



BEYOND ZERO

INSPIRING ACTION. CHANGING LIVES.



MARKET

In April 2013, Her Excellency Margaret Kenyatta the First Lady in the Republic of Kenya resolved to make a positive contribution towards Kenya's health targets and the following year in January, she launched the Beyond Zero Campaign.

The Beyond Zero Campaign Initiative is guided by a strategic framework that provides an impetus for high impact catalytic interventions towards zero preventable deaths of mothers and children and reduces or completely eliminates social inequities for essential health services particularly maternal, newborn and child health services. Through the framework, Her Excellency advocates for:

- adequate skilled birth attendants to attend, educate and support women and their babies during pregnancy, childbirth and after birth
- adequate HIV testing, prevention and treatment programs to reduce mother to child transmission of HIV
- 100% immunization coverage for all babies against childhood illness especially polio, pneumonia and measles among others.
- adequate coverage in use of insecticide-treated mosquito bed nets to prevent malaria
- exclusive breastfeeding for all infants for the first six months
- awareness creation for cancer prevention and good healthy lifestyles among citizens.

Her Excellency's contribution specifically touches on policy prioritization, resource allocation, improved service delivery and individual health seeking behaviors and practices levels.

The model of the Beyond Zero Campaign Initiative is innovative because it combines a vertical and integrated approach towards service delivery with regard to governance

arrangements, organization, funding and service delivery. The execution of the model is greatly aided by the created devolved governments set in the constitution.

The Initiative is catalytic in nature and creates a snowball effect at all levels of leadership for the improvements of health outcomes in the country. It influences political divides to have a unified multi-sectoral approach towards tackling different development issues.

The Initiative not only provides a spark within the health system through provision of mobile clinics, as a health solution to assist basic health care services and strengthen referral systems, but it also complements existing health infrastructures at county levels.

Through its unique resource mobilization efforts of running full and half marathons, the Patron of the Initiative has run with professional athletes to raise the profile of maternal and child health issues, encouraging citizen participation and promoting key advocacy messages that are triggering new health behaviors and practices.

Mobile clinics

Under the service delivery pillar, the Beyond Zero Initiative has purchased 47 mobile clinics and donated 43 clinics to partly address access to health care services for the following special groups:

- Hard to reach areas – Northern Kenya, focusing on the counties of Isiolo, Turkana, Mandera, West Pokot, Marsabit, Samburu, Wajir, and Garissa;
- Informal settlements – focusing on urban and peri-urban areas;
- At risk populations – Health Workers, Commercial Sex Workers, women, persons with disability, elderly, children, youth, marginalized, religious/cultural communities.

The selection of the mobile clinics as an instrument for health service provision, stems from the Kenya's Health Sector Strategic and Investment Plan 2013-2017. The mobile clinics are especially suitable for hard to reach areas and informal settlements. The design of the mobile clinic and bio-medical equipment (put together by the Ministry of Health and the Beyond Zero Technical Committee) allows them to offer the essential services such as antenatal and postnatal services; HIV testing, treatment and care; immunization, basic treatment for common ailments, cervical cancer screening (and treatment where the equipment exists). There are four partitions in the clinic namely: the common area at the entrance; the maternal cum general consultation /procedure room; the pediatric consultation/procedure room; the Laboratory/pharmacy area.

Each mobile clinic that is donated has integrated processes to ensure ownership and responsibility during the pre and post launch. At the pre-launch events, deliberate efforts are made to assure county readiness to embrace and integrate the new instrument within their health delivery system. Consultations are convened by the County Health Executive Management Team comprised of representatives across diverse sectors beyond health - they are drawn from women groups, private sector actors, faith based organizations, community based organizations, development partners and County representatives. Key themes covered during the County consultations include allocation of personnel, determination of mobile clinic schedules for the various sub counties and resource allocation. In addition, the physical and public handover of the clinic by Her Excellency the First Lady to the leader of the County – the Governor- as well as the signing of the Memorandum of Understanding represents a transfer of ownership and corresponding accountabilities. At the post launch, the Campaign also visits the counties to witness the utilization of the mobile clinic by the communities as demonstrated by the number of services uploaded on the national reporting system.





ACHIEVEMENTS

- Marathons are a good way of raising the profile of a critical issue through active citizen participation. Three Editions of the First Lady's Half Marathon have been organized with the inclusion of a new category for people or children with special abilities, in 2016. One forty two kilometer marathon has been run. Over 100,000 people have participated in three editions.
- Local solution to local problem of access attained. The design of the mobile clinic was led by the Ministry of Health task force in conjunction with the Beyond Zero Technical Committee. Mobile clinics working towards enhanced outreach and strengthening the referral systems within counties. Forty three Memorandums of Understanding signed by county governments, Ministry of Health and Beyond Zero outlining key roles and responsibilities, particularly cooperation for maintenance, staffing and fueling to assure sustainability.
- Appropriate messages on maternal, neo-natal and child health & HIV/AIDS designed. These messages have reached over 14 million Kenyans.
- Over a quarter million Kenyans have received a service in the Beyond Zero mobile clinics. The greatest beneficiary has been the child.
- The Initiative has expanded its program focus to include nutrition, non-communicable diseases (e.g. all reproductive health cancer, diabetes and hypertension), early childhood

education and children with special needs.

- The Patron of the Initiative was awarded the UN Person of the Year in Kenya for her efforts in ensuring that no mother or child should die from preventable deaths in December 2014. She is also the Goodwill Ambassador of the Determined, Resilient, Empowered, Aids-Free, Mentored and Safe Initiative; a Patron of nutrition, of SOS Children's Villages Kenya, of the Hand Off Our Elephants campaign, of the National Assembly Lady Spouses Association, and of the Peperuka Scholarship Scheme to name a few.
- There are increased donations worth millions of Kenya shillings of health care equipment resulting from new partners.
- The Initiative has mobilized Kes.500Million through private sector social investments .
- The Initiative has been showcased at international forums as a leadership model for promoting women's agency in tackling development issues.



HISTORY

- 1st December 2013** - Launch of Strategic Framework for Engagement of the First Lady in HIV Control and Promotion of Maternal, New born and child health in Kenya 24th January 2014
- 9th March 2014** - First Edition of the First Lady's Half Marathon, 21kilometers
- 11th April 2014** - London Marathon, 42 kilometers
- 8th March 2015** - Second Edition of the First Lady's Half Marathon, 21kilometers
- 6th March 2016** - Third Edition of the First Lady's Half Marathon, 21kilometers
- 2014-2016** - 43 mobile clinics delivered

PRODUCT

The Beyond Zero mobile clinic - The mobile clinic is designed to contribute to the reduction of the distances covered by Kenyans to receive primary

health care services.

The First Lady's Half Marathon - The marathons are aimed at raising the profile of maternal and child health issues and citizen participation for improved individual health behaviors. The marathons also coincide with the International Women's Day celebrations.

Adopt-A-Ward - In an effort to scale up the reach of Beyond Zero, the Initiative aspires to refurbish 2-3 existing community health centers in Kenya.

RECENT DEVELOPMENTS

Short to medium term outcome - Scaling up the Beyond Zero reach through the refurbishment of community health facilities.

Long term outcome - Establishment of a referral/model center to provide specialized care for Kenyan families especially children and mothers.

BRAND VALUES

It's DNA and ideology is anchored on simplicity, inclusivity, integrity, accountability and sustainability.

The brand logo reflects the aim of the brand that is many hands working together to ensure collective action for Kenya to attain its health targets.

www.beyondzero.or.ke



Things you didn't know about Beyond Zero

It promises to raise the profile of health challenges that are preventable and are faced by the ordinary Kenyan family.

It seeks to contribute towards transforming lives by creating a spark for health solutions thus ensuring realization of health targets set in the Sustainable Development Goals.

It has provided an opportunity to Kenya's First Lady to leverage on her convening power by bringing together critical multi-sectoral stakeholders for improvements on maternal and child health.

It is championed at the county level by 47 First Ladies.

Superbrands

