



## YOUTH NCD ADVOCACY CHAMPIONS KENYA

Engaging young people and their allies in the fight against non-communicable diseases (NCDs) in Kenya is critical to achieve health equity and economic security for all Kenyans. Kenya has one of the highest NCD rates in Sub-Saharan Africa with a rate of 20.3% (WHO, 2010). In Kenya, half the population is under 24 years of age, with 42.1% of the population under 15 years of age (CIA, 2015). Fully 80% of chronic disease deaths related to non-communicable diseases (NCDs) occur in low and middle income countries, where most of the world's population lives (WHO, 2015). Consequently, more people die from chronic diseases, including cardiovascular disease, than from HIV/AIDS.

To combat rising rates of NCDs among young Kenyans, Champions for Change (C4C), based in California, USA, is launching the Youth NCD Advocacy Champions Initiative in Kenya. The initiative will improve young people's health and welfare in Kenya by investing in visionary Kenyan civil society advocates and strong local organizations working to improve the lives and health of young people by combating NCDs. C4C is engaging key partners to launch this initiative in Kenya, leveraging our extensive advocacy capacity building expertise, curriculum, and model.

### The core strategies of the C4C Kenya model include:

1. Recruit and select strong Kenyan civil society leaders and organizations based in and around Nairobi that have the potential to advocate strongly for laws, policies, and budgets to combat youth NCDs.
2. Strengthen the advocacy capacity of selected civil society to develop and launch strategic advocacy campaigns that improve youth health and welfare.
3. Invest grant-funding and technical assistance to ensure that selected civil society organizations have the resources they need to maximize their advocacy impacts in the country.
4. Provide organizational strengthening to selected civil society organizations to ensure they have the capacity, resources and systems needed to achieve large-scale change for youth.

C4C Kenya's approach tackles the challenges facing young people by empowering them and their allies to achieve scalable change across all sectors. C4C Kenya is working to raise awareness around the devastating impacts associated with youth NCDs, encourage young people to make informed health decisions, and build a sustainable legal and policy framework to combat NCDs in Kenya and throughout region.

### ABOUT CHAMPIONS FOR CHANGE

Champions for Change invests in visionary local leaders and organizations to improve reproductive, maternal, newborn, adolescent and child health in Nigeria. Champions for Change achieves sustainable impacts through advocacy, leadership development, organizational strengthening, and grant-making. Champions for Change leverages a program model developed by its sister initiative, Let Girls Lead, which has contributed to better health, education, and livelihoods for more than 7 million girls globally since 2009. Champions for Change and Let Girls Lead's innovative model achieves sustainable impacts and systemic change by improving laws, policies, funding, and programs for women, girls, and youth globally.

To learn more, please contact C4C Kenya Program Manager Rufaro Kangai at [rkangai@phi.org](mailto:rkangai@phi.org),

[www.ChampioningChange.org](http://www.ChampioningChange.org)

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