# Promoting Peace and Civic Engagement: Digital Social and Behavior Change Strategies for

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Theme: Community Engagements and Local Narratives **Key words:** Social media, unified campaign, collaboration

### INTRO AND OBJECTIVE

USAID Kenya and East Africa's Office of Democratic Governance Peace and Security aims to support an inclusive, peaceful society through the Kenya Inclusive Governance Participation Performance and Program (Kenya – IGAPP) which emphasizes a Kenya-owned, led, and managed strategy, working through enhance To local partners. communications, CBCC designed a three-month digital media campaign to inspire issue-based discussions, helping citizens reflect needs and priorities. The campaign aimed to provide a platform for civic and voter education and promote peace ahead of the country's general elections.

### **METHODS**

Partners included ACT!, NCCK, ELGIA, NENDO, MSP, and USAID. The planning process involved seven steps: Co-diagnosis, Co-design, Cocapacity strengthening, implementation, Co-measurement, Feedback loops, and Replanning. Desk review and a pre-assessment in ten counties identified pressing issues such as corruption, economy, insecurity, tribalism, unemployment, education, public debt, food prices, and health. Audience segments were categorized as Sina Kura (Don't have a vote), Pengine Nitapiga Kura (Maybe will vote), Sitapiga Kura (Will not vote) and Nitapiga Kura (Will vote).

#### **RESULTS**





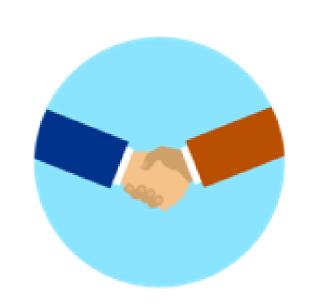
unified digital campaign #WekalssuesMbele aimed to help Kenyans refocus on critical issues.



Facebook, It utilized Twitter, YouTube, Instagram, and supplemented by traditional mass media. Messages targeted voter education, civic education, and peace messaging.



campaign achieved The significant reach: Facebook: 463,297 people, 3,844,478 and Twitter and YouTube 369,773 impressions respectively and videos on CBCC's platforms 411,513 impressions garnered with higher engagement from videos and GIFs. Google ads and TV campaign reached millions more. The campaign had a collective reach of 11,424,161.



## CONCLUSIONS

- Collaboration highly was effective with recommendations for long term engagements that start early to address voter apathy.
- Working with micro-influencers expanded reach, emphasizing effectiveness of versatile, coordinated efforts..



