systems and structures for the fifth thematic area in the gender sector. This is part of an intentional process in establishing systems and structures through policy and strategic direction for the engagement and inclusion of men and boys in the gender agenda.

The Strategy provides direction on basic definitions towards expunging misconceptions on what Male Engagement and Inclusion are. It is also the genesis of a detailed evidence-based situational analysis on men and boys drawn from credible state and non-state institutions. The National Committee on Male Engagement and Inclusion not only has a coordinating role, but also a complementary and synergistic role to other thematic areas in the gender sector. Indeed, either gender needs to be engaged not only to harness the value and strength of each in a symbiotic model, but also promote cohesion, prevent Gender-Based Violence, and ultimately ensure a peaceful society for all. The Strategy further guides on the immediate critical interventions and actions towards establishing and mainstreaming this work in Kenya.

The strategy has five chapters. Chapter one entails the introduction, international treaties and conventions on gender; regional frameworks on gender; and national frameworks-Constitution of Kenya 2010, Vision 2030, National Policies. The chapter also describes the strategy development process, including the rationale.

Chapter two outlines a case for Male Engagement and Inclusion Strategy with a focus on situation analysis, whereby the various thematic areas, such as Male Engagement and Inclusion in Ending Gender Based Violence; Male Engagement in Women in Leadership and Decision Making; Male Engagement and Inclusion in Social Economic Empowerment; Male Engagement and Inclusion in Peace and Security; Male Engagement and Inclusion in Health; Male Engagement and Inclusion in Education; Male Engagement and Inclusion in Technology; Male Engagement and Inclusion in Climate Change and Disaster Risk Reduction; and Male Engagement and Inclusion and Crime reduction are brought out in their current status and

trends culminating into identified key issues.

Chapter three highlights the overall Goal, Strategic goal, Specific objectives and guiding principles for the overall MEI Strategy. It further goes ahead to enlist strategies to address the issues outlined in chapter two.

Chapter four presents key issues, strategies to address them, anticipated outputs and outcomes across the thematic areas.

Chapter five focuses on the implementation plan and assigns roles to the various stakeholders including Ministries, Departments and Agencies, Counties, Development partners, CSOs, private sector, research institutions and academia among other key stakeholders.

Chapter six elaborates on how monitoring, evaluation, and reporting will be undertaken in the course of implementation of this strategy.

## **CHAPTER ONE**

### **RATIONALE AND CONTEXT**

#### **1.1 Introduction**

Male engagement and inclusion is an approach that is centred on constructively involving men and boys as beneficiaries, partners and allies in tackling social ills, and as agents of change, to promote gender equality. In Kenya, Male Engagement and Inclusion (ME&I) has created substantial attention and interest that has led to significant policy and programmatic developments, including the establishment of the ME&I thematic area under the broader gender sector.

Male-focused gender transformative work is premised on and organized by a strong belief that men and boys must be engaged and included in efforts to combat gender inequalities. The existing gender disparities are exacerbated by the lack of coordinated male engagement and inclusion in programs geared towards bringing about gender equality. The MEI Strategy, therefore, acts as a guide and a frame of reference to different stakeholders (state and non-state), including development partners, towards creating more gender-equitable and transformative interventions anchored on human rights principles.

Engaging men and boys as participants and co-beneficiaries in gender equality initiatives is an increasingly institutionalized component of global efforts towards the realization of Sustainable Development Goals. The impact of men's engagement in interventions is beginning to emerge, especially those aimed at fostering gender equality; ending Gender Based Violence; and promoting socio-economic empowerment of both men and women. The approach targets attitude and behaviour change for sustainability.

## 1.2 Male Engagement and Inclusion Legal Frameworks

### 1.2.1 International Frameworks

- 1. Universal Declaration of Human Rights (UDHR), 1948:** The UDHR establishes the principle of equality and non-discrimination for all people, regardless of gender. This foundational document underpins the importance of engaging men and boys as both rights-holders and partners in the realization of gender equality and social justice.
- 2. International Covenant on Civil and Political Rights (ICCPR), 1966:** The ICCPR guarantees equal civil and political rights for all, emphasizing the need for inclusive participation of men and women in public life. Male engagement is vital to ensuring that these rights are respected, protected, and fulfilled for everyone.
- 3. International Covenant on Economic, Social and Cultural Rights (ICESCR), 1976:** ICESCR promotes equal access to education, health, and economic opportunities for all. Engaging men and boys is essential to achieving these rights and to overcoming barriers rooted in gender stereotypes and discrimination.
- 4. Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), 1979:** CEDAW calls for the elimination of discrimination against women and explicitly recognizes the role of men and boys as allies in achieving gender equality, including the need for shared responsibility in family life and society.
- 5. Beijing Declaration and Platform for Action (BPfA), 1995:** The BPfA emphasizes the need to engage men and boys as partners in advancing gender equality, calling for their active involvement in eliminating gender-based discrimination and promoting shared responsibilities in families and communities.
- 6. International Conference on Population and Development (ICPD) Programme of Action, 1994:** The ICPD Programme of Action highlights the importance of involving men in reproductive health, family planning, and gender equality efforts, recognizing their critical role in promoting shared decision-making and positive health outcomes.

- 7. United Nations Convention on the Rights of the Child (UNCRC), 1989:** UNCRC underscores the shared responsibility of both men and women in the upbringing, protection, and development of children. Male engagement is crucial for creating nurturing and supportive environments for children's well-being.
- 8. United Nations Security Council Resolution 1325 on Women, Peace and Security, 2000:** UNSCR 1325 recognizes the importance of engaging men and boys in peacebuilding, conflict prevention, and the elimination of Gender-Based Violence, fostering inclusive and sustainable peace processes.
- 9. United Nations Convention on the Rights of Persons with Disabilities (CRPD), 2006:** The CRPD promotes the inclusion of men and women with disabilities in all aspects of society, emphasizing the need for gender-sensitive approaches that engage men and boys in advancing the rights of persons with disabilities.
- 10. Sustainable Development Goals (SDGs), 2015:** Particularly SDG 5 (Gender Equality), SDG 3 (Health), SDG 4 (Education), SDG 8 (Decent Work), SDG 13 (Climate Action), and SDG 16 (Peace, Justice, and Strong Institutions), which collectively call for the engagement of all genders in achieving sustainable development.
- 11. CSW Resolution 60/2:** Women, the Girl Child and HIV and AIDS underscores the urgent need to prioritise the health and rights of adolescent girls and young women in the context of the global AIDS pandemic. In addition, the resolution highlights male engagement as a key component.

## 1.2.2 Regional frameworks

- 1. AU Agenda 2063:** It emphasizes gender equality and transformation of social norms including the role of men in the goals.
- 2. African Charter on Human and Peoples' Rights (1981):** The Charter provides a foundational framework for the promotion and protection of human rights and equality for all individuals in Africa. By upholding principles of non-discrimination and equal participation, it supports the inclusion of men and boys as partners and beneficiaries in advancing gender equality across the continent.

3. **African Charter on the Rights and Welfare of the Child (1990):** This Charter emphasizes the shared responsibility of both men and women in ensuring the rights and well-being of children. It encourages positive male involvement in child protection, development, and the promotion of equitable family roles.
4. **Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa (Maputo Protocol, 2003):** The Maputo Protocol calls for the elimination of discrimination and violence against women and girls, while recognizing the importance of engaging men and boys as allies in promoting women's rights and advancing gender equality within African societies.
5. **Solemn Declaration on Gender Equality in Africa (SDGEA, 2004):** The SDGEA commits African Union member states to concrete actions for gender equality, explicitly encouraging the involvement of men and boys in the realization of these commitments and in challenging harmful gender norms.
6. **Protocol on the Prevention and Suppression of Sexual Violence Against Women and Children (ICGLR, 2006):** This protocol highlights the need for comprehensive approaches to prevent and respond to sexual violence, including the active engagement of men and boys in prevention efforts, advocacy, and support for survivors.
7. **Kinshasa Declaration (2021) on Positive Masculinity**  
**African Union Gender Policy (2009):** The AU Gender Policy provides a continental framework for gender equality, explicitly highlighting the transformative role of men and boys in challenging negative gender norms and supporting women's empowerment and social justice.
8. **East African Community Gender Policy (2018):** This policy promotes gender equality and the transformation of social norms across the East African region, emphasizing the inclusion and active participation of men and boys in all gender equality initiatives and programs.

### 1.2.3 National Frameworks

1. **The Constitution of Kenya (CoK), 2010:** The Constitution guarantees equality and freedom from discrimination for all,

providing the supreme legal basis for engaging men and boys as partners, beneficiaries, and agents of change in advancing gender equality and social justice in Kenya.

- 2. National Gender and Equality Act, 2011:** This Act establishes the framework for promoting gender equality and combating discrimination, explicitly calling for the inclusion and active participation of men and boys in the realization of gender equity.
- 3. The Sexual Offenses Act, 2006:** This law addresses sexual and gender-based violence, emphasizing the need for prevention, protection, and prosecution. Male engagement is critical in prevention efforts and in challenging harmful norms that perpetuate violence.
- 4. The Protection Against Domestic Violence (PADV) Act, 2015:** The PADV Act provides mechanisms for the protection of all victims of domestic violence. It recognizes the importance of engaging men and boys in prevention, support, and advocacy to end domestic violence.
- 5. The Children Act, 2022:** This Act underscores the shared responsibility of both men and women in the care, protection, and development of children, encouraging positive male involvement in parenting and child welfare.
- 6. Employment Act, 2007:** The Employment Act prohibits discrimination and promotes equal opportunities in the workplace. Engaging men and boys is essential for fostering inclusive, respectful, and equitable work environments.
- 7. Basic Education Act, 2013:** This Act ensures equal access to education for all children. Male engagement is vital for promoting positive role models and supporting gender equality in educational settings.
- 8. Persons with Disabilities Act, 2003:** This Act promotes the rights and inclusion of persons with disabilities, emphasizing the need for gender-sensitive approaches that involve men and boys in supporting disability inclusion.
- 9. Matrimonial Property Act, 2013 & Marriage Act, 2014:** These laws guarantee equal rights within marriage and family life, highlighting the importance of shared responsibilities and the



engagement of men as partners in promoting gender equality at home.

- 10. National Policy on Gender and Development, 2019:** This policy provides the overarching framework for gender equality in Kenya, explicitly recognizing the transformative role of men and boys in challenging negative gender norms and supporting women's empowerment.
- 11. Kenya Vision 2030:** Vision 2030 identifies gender equality and social inclusion as key drivers of national development, calling for the active participation of men and boys in achieving the country's development goals.
- 12. National Reproductive Health Policy 2022–2032:** This policy promotes inclusive sexual and reproductive health for all, underscoring the importance of involving men and boys in reproductive health education, decision-making, and service uptake.
- 13. National Framework toward Response and Prevention of Gender Based Violence in Kenya, 2015:** This framework guides the national response to GBV, highlighting the need for engaging men and boys in prevention, advocacy, and support for survivors.
- 14. Education and Training Sector Gender Policy, 2015:** This policy aims to mainstream gender in the education sector, recognizing the role of male teachers, students, and administrators in promoting gender equality and positive social norms.
- 15. Kenya Health Policy 2014–2030:** The policy seeks to achieve equitable, affordable, and quality health care for all. Male engagement is crucial for improving health outcomes and addressing gender-specific health challenges.
- 16. The National Policy on Family Promotion and Protection:** The policy aims to strengthen the family unit as the fundamental basis of society, in line with Article 45 of the Constitution of Kenya 2010, which recognizes the family as a natural and fundamental unit deserving state protection.
- 17. Climate Change (Amendment) Act, 2023 & National Climate Change Action Plan (NCCAP) III 2023–2027:** These frameworks promote gender-responsive climate action, encouraging the inclusion of men and boys in building climate resilience and sustainable communities.

- 18. Bottom-Up Economic Transformation Agenda:** This agenda prioritizes inclusive economic growth and social protection, recognizing the need to engage men and boys in economic empowerment initiatives for sustainable development.

#### 1.2.4. Strategy Development Process

The development of the National Male Engagement and Inclusion Strategy (MEIS) in Kenya was a structured and inclusive process aimed at promoting gender equality through male engagement. Initiated by the State Department for Gender and Affirmative Action, and working through a multi-sectoral technical working committee, the strategy's conceptualization involved identifying key issues and development of a concept note. Stakeholder engagements were crucial, with consultations across various sectors and at both levels of government to gather diverse perspectives and identify challenges in male inclusion from a wide spectrum. A comprehensive situational analysis provided evidence on the status of male engagement and inclusion, while alignment with national, regional, and international legal frameworks ensured relevance. The drafting involved various experts and the draft document underwent rigorous validation to enhance clarity and responsiveness. A national validation meeting secured consensus on the final draft, leading to its official adoption awaiting dissemination and implementation.

### 1.3 Rationale

The main purpose of the National Male Engagement and Inclusion Strategy is to establish a clear pathway and make commitments to guide the process of working with men and boys to influence policies, procedures, and practices that will accelerate the achievement of gender equality and fundamental human rights in Kenya. The Strategy aims to promote and contribute to a transformative change in conventional gendered social norms and thus intends to address systemic and structural barriers that foster gender-based discrimination and inequalities. This Strategy serves to provide a framework for engaging with men and boys towards rectifying gender imbalances and respecting the divergent experiences and needs of women and men, girls and boys across different ages, abilities, and living

conditions.

The limited participation of men and boys in efforts towards the realization of gender equality continues against the backdrop of discrimination against women and girls, sexual and gender-based violence, and uncoordinated engagement and inclusion of men and boys in the design and implementation of efforts to transform social norms. Consequently, ineffective coordination of male engagement programs has led to interventions that oftentimes fail to meet their unique needs or address the root causes of their inaction. Uncoordinated male engagement and inclusion in Kenya hinders progress towards a more equitable and sustainable future for all communities in Kenya by perpetuating power imbalances and reinforcing existing inequalities. Addressing gender inequalities and social exclusion in Kenya requires a holistic approach that considers the broader social, economic, and political contexts in which they occur. This includes engaging with men and boys in diverse communities to understand their perspectives and priorities and promoting gender-transformative policies and practices at all levels of society.

The Commission on the Status of Women recognizes the importance of male engagement. On its 67th Session, it recognized and resolved on the importance of full engagement of men and boys as agents and beneficiaries of change and strategic partners and allies in the achievement of gender equality and the empowerment of women and girls. Further, the Session underscored the importance of continuous education of children from an early age on the importance of gender equality, human rights, treating all people with dignity and respect, and promoting a culture of peace and non-violence. In addition, at the 67th session, the updated resolution 60/2, Women and the Girl child and HIV/AIDS, underscores the urgent need to prioritise the health and rights of adolescent girls and young women in the context of the global AIDS pandemic. The resolution highlights male engagement as a key component.

It is against the above-mentioned circumstances that the State Department for Gender Affairs and Affirmative action in collaboration with partners saw it fit to embrace MEI within a framework, namely the MEI Strategy.

## **CHAPTER TWO**

### **SITUATIONAL ANALYSIS**

#### **2.1 Introduction**

This chapter provides a comprehensive situational analysis of male engagement and inclusion across key sectors relevant to gender equality in Kenya. It outlines the prevailing socio-cultural norms, systemic barriers, and emerging opportunities that shape the roles, experiences, and participation of men and boys in areas such as ending gender-based violence, leadership, economic empowerment, peace and security, health, education, technology, crime, and climate change. By examining both the challenges and the gaps in current approaches, the chapter sets the stage for evidence-based strategies that promote meaningful male engagement and inclusion as a critical component for advancing gender equality, transforming harmful norms, and achieving sustainable development outcomes.

##### **2.1.1 Male Engagement and Inclusion in Ending Gender Based Violence**

The socio-cultural norms largely bestow power and privilege to men and boys' dominance and are propagated by the community leaders and gatekeepers. Some of these norms promote harmful and retrogressive practices that violate the rights of women, girls, boys, and other men. Research shows that men are the main perpetrators of physical violence, with current husbands/intimate partners accounting for 51.2% of the violations. Further, research shows that Kenya experiences 29.2% of physical violence perpetrated against young boys aged 15-19, a prevalence of FGM at 15%, 27% of men have experienced physical violence from age 15, and 7% have experienced sexual violence. According to the National Police Service (NPS) report of 2021, there were 2,367 male victims of homicide in the year under reference.

In addressing socio-cultural practices, meaningful male engagement and inclusion are crucial for challenging traditional gender norms and promoting gender equality in the fight against GBV. Despite the critical role that men and boys play in preventing violence, they are often excluded from

discussions on GBV prevention and response. Through the review of the National Policy on Gender and Development, an opportunity presents for development of strategies to actively engage men and boys as partners in GBV prevention efforts, fostering partnerships between genders, and challenging harmful stereotypes and attitudes.

To achieve the best results, male engagement and inclusion will have a multi-pronged approach, so that, on one hand, men are sensitized about shunning negative cultural practices such as FGM and championing for Gender Equality; while on the other hand efforts to handle men's challenges as survivors of GBV are scaled up. It is also pivotal that strategies are in place to mitigate some of the other drivers of GBV perpetrated by men, such as poverty and mental health, among others.

The importance of sensitizing duty bearers within the GBV referral pathway cannot be overstated. They need to know how to handle men whenever they report cases, with the aim of increasing reporting by men and boys.

### **Key issues:**

- Harmful socio-cultural norms, community dynamics, and Male masculinity.
- Men perceive GBV prevention as a threat to their power and identity.
- Inadequate male role models and visible male champions are limiting wider engagement.
- Limited male-focused strategies, weak policies, and institutional frameworks
- Underreporting and low access to Justice and Health Services for Male Survivors of Sexual Violence.
- Inadequate Support Systems in Health, including Sexual and Reproductive Health Services.

## **2.1.2 Male Engagement in Leadership and Decision Making**

### **2.1.2.1 Marginalized Men in Leadership and Decision Making**

Engaging and including marginalized men-such as young men, men with

disabilities, and men living in poverty, in leadership and decision-making roles can lead to transformative societal outcomes. These groups bring unique perspectives, lived experiences, and often underutilized potential that can foster more inclusive, just, and effective governance at all levels.

### **Key issues**

- Homogenization of men and the belief that they all equally benefit from Patriarchy
- Misconceptions surrounding the leadership abilities of marginalised men in leadership spheres.

### **2.1.2.2 Women in Leadership and Decision Making**

Meaningful engagement of men and boys is increasingly recognized as critical to gender equality and equity, necessary not only for women's empowerment but also for transforming the social and gender norms that reinforce patriarchy and inequalities that harm both women and men. Due to patriarchal power structures, women and girls generally start from a disadvantaged position in spheres of leadership. Achieving women's empowerment in leadership and decision making requires a commitment through male engagement and inclusion to pursue and realize universal standards of gender equity and equality.

### **Key Issues**

- Resistance to the implementation of the not more than two-thirds gender principle.
- Gender bias and stereotypes on women's leadership.
- Limited male allyship/advocacy for women leadership.

### **2.1.3 Male Engagement and Inclusion in Social Economic Empowerment**

The inclusion and engagement of men, particularly the marginalized, in economic empowerment initiatives and programmes can yield significant positive impacts both for the individuals involved and for society at large. The Federation of Kenya Employers states that the overall unemployment rate in Kenya is at 12.7%, of which men make up 5.13%. Youth (15 – 34 year olds), who form 35 percent of the Kenyan population, have the highest

unemployment rate of 67%. This underscores the need to support men to access business and employment opportunities. Further, according to the status report on disability inclusion in Kenya 2021, 1.9% of men have a disability. Additionally, the National Council for Persons with Disabilities (NCPWD) data indicates an unemployment rate of over 70% among people with disabilities. This means that a significant portion of men in Kenya do not have access to economic opportunities. affirmative action programmes for men are yet to be considered.

### **Key issues**

- Limited financial opportunities for men and boys.
- Low participation of men and boys in unpaid care work

## **2.1.4 Male Engagement and Inclusion in Peace and Security**

The inclusion and engagement of males-especially those from marginalized or at-risk groups-play a critical role in enhancing national peace and security. Given that men are disproportionately affected as both perpetrators and victims in violent conflicts, their proactive involvement can shift the dynamics from one of violence to one of resilience and peacebuilding.

### **Key Issues**

- Men and boys are not adequately engaged in the KNAP on the implementation of UNSCR 1325.
- Men and boys are victims of violence and radicalization.
- Harmful social and cultural practices that perpetuate violence

## **2.1.5 Male Engagement and Inclusion in Health and Well-being**

Poor health-seeking behaviour as a result of socialization that promotes stoicism depicts men who frequently seek health care as weak. This has often resulted in high mortality rates, low self-esteem, and poor self-care among men and boys. The 2022 Kenya Demographic and Health Survey (KDHS) highlights that men aged 15–54 years have lower rates of health service utilization compared to women, contributing to delayed diagnosis

and treatment of conditions such as HIV and tuberculosis. For instance, men aged 10 and above recorded lower antiretroviral therapy (ART) initiation at 89% compared to 91% among females, which was lowest among men aged 15–24 years 75% and 20–24yrs at 66.2% (NSDCC, 2024). Subsequently, high mortality has been recorded among men compared to women with HIV. Men made up 35% of persons living with HIV, yet accounted for 48% of AIDS-related deaths. This reflects late diagnosis, poor adherence, and limited continuity of care among men. Men account for 65% of TB cases in Kenya, according to the Ministry of Health, Kenya-Health Information System, which suggests high exposure, co-risk with HIV, substance use, and diagnosis delays.

According to KDHS 2022, 9.4% of men aged 15–54 years have at least one NCD, with 1.9% having multiple NCDS. This represents a substantial health burden among Kenyan men. Several factors are associated with the prevalence of NCDS amongst men, which include poor diet, lack of physical exercise, alcohol, and tobacco use. Mental health challenges among men and boys in Kenya are a growing concern, with the prevalence of mental health disorders estimated at around 4.4%. Common issues include depression, anxiety, substance abuse, and post-traumatic stress disorder (PTSD).

According to the Kenya National Bureau of Statistics (KNBS, 2022), men have higher suicide rates compared to women, a pattern that underscores the urgent need for targeted mental health interventions for men and boys. Cultural norms that emphasize traditional gender roles often expect men and boys to be stoic and resilient, discouraging them from expressing vulnerability or seeking help for mental health concerns. This stigma is further compounded by societal attitudes that view the pursuit of mental health support as a sign of weakness, leading many men and boys to suffer in silence and without adequate care. The World Health Organization (WHO) 2019 report found that men die by suicide at 2.3 times the rate of women globally, and in Kenya, the average crude national suicide death rate is estimated at 6.1 per 100,000 population, with a male to female ratio of 3:1. This shows that there are more women diagnosed with mental health issues yet more men die by suicide.

Substance abuse compounds health risks for men and boys. The National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA) 2025



study reported that one in every five males aged 15–65 years (about 2.5 million individuals) were currently using alcohol, with the highest prevalence in the Western, Coast, and Central regions. Cannabis use was also notable, with one in every 26 males in this age group, especially in Nairobi, Nyanza, and Coast regions. Tobacco use affected one in every six males, with Central, Coast, and Eastern regions showing the highest rates. Khat use was reported by one in every 14 males, with the Eastern, North Eastern, and Nairobi regions most affected. Prescription drug misuse, though less common, was present in one in every 500 males, and one in every eight males reported using multiple drugs, with the highest prevalence of polydrug use in the Coast, Nairobi, and Central regions. Men and boys make up at least 89% of the estimated 26,673 people who inject drugs, making them more likely to engage in high-risk behaviours such as sharing needles, which can lead to HIV transmission (NACADA, 2025). Boys are also less likely to pursue healthcare or justice services in cases of sexual violence.

Patterns of poor health-seeking behaviour, high rates of mental health disorders, and substance abuse highlight the critical need for male engagement and inclusion in the health sector. Addressing these challenges requires gender-transformative approaches that challenge harmful norms, expand access to male-responsive health and mental health services, and integrate men and boys into prevention, treatment, and support programs. Effective male engagement and inclusion are essential to reducing disease burden, improving health outcomes, and fostering healthier, more resilient communities.

### **Key issues:**

- Harmful Masculine Norms and Poor Health-Seeking Behaviour among men and boys.
- High Prevalence of Mental Health challenges.
- High prevalence of Substance and Drug Abuse Among Men and boys.
- Disproportionate burden of AIDS-related mortality.
- High burden of TB and non-communicable diseases among men.

## **2.1.6 Male Engagement and Inclusion in Education**

According to the Ministry of Education report (2023), among the cohort that

joined grade 1 in 2013, only 79.7% of boys completed primary education. In Secondary schools, the report further stated that there is a high male dropout rate in secondary schools linked to substance abuse, labour, lack of support, economic burden, family duties that push boys out of school, among other reasons.

In technical and Vocational colleges, enrolment of male students is higher in numbers, but the number of those graduating reduces drastically according to the Education News report. (March 19, 2025). In 2023, nationwide male enrolment was 347,335. Despite this high number, county-level reports show substantial male drop-out, suggesting that the high number is not translating into completion. According to the Economic Survey 2023, male enrolment across public universities fell from 275,614 (2021) to 263,926 (2023). Even as male enrolment slowly declines, their graduation numbers are falling even further. This reflects a sharp male vulnerability and highlights a leak between registration and completion for male students.

The number of male role model teachers is declining in schools as well due to the decline of male enrolment in teacher training institutions. According to the Economic Survey report of 2025, among the primary school teacher trainees in 2024, males were 34%. In the same report, among the secondary school teacher trainees, males were 48%.

### **Key Issues**

- Decline in school retention and completion rates for boys and men.
- Socio-economic and cultural practices that increase school dropout rates for boys.
- Decline in men's enrolment in teacher training institutions.

### **2.1.7 Male Engagement and Inclusion in Technology**

Kenya's rapid digital transformation, guided by the National ICT Policy and emerging AI frameworks, has brought both opportunities and challenges for men and boys. While technology offers platforms for learning, innovation, and social connection, it also exposes young males to heightened risks of addiction-particularly to online gaming and gambling. Research highlights that boys and young men are disproportionately affected by technology-related addictions; for instance, over 69% of males identify as gamers, and

young men aged 18–30 show significantly higher rates of gambling (GeoPoll Survey, 2019). Excessive screen time is linked to sedentary behaviour, reduced physical activity, and increased mental health concerns, including anxiety and social isolation. Digital spaces reinforce traditional and potentially harmful notions of masculinity as men and boys seek validation and identity online. These dynamics can undermine broader gender equality efforts by entrenching rigid gender roles and impeding the development of healthy and equitable relationships.

### **Key Issues**

- Negative influence of technology on men and boys
- Increased addiction to online gaming and gambling by men and boys.
- Technology-induced social isolation of men and boys.

## **2.1.8 Male Engagement and Inclusion in Climate Change and Disaster Risk Reduction**

Kenya continues to experience a rise in climate-related hazards such as droughts, floods, and unpredictable rainfall, which threaten livelihoods, food systems, public health, and ecosystems. Gender considerations have increasingly been integrated into climate change and Disaster Risk Reduction (DRR) initiatives. There is a deliberate focus on women and girls as vulnerable groups. However, there is minimal intentional focus on men and boys in climate change actions. Prevailing gender norms across Kenya reinforce the idea of men as providers and decision-makers, limiting their emotional expression and discouraging their involvement in caregiving, household adaptation, or community resilience roles. These norms can lead to male resistance to gender-focused interventions, while also masking the distinct climate-induced vulnerabilities men face, including economic displacement, mental health struggles, and risky coping strategies such as substance abuse or migration.

Despite Kenya’s policy advancements, such as the National Climate Change Action Plan (2023-2027), the Second Nationally Determined Contributions (2025), and county-level development frameworks, male-specific engagement remains minimal. Gender-responsive programming in climate and DRR often focuses on women’s empowerment without actively including

men as allies, resulting in missed opportunities to promote shared responsibilities and positive masculinities. Capacity gaps at the national and county levels hinder inclusive implementation. Moreover, Kenya's push for youth employment in the green economy and expanding climate finance mechanisms present key opportunities to integrate men and boys, especially at the grassroots level.

## **Key Issues**

- Rigid gender norms and masculinity
- Limited male participation in Gender-Responsive Climate action and DRR interventions.
- Men's vulnerabilities are often overlooked.
- Intergenerational and intersectional dynamics are not taken into consideration.

### **2.1.9 Male Engagement and Inclusion and Crime Reduction**

Men and boys in Kenya are disproportionately involved in crime, both as perpetrators and victims due to a mix of socio-economic, cultural and systemic factors. According to UNODC, men are 3-4 times more likely to be perpetrators of intentional homicides. In 2022, Kenya's homicide rate was 4.9 per 100,000 people, with men accounting for most of the 2,643 recorded deaths. Unemployment and poverty push men into risky activities like crime or gang involvement increasing their victimisation. This leads to their socio-economic vulnerabilities including radicalisation, negative peer pressure, drug use, broken family structures and social systems among others. Men dominate organised criminal activities including human trafficking, drug trafficking and cybercrime. They are also primary victims of homicide with a male homicide rate of 7.2 per 100,000 males (UNODC,2022).

There is a high number of men and boys in correctional institutions in Kenya. According to the National Council on the Administration of Justice (NCAJ) report for the financial year 2022/2023, there were 35,553 convicted prisoners, of this 33,553 were men. The report further showed that there were 26,358 unconvicted prisoners, 24,885 being men. In total there were 61,915 prisoners. This is far beyond available capacity of 34,000 prisoners according to Kenya National Bureau of Statistics, economic survey (2023).

Prison congestion in Kenya has significant effects on inmates which undermines the criminal justice system's goal of rehabilitation and public safety. Key impacts of congestion include; poor living conditions and health risks, undermined rehabilitation and reformation, increased violence and mental health issues among others.

Prison congestion also affects inmate's families where released inmates inadequately rehabilitated due to poor prison conditions may struggle to reintegrate back to the community, increasing the risk of recidivism and stigma, further burdening the society. Members of the public are unaware of the criminal justice actors/systems such as witness protection agencies, victims' protection board, borstal institutions, rehabilitation centres and youth corrective training centres.

### **Key issues**

- Low social-economic status of men and boys
- Stigmatization of ex-convicts.
- High number of men and boys in correctional facilities.
- Physical and mental distress within correctional facilities.
- Exposures and environment in prisons leading to recidivism.
- Radicalization through media and peer pressure.
- Lack of social support structures.

## **CHAPTER THREE**

### **STRATEGIC FRAMEWORK**

#### **3.1 Introduction**

The Strategic framework outlines the structural direction for engaging men and boys as active participants, allies, and beneficiaries in the pursuit of gender equality in Kenya. Based on the Constitution of Kenya (2010) and aligned with regional and international gender equality commitments, this framework defines the overarching goal, strategic objectives. It also sets out guiding principles and priority intervention areas for male engagement and inclusion. It recognizes that transforming harmful gender norms and power imbalances requires the involvement of all genders, and that addressing the unique vulnerabilities of men and boys is essential for inclusive and sustainable development. Through coordinated, evidence-based, and rights-driven actions, this framework provides a structured pathway for policy implementation, institutional reform, and community-driven change to enhance social justice for all.

#### **3.2 Goal**

The overall goal of male engagement and inclusion is the realization of gender equality

#### **3.3 Strategic goal**

To engage men and boys for their own well-being and positive social transformation for gender equality in Kenya.

#### **3.4 Specific objectives:**

1. To coordinate efforts to engage men and boys as agents and allies of change.
2. To address the vulnerabilities of men and boys for positive social transformation.

3. To advance research and collect disaggregated data on various aspects of gender inequalities to influence and inform policy and strategic implementation of male engagement and inclusion.
4. To strengthen multi-sectoral partnerships to support policy formulation and implementation.

### 3.5 Guiding Principles

This strategy is anchored in Kenya's Constitutional values and international commitments, ensuring that male engagement and inclusion advance economic growth and social justice for all. The following principles guide all interventions:

1. **Human Rights:** The strategy recognizes that engaging men and boys is fundamental to the realization of universal human rights and gender equality. Male engagement initiatives will be grounded in respect for the dignity, freedoms, and rights of all individuals, ensuring that both men and women benefit from the protection and promotion of human rights.
2. **Respect for the rule of Law and Constitutional rights:** All interventions will adhere to the Constitution of Kenya and the rule of law, promoting equal treatment and protection for men and boys alongside women and girls. This includes upholding legal frameworks that guarantee non-discrimination and the equitable participation of all genders in society.
3. **Respect for National Values:** The strategy will promote national values such as human dignity, equity, social justice, inclusiveness, equality, and non-discrimination. Male engagement efforts will foster patriotism, unity, integrity, transparency, and accountability, encouraging men and boys to be champions of these values in their communities.
4. **Equality and Equity:** The approach will prioritize both equality and equity, ensuring that men and boys, as well as women and girls, have fair access to opportunities and resources. Special attention will be given to addressing the unique challenges and vulnerabilities faced by different groups of men and boys, while promoting shared responsibilities and benefits.

5. **Enhancing equitable socio-economic development:** Male engagement will be leveraged to promote inclusive and sustainable socio-economic development. The strategy will work to ensure that men and boys are active participants and beneficiaries in efforts to achieve gender-responsive growth and social transformation.
6. **Participation and Representation:** The strategy will encourage the meaningful participation and representation of men and boys in decision-making processes at all levels. This includes involving them in policy formulation, implementation, and monitoring of gender equality initiatives, and ensuring their voices contribute to transformative change.
7. **Non-discrimination:** All activities will be designed to eliminate discrimination on the basis of gender, age, ethnicity, disability, or any other status. The strategy will challenge harmful stereotypes and practices that perpetuate inequality, and promote a culture of respect and inclusion for all.
8. **Joint coordination, partnerships and collaboration:** The success of male engagement and inclusion efforts depends on strong partnerships and coordinated action among government, civil society, private sector, communities, and other stakeholders. The strategy will foster collaboration to maximize impact and ensure sustainability.

## 3.6 Strategies

### 3.6.1 Male Engagement and Inclusion in Ending Gender Based Violence

#### Strategies

- i) Advocate for socio-cultural narratives that aim to prevent and respond to GBV.
- ii) Male engagement and inclusion in efforts towards ending GBV.
- iii) Strengthen enforcement of media regulations.
- iv) Promote peer-to-peer engagement spaces for men and boys.
- v) Implement Community and workplace outreach programs for Male Survivors of Sexual Violence.
- vi) Foster meaningful engagement and coordination with duty bearers.



- vii) Promote male responsive champions in the health systems in prevention and response to GBV.

### **3.6.2 Male Engagement and Inclusion in Social Economic Empowerment**

#### **Strategies**

- i) Strengthen partnerships and invest in male-targeted economic empowerment interventions.
- ii) Develop and implement policies and programs that address social norms that limit participation of men and boys in unpaid care and domestic work.

### **3.6.3 Male Engagement and Inclusion in Leadership and Decision Making**

#### **3.6.3.1 Marginalized Men in Leadership and Decision Making**

##### **Strategies**

- i) Promote intersectional leadership education and dialogue.
- ii) Enhance capacity of men in leadership for inclusive decision making.
- iii) Amplify marginalised men's voices and advocate for equity in leadership platforms.

#### **3.6.3.2 Male allyship in Women Leadership and Decision Making**

##### **Strategies**

- i) Undertake capacity building of men and boys to implement the two-thirds gender principle.
- ii) Strengthen and establish structures to co-ordinate and monitor the implementation of the two-thirds gender principle by men and boys.
- iii) Create awareness for behaviour and attitude change towards women leadership amongst men and boys.

- iv) Mainstream the Male Engagement and inclusion in women leadership interventions.

### **3.6.4 Male Engagement and Inclusion in Peace and Security Strategies**

- i) Review the KNAP to incorporate male engagement and inclusion in implementation of UNSCR 1325.
- ii) Establish a multi-sectoral mechanism to prevent, protect and de-radicalize men and boys from violence.
- iii) Develop and review post-conflict recovery programs to include men and boys.
- iv) Advocate for counter socio-cultural narratives amongst men and boys.

### **3.6.5 Male Engagement and Inclusion in Health and Well-being Strategies**

- i) Promote positive masculinity and health seeking behaviour.
- ii) Promote mental health and improve access to mental health services.
- iii) Promote access to HIV, SRHR STIs, TB and NCDs prevention and treatment services for boys and men.
- iv) Promote campaigns against drugs and substance abuse including through referrals and rehabilitation.
- v) Strengthen community-led programmes to enhance access to male-friendly and responsive health services.
- vi) Generate evidence to improve health programming for men and boys.

### **3.6.6 Male Engagement and Inclusion in Education Strategies**

- i) Establish and strengthen mechanisms for the retention and completion of boys in schools.
- ii) Promote mentorship and coaching among men and boys.
- iii) Develop and strengthen structures that can reduce economic pressure on parents and guardians to support boys' education.

- iv) Initiate mechanisms that motivate men to enrol in teacher training institutions.
- v) Support development of back-to-school policy for boys.

### **3.6.7 Male Engagement and Inclusion in Technology Strategies**

- i) Awareness creation on the negative effects of technology through sensitization programs.
- ii) Support parental control on access to content.
- iii) Leverage technology and A.I including apps, influencers and social media for sensitization and responsible technology use.
- iv) Encourage alternative activities that engage men and boys.

### **3.6.8 Male Engagement and Inclusion in Climate Change and Disaster Risk Reduction**

#### **Strategies.**

- i) Advocate for counter socio-cultural narratives.
- ii) Develop mechanisms that targets the participation of men and boys in Gender-Responsive Climate and DRR interventions.
- iii) Assess men's and boys' vulnerabilities and design appropriate response mechanisms.
- iv) Hold forums for men and boys to address intergenerational and intersectional gaps as relates to climate change.

### **3.6.9 Male Engagement and Inclusion and Crime**

#### **Strategies**

- i) Economic empowerment initiatives targeting men and boys.
- ii) Strengthen reintegration programmes.
- iii) Male engagement and inclusion in the rehabilitation processes for convicts.
- iv) Multi-sectoral approach in the rehabilitation processes for convicts
- v) Creating ex-convict champion networks against crime.
- vi) Sensitisation on laws and policies among men and boys towards decreasing their imprisonment.

## CHAPTER FOUR

### THE STRATEGIC FRAMEWORK MATRIX

#### 4.1 Introduction

This chapter outlines the strategic framework matrix guiding the engagement and inclusion of men and boys in advancing gender equality across various thematic areas. Recognizing the vital role men and boys play as partners, beneficiaries, and agents of change, the strategy presents key issues, targeted interventions, and anticipated outcomes across critical sectors. The outlined strategies aim to address structural and socio-cultural barriers that hinder inclusive development, foster positive masculinities, and promote gender-transformative outcomes that benefit both men and women.

**Table 1: Strategic Issues, Approaches, and Outcomes Matrix**

<b>STRATEGIC GOAL:</b> <b>To engage men and boys for their own well-being and social transformation for gender equality in Kenya.</b>			
<b>THEME 1: Male Engagement and Inclusion in Ending Gender Based Violence</b>			
<b>Key issue</b>	<b>Strategies</b>	<b>Expected results (Output)</b>	<b>Expected Outcome</b>
Harmful Socio-cultural norms and practices that perpetuate GBV.	Advocate for socio-cultural narratives that aims to prevent and respond to GBV.	Attitude and behavioural change.	Reduced GBV cases.
Socio-economic imbalances that perpetuate GBV.	Male engagement and inclusion in efforts towards	Enhanced positive masculinity.	Reduced GBV cases.

Insufficient male focused strategies to prevent GBV.	ending GBV.		
Pornography and negative media influencing harmful practices.	Strengthen enforcement of media regulations.	Reduced incidences of Technology facilitated Gender Based Violence.	Reduced exposure to harmful media content.
	Create linkages with targeted stakeholders to strengthen the family unit.		
Insufficient safe spaces for men who have gone through GBV.	Promote peer-to-peer engagement spaces for men and boys.	Increased awareness and support mechanisms for male GBV survivors	Sufficient safe spaces for men and boys survivors of GBV.
Underreporting and low access to Justice and Health Services for Male Survivors of Sexual Violence.	Implement Community and workplace outreaches for Male Survivors of Sexual Violence.	Increased access and quality of health and justice services for men and boys  Networking and linkages for prevention and response to GBV.	Improved reporting and access to justice and health services for male survivors of sexual violence.
	Foster meaningful engagement and coordination with duty bearers.		Strengthened multi-sectoral coordination mechanisms.
Inadequate Support Systems in Health including	Promote male champions in the health systems	Network of male champions established.	Improved health seeking behaviour

Sexual and Reproductive Health Services.	in prevention and response to GBV.		among men and boys.
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## **THEME 2: Male Engagement and Inclusion in Socio-economic empowerment**

<b>Key issue</b>	<b>Strategies</b>	<b>Expected results (Output)</b>	<b>Expected outcome</b>
Limited financial opportunities and technical skills for men and boys.	Strengthen partnerships and invest in male-targeted economic empowerment interventions.	Access to opportunities and financial support.  Enhanced financial literacy among men and boys.	Improved socio-economic status of men and boys.
Low participation of men and boys in unpaid care work.	Develop and implement policies and programs that address social norms that limit participation of men and boys in unpaid care and domestic work.	Increased participation of men and boys in unpaid care and domestic work.	Improved socio-economic status of men and boys' households.

## **THEME 3: Male Engagement and Inclusion in Leadership and Decision Making**

### **3.1.2.1 Marginalized Men in Leadership and Decision Making**

<b>Key issue</b>	<b>Strategies</b>	<b>Expected results (Output)</b>	<b>Expected outcome</b>
Homogenization of men and the belief that they all equally benefit from Patriarchy	Promote intersectional leadership education and dialogue.	Increased representation of marginalized men and boys in leadership.	Inclusive leadership of men and boys.

	Enhance capacity of men in leadership for inclusive decision making.	Targeted programmes for marginalized men and boys established.	Equitable leadership and decision making of men and boys.
Misconceptions surrounding leadership abilities of marginalised men in leadership spheres	Amplify marginalised men's voices and advocate for equity in leadership platforms.		

### 3.1.2.2 Male allyship in Women Leadership and Decision Making

Key issue	Strategies	Expected results (Output)	Expected outcome
Resistance to the implementation of the not more than two thirds gender principle.	<p>Advocate for change of perception and attitudes on women leadership.</p> <p>Undertake capacity building of men to implement the two-thirds gender principle.</p> <p>Establish and strengthen structures to co-ordinate and monitor the implementation</p>	<p>Increased number of men supporting women in leadership.</p> <p>Structures to co-ordinate and monitor the implementation of the two-thirds gender principle established.</p>	<p>Increased number of women in leadership and decision making.</p> <p>Adherence to the not more than two thirds gender principle in leadership and decision making.</p>

	of the two-thirds gender principle.		
Gender bias and stereotypes on women's leadership.	Create awareness for behaviour and attitude change towards women leadership.	Increased gender responsive work environment	Increased productivity.
Limited male allyship/advocacy for women leadership.	Mainstream Male Engagement and inclusion in women leadership structures.	Increased number of male champions and allies in women leadership  More women accessing networks and opportunities for leadership and decision making.	Equitable representation of men and women in leadership

#### THEME 4: Male Engagement and Inclusion in Peace and Security

Key issue	Strategies	Expected results (Output)	Expected Outcome
Men and boys not adequately engaged in the KNAP on implementation of UNSCR 1325.	Review the KNAP to incorporate male engagement and inclusion on implementation of UNSCR 1325.	Increased number of men involved in the implementation of KNAP on UNSCR 1325	Meaningful participation of men and boys in peace and security.
Men and boys are victims of violence and radicalization.	Establish a multi-sectoral mechanism to prevent, protect and de-radicalize men and boys from violence.	Reduced number of men and boys involved in violence and radicalization  Reduced number of victims of violence	Little or no incidences of violence and radicalization of men and boys.
Harmful socio-	Advocate for	Reduced harmful	Attitude and



cultural practices that perpetuate violence.	counter socio-cultural narratives.	socio-cultural practices that perpetuate violence	behaviour change among men and boys
<b>THEME 5: Male Engagement and Inclusion in Health</b>			
<b>Key issue</b>	<b>Strategies</b>	<b>Expected results (Output)</b>	<b>Expected Outcome</b>
Harmful masculine norms and poor health-seeking behaviour among men and boys.	Promote positive health seeking behaviour.	Increased number of men and boys seeking health services	Improved health among men and boys.
High Prevalence of Mental Health Challenges among men and boys.	Promote mental health and improve access to mental health services.	Reduced mental health challenges and suicide among men and boys	Decreased mortality among men and boys via suicide
High prevalence of substance and drug abuse among men and boys.	Promote campaigns against drugs and substance abuse including through referrals and rehabilitation.	Access and seamless service delivery for men and boys involved in drugs and substance abuse.  Increased access to rehabilitative services at county and community levels supported by professional addiction counsellors.	Little on no substance and drug abuse among Men and boys.  Improved health outcomes for men and boys
Disproportionate burden of AIDS-related mortality.	Promote access to HIV, STIs, TB and NCDs prevention and treatment	Increased access to health services among boys and men.	Improved health outcomes among boys and men.

	services for boys and men.		Increase HIV knowledge among men and boys.
High burden of TB and non-communicable among men.			Improved access and health outcomes among men and boys.
	Strengthen community-led programmes to enhance access to male-friendly and responsive health services.	Male friendly and responsive health services for men and boys.	Healthy men and boys within communities
	Generate evidence to improve health programming for men and boys.	Availability of data and information on men and boys' health.	Evidence based programming on health and wellness of men and boys.
<b>THEME 6: Male Engagement and Inclusion in Education</b>			
<b>Key issue</b>	<b>Strategies</b>	<b>Expected results (Output)</b>	<b>Expected Outcome</b>
Decline in school retention and completion rates for boys.	Establish and strengthen mechanisms for the retention and completion of boys in schools.  Promote mentorship and coaching among men and boys.	Increased retention and completion rate among men and boys  Positive behavioural and attitude change.	Increased productivity of men in society.  Increased school retention and completion

	Support development of back-to-school policy for boys.		rates.  Gender equity and equality in the education sector.
Socioeconomic and cultural practices that increase school dropout rates for boys.	Advocate for socio-cultural narratives that aims to prevent boys and men from pursuing education.	Positive behavioural and attitude change towards education.	High literacy levels among men and boys.  Improved living standards for men and boys
Decline of men enrolment in teacher's training institutions	Initiate mechanisms that motivate men to enrol in teacher training institutions.	Increased number of males enrolling in teacher training institutions	Gender parity in male and female teachers.
<b>THEME 7: Male Engagement and Inclusion in Technology</b>			
<b>Key issue</b>	<b>Strategies</b>	<b>Expected results (Output)</b>	<b>Expected Outcome</b>
Negative influence of technology on men and boys	Awareness creation on the negative effects of technology through sensitization programs.	Reduced cases of negative use of technology.	Responsible use of technology among men and boys  Healthy screen time habits among men and boys. Digital responsibility
	Support parental control on access to content.	Increased parental control on access to content.	

	Leverage technology and A.I including Apps, influencers and social media for sensitization and responsible technology use.	Increased number of men and boys sensitized and utilizing technology positively	among men and boys
Increased addiction to online gaming, gambling and technology induced social isolation.	Encourage alternative activities that engage men and boys constructively.	Increased number of men and boys engaged in offline activities.  Reduced cases of addiction to online gaming and gambling.	Holistic physical, mental, socio-economic wellbeing of men and boys.

### **THEME 8: Male Engagement and Inclusion in Climate Change and Disaster Risk Reduction**

<b>Key issue</b>	<b>Strategies</b>	<b>Expected results (Output)</b>	<b>Expected Outcome</b>
Rigid gender norms and negative masculinity.	Advocate for counter socio-cultural narratives.	More men acknowledging vulnerabilities and seeking help during crises.  Increased male participation in climate related activities in the community	Reduced vulnerabilities to climate change.
Low male participation in Gender-Responsive Climate and DRR	Strengthen and develop mechanisms that targets the participation of	Increased participation of men and boys in Gender-Responsive Climate and DRR	Inclusive Climate and DRR interventions

interventions.	men and boys in Gender-Responsive Climate and DRR interventions.	interventions.	
Men's specific vulnerabilities are often overlooked.	Assess men's and boys' vulnerabilities and design appropriate response mechanisms.	Increased interventions targeting men and boys' vulnerabilities to climate change.	Resilience of men and boys to climate change.
Intergenerational and intersectional gaps	Hold forums for men and boys to address intergenerational and intersectional gaps.	Reduced intergenerational and intersectional gaps	Inclusivity in planning and decision-making in climate action.

### THEME 9: Male Engagement and Inclusion and Crime

Key issue	Strategies	Expected results (Output)	Expected Outcome
Low socio-economic status leading to crime.	Economic empowerment initiatives targeting men and boys.	Increased income levels for men.	Reduced crime levels in society.
Stigmatization of ex-convicts.	Strengthen reintegration programmes.  Male engagement and inclusion in the rehabilitation processes for convicts.	Meaningful engagement of male ex-convicts in community development. Increased number of men engaged in rehabilitation support programmes	Reduced stigma towards ex-convicts.  Rehabilitated and reintegrated ex-convicts

	Creating ex-convict champion networks against crime.	Existence of a network of ex-convicts advocating for a crime free society	Reduced crime rates in society
High number of men and boys in correctional facilities.	Sensitisation on laws and policies among men and boys towards decreasing males going to prison	Reduced number of boys and men engaging in crime.	Improved community safety and security

## CHAPTER FIVE

### STRATEGY IMPLEMENTATION

#### 5.1 Implementation plan

This Chapter presents the institutional and overall framework for implementing the Male Engagement and Inclusion Strategy. Successful implementation of this Strategy will be dependent upon the collaborative efforts and synergies of all the stakeholders and actors cutting across both state and non-state actors. The Strategy recognizes the strengths of the various actors in mobilizing both human and financial resources for designing, implementing, monitoring, and reporting on the proposed interventions and organizing and interacting with community groups.

#### 5.2 Implementation structures

To realize the goal of this Strategy, the Government will create a platform for collaboration and networking among institutions, including relevant Ministries, Departments, and Agencies (MDAs), the civil society and faith-based organizations, the academia and research institutions, the private sector, the media, international organizations, development partners and communities among others, for effective participatory and consultative processes. Operations of the intergovernmental coordination structures in the gender sector will be strengthened, to support in the implementation. The roles and responsibilities of each actor are as indicated in the table below.

#### 5.3 Role of Ministries, Departments and Agencies

The government's role shall be to facilitate the implementation of the male engagement and inclusion strategy. The table below shows the key roles of the MDAs.

**Table 2: Roles of Ministries, Departments and Agencies (MDAs).**

<b>Ministry/Department</b>	<b>Role</b>
Ministry of Gender, Culture and Children Services	<ul style="list-style-type: none"> <li>– Dissemination of the MEI strategy.</li> <li>– Overall leadership and coordination in strategy implementation and resource mobilization.</li> <li>– Provide technical guidance on MEI within the gender sector.</li> <li>– Information gathering and dissemination.</li> <li>– Stakeholder mobilization and engagement.</li> <li>– Capacity building on MEI</li> </ul>
Ministry of Information, Communication and The Digital Economy	<ul style="list-style-type: none"> <li>– Dissemination of ME&amp;I activities related to its mandate.</li> <li>– Public sensitization of policies towards ME&amp;I.</li> </ul>
Ministry of Labour and Social Protection	<ul style="list-style-type: none"> <li>– Promote decent work and social protection for all genders.</li> <li>– Address workplace gender discrimination.</li> <li>– Integrate male engagement in social protection programs.</li> <li>– Support vulnerable men and boys.</li> </ul>
Ministry of Education	<ul style="list-style-type: none"> <li>– Incorporate male engagement and gender equality topics into curricula.</li> <li>– Promote gender-transformative programs in schools.</li> <li>– Support awareness campaigns targeting boys and young men.</li> </ul>



Ministry of Interior and National Administration	<ul style="list-style-type: none"> <li>– Enforce laws related to gender-based violence (GBV) and protection.</li> <li>– Support community policing for prevention of GBV.</li> <li>– Promote peaceful and inclusive communities.</li> <li>– Coordinate with local administration for awareness campaigns.</li> </ul>
Ministry of Health	<ul style="list-style-type: none"> <li>– Integrate male engagement in reproductive health and family planning services.</li> <li>– Develop and disseminate male-friendly health education materials.</li> <li>– Train health workers on gender-responsive and male-inclusive service delivery.</li> <li>– Monitor and report on male participation in health programs.</li> </ul>
Ministry of Environment and Forestry	<ul style="list-style-type: none"> <li>– Integrate gender and male engagement in climate action and environmental policies.</li> <li>– Promote equitable participation in environmental decision-making</li> <li>– Address gendered impacts of climate change.</li> </ul>
Ministry of Co-Operatives and Micro, Small And Medium Enterprises (MSME) Development	<ul style="list-style-type: none"> <li>– Promote gender-inclusive access to economic opportunities.</li> <li>– Support male and female entrepreneurs.</li> <li>– Integrate male engagement in MSME programs.</li> <li>– Address barriers to equitable economic participation.</li> </ul>
The National Treasury and Economic	<ul style="list-style-type: none"> <li>– Ensure gender-responsive</li> </ul>

Planning	<ul style="list-style-type: none"> <li>– budgeting.</li> <li>– Allocate resources for MEIS implementation.</li> <li>– Integrate gender and male engagement in national economic planning and monitoring.</li> </ul>
Parliament	<ul style="list-style-type: none"> <li>– Enact and review legislation supporting gender equality and male engagement.</li> <li>– Provide oversight and budgetary support for MEIS.</li> <li>– Advocate for policy reforms.</li> </ul>
The Judiciary	<ul style="list-style-type: none"> <li>– Ensure access to justice in gender-related cases.</li> <li>– Enforce laws on gender equality and GBV.</li> <li>– Promote gender sensitivity in the justice system.</li> <li>– Train judicial officers on gender, including male engagement.</li> </ul>
Academic and training Institution	<ul style="list-style-type: none"> <li>– Integrate gender and male engagement in curricula and research.</li> <li>– Conduct studies on gender norms and male inclusion.</li> </ul>
County Governments	<ul style="list-style-type: none"> <li>– Localize and adapt male engagement strategies to county-specific needs.</li> <li>– Implement community-based programs and campaigns.</li> <li>– Collect and present sex-disaggregated data at the county level in respective interventions.</li> <li>– Facilitate partnerships with local CSOs and community leaders</li> </ul>
National Gender and Equality Commission (NGEC)	<ul style="list-style-type: none"> <li>– Monitor and enforce compliance with gender equality laws and</li> </ul>

	<p>policies.</p> <ul style="list-style-type: none"> <li>– Advocate for male engagement as part of gender equality.</li> <li>– Provide oversight and accountability mechanisms.</li> </ul>
Kenya National Commission on Human Rights (KNHCR)	<ul style="list-style-type: none"> <li>– Monitor and report on human rights compliance, including gender equality and male engagement.</li> <li>– Investigate violations as appropriate.</li> <li>– Provide recommendations for policy and practice.</li> </ul>
National Authority for Campaign Against Alcohol and Drug Abuse (NACADA)	Coordinates a multi-sectorial effort to prevent, control and mitigate alcohol and drug abuse in Kenya.

## 5.4 The role of Non-State Actors

Non-state actors have been instrumental in advancing gender equality and women's empowerment in Kenya through a range of targeted interventions. These efforts are critical in supporting technical and financial assistance, advocacy, and awareness creation. To effectively implement the Male Engagement and Inclusion Strategy (MEIS), it is crucial to recognize and harness the diverse strengths and resources of various non-state actors. The table below outlines the key roles of the non-state actors in supporting the effective implementation of the MEIS.

**Table 3: The role of Non-State Actors**

Actors	Role
Private Sector	<ul style="list-style-type: none"> <li>➤ Form partnerships to provide inclusive and safe work sites.</li> <li>➤ Share trade information with women and men entrepreneurs.</li> </ul>

	<ul style="list-style-type: none"> <li>– Provide Business Development Services (BDS) and mentorship to entrepreneurs of all genders.</li> <li>– Facilitate financial inclusion for women and men.</li> <li>– Offer scholarships for girls and boys to pursue technical and vocational skills.</li> <li>– Promote gender-responsive workplace policies and address gender-based discrimination.</li> <li>– Support campaigns and programs for positive male engagement in the workplace.</li> </ul>
Civil society/ FBOs	<ul style="list-style-type: none"> <li>– Mobilize resources to support gender equality and male engagement initiatives.</li> <li>– Implement community-level interventions and raise awareness on gender equality and male engagement.</li> <li>– Advocate for policy reforms and hold stakeholders accountable</li> <li>– Facilitate dialogues and campaigns to transform gender norms.</li> <li>– Engage men and boys as allies in gender equality efforts</li> </ul>
Development partners	<ul style="list-style-type: none"> <li>– Provide technical and financial resources for MEIS implementation.</li> <li>– Facilitate knowledge sharing and capacity building.</li> <li>– Promote research, innovation, and learning on male engagement.</li> <li>– Support multi-sectoral</li> </ul>

	partnerships and advocacy for gender equality
The Media	<ul style="list-style-type: none"> <li>– Create awareness on gender equality, male engagement, and inclusion.</li> <li>– Promote gender equality campaigns and positive male role models.</li> <li>– Challenge and transform harmful gender stereotypes.</li> <li>– Provide accurate and balanced reporting on gender issues.</li> <li>– Amplify voices of men and boys as agents of change.</li> <li>– Partner in advocacy and public education initiatives.</li> </ul>

## 5.5 Coordination and Institutional Framework

Effective male engagement and inclusion within gender equality initiatives needs a well-coordinated and synergized institutional framework. The State Department for Gender Affairs and Affirmative Action, coordinates efforts through the Gender Sector Working Group (GSWG). For the purposes of this strategy within the framework of the gender sector, the MEI sub-committee of the gender sector will be responsible for overseeing implementation of this strategy. At county level, the MEI sub-committees at that level will equally be responsible for implementation of the strategy. Similarly, other relevant agencies have a key role to ensure full implementation of this strategy. The proper coordination of all stakeholders will ensure smooth and efficient implementation of the strategy, efficient allocation of resources and will enable the achievement of targeted objectives; involving men and boys in efforts to promote gender equity and equality, while recognising their crucial role in transforming harmful social and gender norms.

## **CHAPTER SIX**

### **MONITORING, EVALUATION AND REPORTING**

#### **6.1 Introduction**

Effective Monitoring and Evaluation (M&E) of planned activities and outputs is essential for successful implementation of the Male Engagement and Inclusion Strategy. M&E will provide an avenue for tracking progress and inform decision-making for accountability, effective service delivery, resource allocation and policy direction in strategic interventions in all sectors and at all levels. The M&E process will follow a results framework detailing outputs, outcomes, impact and key actors for each component of the strategy.

#### **6.2 Monitoring and Reporting Framework**

The Strategy shall be monitored through quarterly, bi-annual and annual reports from various implementing agencies under the MEI sub-committee of the gender sector. The nature and scope of reporting will include;

- i) Progress made against the plan.
- ii) Causes of deviation from plan.
- iii) Areas of difficulty and proposed solutions to problems that may adversely affect implementation

The Ministry of Gender, Culture and Children Services, through the State Department for Gender Affairs and Affirmative Action (SDGAA) shall be responsible for ensuring that monitoring is adequately undertaken through an elaborate reporting framework.

Through the field services office, the department will;

- i) Collect and collate ME&I data from the County Gender Officers and other stakeholders (both state and non-state) from their respective Counties.
- ii) Share a summarised report with the MEI sub-committee of the Gender Sector.
- iii) The sub-committee will then submit its report including the issues from the counties to the larger NGSWG to be presented during the Bi-annual NGSWG meeting.

At the County level, the County Gender Officer will;

- i) Collect and collate ME&I data from stakeholders (both state and non-state).
- ii) Submit the report with concurrence of the MEI sub-committee at county level to the larger County Gender Sector Working Group (CGSWG) quarterly meeting.
- iii) Upon consideration of the Report by the CGSWG, the Officer will submit the Report to the ME&I Secretariat on a quarterly basis through the field services office.

### **6.3 Evaluation Mechanism**

This will involve:

- (i) Measuring actual performance against set targets and establishing gaps or variance, if any.
- (ii) Identifying the casual factors for variance.
- (iii) Identifying and recommending appropriate remedial measures including a review of outcomes /or strategies.

### **6.4 Resource Mobilization**

The implementation of the strategy will require allocation of more funds by the National Treasury. Further, partnerships and collaboration will be County Governments, Development Partners, Private Sector and Civil Society Organisations among other stakeholders will be forged.

### **6.5 Accountability and Risks**

Implementation of this strategy is prone to various risks among them, strategic, financial, operational and technological.

### **6.6 Strategic Risks**

- i) Strategy activities being resisted by some actors due to failure to understand that ME&I is not about fighting the gains that women have achieved over time.

- ii) Weak monitoring and evaluation due to non-integration of M&E in project cycle.

## **6.7 Financial Risks**

- i) Inadequate funding.
- ii) Austerity measures that lead to diversion or reduction of funds meant for gender mainstreaming and in particular male engagement and inclusion programmes

## **6.8 Operational Risks**

- i) Duplication of interventions by various actors.

## **6.9 Technological Risks**

- i) Inadequate funding of ICT may result in officers lagging behind and not coping with technological advancements.
- ii) Managing information technology systems and data is relatively difficult in a distributed network environment and may lead to loss of management control.
- iii) Frequent upgrades of computer software results in high cost of replacement, training and re-training.

## **6.10 Organizational Risks**

- i) Delay in the review and implementation of the Directorate of Gender's organizational structure may constrain timely organizational development.
- ii) State Departments operating in silos. There could be little departmental complementarities in service delivery.

## **6.11 Political Risks**

- i) Security challenges likely to affect realization of ME&I gains.
- ii) Community animosity and suspicion.



## 6.12 Mitigation, Monitoring and Reporting of Risks

The Ministry of Gender, Culture and Children Services shall institute the following measures in order to mitigate against effects of the identified risks:

- i) Involve stakeholders in the strategy implementation and also sensitize the stakeholders on their expected roles;
- ii) Enhance inter-departmental collaboration;
- iii) Enhance M&E for early detection of any formative risks;
- iv) Partner with stakeholders to mobilize resources.

## ANNEX 1: IMPLEMENTATION PLAN

STRATEGIC OBJECTIVE: To engage men and boys for their own well-being and social transformation for gender equality in Kenya.										
THEME 1: Male Engagement and Inclusion in Ending Gender Based Violence										
Outcome	Indicator	Strategies	Activities	Target					Budget (Millions)	Strategic partners
Attitude and behavioural change	Reduced cases of GBV perpetuated through harmful socio-cultural practices	Advocate for positive socio-cultural narratives that aim to prevent and respond to GBV.	Offer training to men and boys on positive masculinity and behaviour change	300	300	300	300	300	50	Lead Agency SDfGAAA Other Partners: Counties, CSOs, FBOs and Development partners.
Reduced GBV cases	Enhanced positive masculinity	MEI in efforts towards ending GBV.	Offer training to men and boys on positive masculinity and behaviour change	4	4	4	4	4		Lead Agency SDfGAAA Other Partners: Counties, CSOs, FBOs and Development partners.
Reduced harmful media content	Reduced TfGBV cases		Conduct gender sensitive trainings to	300	300	300	300	300	30	

			create awareness of the TfGBV  Sensitize the community and stakeholders on the importance of the family in technology content control	300	300	300	300	300	50	
Increased rates of disclosure and help-seeking by male GBV survivors	Enhanced platforms for peer-to-peer engagements for men and boys	Promote peer-to-peer engagement spaces for men and boys.	Conduct forums for men and boys to dialogue for psycho-socio support	3	3	3	3	3	20	<b>Lead Agency</b> SDfGAAA <b>Other Partners:</b> Media Owners, Development partners, CSOs
	Enhanced number of male survivors of GBV seeking health	Promote male sensitive champions in the health	Train men and boys on the importance of seeking health services when violated	300	300	300	300	300	50	<b>Lead Agency</b> SDfGAAA <b>Other Partners:</b> Counties,

	services.	systems in prevention and response to GBV.								Ministry of Health, Development partners, CSOs
Improved survivor safety and protection.	Enhanced coordinated referral pathway	Foster meaningful engagement and coordination with GBV duty bearers.	Partner with stakeholders to sensitize men and boys on the referral pathways and specific duties and responsibilities of the GBV duty bearers	300	300	300	300	300	45	
<b>THEME 2: Male Engagement and Inclusion in Social Economic Empowerment</b>										
<b>Outcome</b>	<b>Indicator</b>	<b>Strategies</b>	<b>Activities</b>	<b>Target</b>					<b>Budget (in Millions)</b>	<b>Strategic partners</b>
Improved socio-economic status for men and boys	Male-targeted economic empowerment interventions.	Strengthen partnerships and invest in male-targeted economic	Advocate for the establishment of male-targeted economic empowerment interventions	0	0	0	0	0	0	<b>Lead Agency</b> SDGAAA. <b>Other Partners:</b> UWEZO Fund, YEDF. Development

		empowerment interventions.								nt partners
Improved socio-economic status of the households.		Develop and implement policies and programs that address social norms that limit participation of men and boys in unpaid care and domestic work.	Hold sensitization forums for men and boys on unpaid care and domestic work	300	300	300	300	300	50	<b>Lead Agency</b> SDGAAA. <b>Other Partners:</b> Ministry of Labour CSO's, County governments Development partners
<b>THEME 3: Male Engagement and Inclusion in Leadership and Decision Making</b> <b>3.1.2.1 Marginalized Men in Leadership and Decision Making</b>										
Outcome	Indicator	Strategies	Activities	Target				Budget (in Millions)		Strategic partners

More balanced and inclusive leadership and decision making	Increased representation of marginalized men and boys in leadership and decision making	Enhance capacity of marginalized men in leadership and decision making.	Conduct targeted leadership training programmes for marginalized men and boys on the value of gender balanced leadership	4	4	4	4	4	30	<b>Lead Agency</b> SDGAAA. <b>Other Partners:</b> Ministry of Labour CSO's, County governments Development partners
		Promote intersectional leadership education and dialogue.								
		Amplify marginalized men's voices and advocate for equity in leadership platforms		4	4	4	4	4	20	

3.1.2.2 Male allyship in Women Leadership and Decision Making										
Gender equality in leadership and decision making.	Increased number of women leadership positions	Advocate for change of perception and attitudes on women leadership.	Hold forums and educational programs to sensitise men and boys on the value of gender balanced leadership	4	4	4	4	4	20	<b>Lead Agency:</b> SDGAAA <b>Other Partners:</b> KEWOPA, NGEC, Counties, Development partners, CSOs
		Undertake capacity building of men to implement the two-thirds gender principle.	Nurture male champions of women in leadership and decision making							

		Establish and strengthen structures to co-ordinate and monitor the implementation of the two-thirds gender principle.								
Increased productivity.	Improved support for women in leadership by men and boys	Create awareness for behaviour and attitude change towards women leadership.	Sensitize men and boys on positive masculinity	3	3	3	3	3	15	<b>Lead Agency:</b> SDGAAA <b>Other Partners:</b> KEWOPA, Counties, Development Partners
Equitable representation of	Increased number of male	Mainstream the Male Engagemen	Train men and boys on their role as allies	300	300	300	300	300	45	<b>Lead Agency:</b> SDGAAA



men and women in leadership	champions and allies in women leadership	t and inclusion in women leadership	for women in leadership							<b>Other Partners:</b> KEWOPA, Counties, NGECD Development Partners, CSOs
<b>THEME 4: Male Engagement and Inclusion in Peace and Security</b>										
Outcome	Indicator	Strategies	Activities	Target					Budget (in Millions)	Strategic partners
Inclusive peacebuilding and conflict prevention	Increased number of men involved in the implementation of KNAP on UNSCR 1325	Review the KNAP to incorporate male engagement and inclusion in implementation of UNSCR 1325	Sensitize men and boys on their roles in peacebuilding and conflict prevention	200	200	200	200	200	55	<b>Lead Agency</b> SDGAAA <b>Other Partners:</b> NGAO, Development partners, CSOs
Improved community safety and stability.	Reduced number of boys and men involved in	Establish a multi-sectoral mechanism to prevent,	Create awareness and training on prevention, protection and	5	5	5	5	5	35	<b>Lead Agency</b> SDGAAA <b>Other Partners:</b>

	violence and radicalization	protect and de-radicalize men and boys from violence	de-radicalization of men and boys							Security agencies, Counties, development partners, CSOs
	Reduced number of male victims of violence									
Effective reintegration of ex-combatants and survivors	Improved post conflict recovery programs	Develop and review post-conflict recovery programs	Conduct forums to develop and review post-conflict recovery programs	1	1	1	1	1	10	<b>Lead Agency</b> SDGAAA <b>Other Partners</b> State and non-state agencies working on peace/conflict
Attitude and behaviour change	Reduced harmful socio-cultural practices that	Advocate for counter socio-cultural narratives.	Create awareness and train men and boys on socio-cultural norms	2	2	2	2	2	15	<b>Lead Agency:</b> SDGAAA <b>Other Partners:</b> Counties, CSOs,

	perpetuate violence									Development Partners
<b>THEME 5: Male Engagement and Inclusion in Health and Wellbeing</b>										
Outcome	Indicator	Strategies	Activities	Target					Budget (in Millions)	Strategic partners
Improved health and wellbeing of men and boys.	Increased number of men and boys seeking health services	Promote positive masculinity and health seeking behaviour.	Meaningfully engage men and boys through various innovative platforms to transform social norms that contribute to low health seeking behaviour	300	300	300	300	300	60	<b>Lead Agency:</b> State department for Gender Affairs and affirmative action. <b>Other Partners:</b> MOH and development partners.
	Low mortality and morbidity rates among men and boys									
			Promote peer-to-peer interventions.							
	Reduced mental health challenges	Promote mental health and improve	Partner with other stakeholders to hold	5	5	5	5	5	20	<b>Lead Agency:</b> SDGAAA <b>Other</b>

	and suicide among men and boys	access to mental health services.	training forums to combat stigma and discrimination and improve access to mental health services.							<b>Partners:</b> CSO'S, MOH and development partners
Improved physical and mental health.	Reduced prevalence of substance and drug abuse among men and boys.	Undertake rigorous campaigns against drugs and substance abuse including on referrals and rehabilitation services.	Partner with stakeholders to carry out men and boys' targeted sensitization, outreaches and campaigns against alcohol, drug and substance abuse	200	200	200	200	200	45	<b>Lead Agency</b> SDGAAA <b>Other Partners:</b> NACADA, State Department for Correctional Services
Improved health outcomes through early diagnosis and	Increased number of men and boys who are aware of their HIV status	Promote access to Male friendly and responsive HIV testing facilities	Partner with relevant stakeholders to create awareness on HIV STIs, TB and NCDs prevention	250	250	250	250	250	65	<b>Lead Agency</b> SDGAAA <b>Other Partners:</b> Counties, MoH, CSOs and

treatment.	Reduced prevalence of HIV, STIs, TB and NCDs among men and boys.	Promote Male friendly and responsive sensitization forums on HIV, STIs, TB and NCDs prevention and treatment services	and treatment								development partners
<b>THEME 6: Male Engagement and Inclusion in Education</b>											
<b>Outcome</b>	<b>Indicator</b>	<b>Strategies</b>	<b>Activities</b>	<b>Target</b>					<b>Budget (in Millions)</b>	<b>Strategic partners</b>	
Gender equity in the education sector.	Increased, retention and completion rate among men and boys in the education system	Establish and strengthen mechanisms for the retention and completion of boys in schools	Create linkages for men and boys in educational institutions	100	100	100	100	100	50	<b>Lead Agency:</b> SDGAAA <b>Other Partners:</b> UWEZO Fund, YEDF, MSEA, and development	
			Conduct Mentorship and coaching								

		Promote mentorship and coaching among men and boys	forums for men and boys							nt partners
			Partner with relevant stakeholders in the education sector to advocate for the development of a back to school policy for boys							
		Support development of a back-to-school policy for boys								
Improved literacy levels		Advocate for socio-cultural narratives that aims	Sensitize communities on harmful socio-cultural practices that prevent boys	300	300	300	300	300	60	<b>Lead Agency</b> SDGAAA <b>Other Partners:</b> MoE,

		to prevent boys and men from pursuing education.	and men from enrolling and pursuing education							Counties NG-CDF, NGAAF, CSOs, development partners
More gender balanced education workforce	Increased number of male teachers in the education system	Create awareness on the importance of male role modelling and character development among boys and young men.	Conduct campaigns on the importance of male related role modelling and character development among boys in the education system	5	5	5	5	5	15	<b>Lead Agency:</b> SDGAAA <b>Other Partners:</b> MOE, Counties, and development partners

#### THEME 7: Male Engagement and Inclusion in Technology

Outcome	Indicator	Strategies	Activities	Target					Budget (in Millions)	Strategic partners
Responsible use of technology	Reduced cases of negative	Awareness creation on the	Hold sensitization forums on	3	2	3	2	1	40	<b>Lead Agency:</b> State

among men and boys	use of technology  Increased parental control on access to content	negative effects of technology through sensitization programs. Support parental control on access to content.	Responsible use of technology among men and boys							department for Gender Affairs and affirmative action. <b>Other Partners:</b> MICDE, Media Owners
Reduced engagement in harmful online behaviour	Increased number of men and boys utilizing technology positively	Support initiatives that encourage responsible use of technology	Train men and boys on utilization of technology positively	200	200	200	200	200	50	<b>Lead Agency:</b> SDGAAA <b>Other Partners:</b> ICT State Department, CSO'S, Counties, Development partners
Holistic physical, mental, social and economic wellbeing	Increase number of men and boys engaged in offline	Encourage alternative activities that engage men and	Awareness and training on alternative activities that engage men and boys.	4	4	4	4	4	20	<b>Lead Agency:</b> SDGAAA <b>Other Partners:</b> MICDE,



	activities	boys.								Counties, developme nt partners
	Reduced cases of addiction to online gaming and gambling									

### THEME 8: Male Engagement and Inclusion in Climate Change and Disaster Risk Reduction

Outcome	Indicator	Strategies	Activities	Target					Budget (in Millions)	Strategic partners
Accelerate d adoption of gender responsive climate-resilient practices	More men acknowledgi ng vulnerabilities and seeking help during climate crises.	More men acknowledg ing climate vulnerabiliti es and seeking help during crises.	Roll out awareness and training on men and boys on risky behaviour Create awareness on MEI in climate action	300	300	300	300	300	55	<b>Lead Agency</b> SDGAAA <b>Other Partners:</b> Ministry of Environme nt, Counties, CSOs and

	Increased male participation in climate action	Increased male participation in climate action								development partners
Improved resilience to climate change and DRR	Increased participation of men and boys in Gender-Responsive Climate and DRR interventions.	Strengthened Gender-Responsive Climate and DRR interventions for men and boys	Conduct capacity for men and boys in Gender-Responsive Climate and DRR interventions	300	300	300	300	300	53	<b>Lead Agency:</b> SDGAAA <b>Other Partners:</b> NDMA, Counties CSO'S and development partners
	Number of designed response mechanisms	Assess men's and boys' vulnerabilities and design appropriate response mechanisms	Map out vulnerabilities	1	1	1	1	1	15	
			Design response mechanisms							

THEME 8: Male Engagement and Inclusion in crime reduction										
Increased economic productivity and stability	Reduction in prevalence of men and boys committing poverty induced crime	Economic empowerment initiatives targeting men and boys.	Advocate for initiation of economic empowerment programs targeting men and boys.	1	1	1	1	1	15	<b>Lead Agency:</b> SDGAAA <b>Other partners:</b> NT, AA funds, and development partners
Reduced stigma and discrimination among ex-convicts	Increased number of ex-convicts positively reintegrated back to the community	Strengthen reintegration programmes	Sensitize the community on the importance of engaging ex-convicts in community development	300	300	300	300	300	60	<b>Lead Agency:</b> SDGAAA <b>Other Partners:</b> SD for correctional services, Counties CSO'S and development partners
		Male engagement and inclusion in the rehabilitation processes for ex-convicts								

		Creating ex-convict champion networks against crime								
Reduced number of male inmates in correctional facilities.	Reduction of men and boys engaging in crime.	Sensitisation on laws and policies related to crime reduction, prevention and mitigation among men and boys	Partner with relevant stakeholders to sensitize men and boys on laws and policies related to crime reduction, prevention and mitigation	200	200	200	200	200	50	<b>Lead Agency:</b> SDGAAA <b>Other Partners:</b> SD for correctional services, borstal institutions, Counties CSO'S and development partners

## ANNEX-2: PARTNERS AND STAKEHOLDERS WHO PARTICIPATED IN THE DEVELOPMENT OF THE STRATEGY

<b>Ministries, Departments, Agencies, and Counties (MDACs)</b>	<ul style="list-style-type: none"> <li>➤ Ministry of Gender, Culture and Children Services</li> <li>➤ Ministry of Education</li> <li>➤ Kenya Prison Services</li> <li>➤ National Police Service</li> <li>➤ Kenya National Bureau of Statistics</li> <li>➤ Kenya High Commission for UNESCO</li> <li>➤ National Council for Population and Development</li> <li>➤ National Council for Persons with Disabilities</li> <li>➤ National Syndemic Disease Control Council</li> <li>➤ Children's Department</li> <li>➤ NACADA</li> <li>➤ The National Assembly</li> <li>➤ The Senate</li> <li>➤ Media Council of Kenya</li> </ul>
<b>Non-State Actors</b>	<ul style="list-style-type: none"> <li>➤ Kenya Red Cross</li> <li>➤ United Nations Agencies</li> <li>➤ University of Nairobi</li> <li>➤ Beacon Teachers Association</li> <li>➤ Thriving Community Africa</li> <li>➤ Organization of Kenya Council of Elders</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Inter Religious Council of Kenya</li> <li>➤ Reach Foundation</li> <li>➤ Tuvuli Organization</li> <li>➤ Sodzo Kenya</li> <li>➤ Vision Achievers</li> <li>➤ Grace Agenda</li> <li>➤ Men End FGM</li> <li>➤ The Drive Branch</li> <li>➤ Shujaa Daima</li> <li>➤ MENKEN</li> <li>➤ YMCA</li> <li>➤ Fahari Ya Jamii</li> <li>➤ My Body My Body</li> <li>➤ Africa Boychild Network</li> <li>➤ Adsock(Advocates for Social Change Kenya)</li> <li>➤ Sauti Salama</li> <li>➤ Masculinity Institute Kenya</li> <li>➤ Yazua Afrika</li> <li>➤ Women Political Alliance</li> <li>➤ Nzumari Africa</li> <li>➤ Long Distance Drivers and Conductors' Association</li> </ul>
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