

TALKING NOTES FOR MRS. ZEINAB HUSSEIN, PRINCIPAL SECRETARY, STATE DEPARTMENT OF GENDER AFFAIRS DURING THE LAUNCH OF THE ANTI-FGM BOARD COMMUNICATION AND MEDIA STRATEGY AND LOGO AT THE GUSII STADIUM ON 9TH JUNE 2016

Chairperson of the Anti-FGM board, Mrs. Linah Jebii Kilimo

Distinguished Guests,

Ladies and Gentlemen,

It gives me great pleasure to be here today to launch the Anti-FGM communication and media strategy as well as its new Logo.

The development of this communication and media strategy is an important milestone for the Board, since it will serve to enhance the visibility of its activities towards the elimination of Female Genital Mutilation (FGM) which mainly revolve around advocacy.

This communication and media strategy is critical to the implementation of awareness creation campaigns on FGM throughout the country. It is envisioned that through the outlined media campaign work plans, the board will be able to successfully realize its Strategic Plan for 2016-2018.

I wish to commend the board which is only one and a half years old for rebranding itself to reflect its renewed efforts towards its mandate of eliminating FGM in the Country and this is seen in their development of a new logo which we are also launching today.

I am happy to note that with the new strategy in place, the board will be greatly guided in conducting research that will not only add to the existing knowledge on FGM, but also identify new and significant strategies that are going to help it realize its mandate. The research component will also strengthen the monitoring and evaluation aspect of the Board on its programmes.

Ladies and Gentlemen:

I wish to appreciate all individuals and organizations, government ministries and departments, and universities for their invaluable contribution to the development of this strategy through financial, moral and technical support.

I also appreciate the support of the International Rescue Committee that financed the entire development process of the strategy and the Co-operative Bank for financing its printing.

I also acknowledge the technical committee that worked tirelessly with the two consultants to ensure the strategy was of the highest standards.

I wish to say that your efforts will go a long way in ensuring the girl-child in Kenya and beyond our borders is safe from FGM.

I am happy to note that the Anti-FGM Board is developing its website that will help the media access updated information on the campaigns against FGM in the country.

Ladies and Gentlemen:

I wish to urge all stakeholders to support the board in its campaigns. In particular I wish to urge all the county governments to offer financial and moral support in the fight against FGM.

Lastly I wish to see a collaboration of all partners and stakeholders in this region that will lead to a reduction in the FGM prevalence rate in Kisii and Nyamira counties which currently stands at 84.4 percent as per the Kenya Demographic and Health Survey, 2014.

Pamoja Tukomeshe Ukeketaji

Thank you