SECURING YOUR FAMILY’S FUTURE (SYFF) SKY FM RADIO CAMPAIGN
12TH, 19TH 26TH AUGUST & 2ND SEPTEMBER 2020

1.0 BACKGROUND
Women’s land and property rights in East Africa have a range of forces that work against them, including conflicting statutory and customary laws, weak enforcement of the laws that do exist, and discriminatory beliefs and practices within households and communities. Many of these threats come from within the community because of entrenched gender norms, which are mostly patriarchal in nature.

Many African communities, Kenya included, have a long history of being patriarchal societies, where land is passed on from one generation to another through a male lineage. Women hold only secondary land rights which they can acquire only when they have a relationship with a male e.g. through marriage. The secondary land rights only give women user rights for the use of land but they do not own or have control/decision-making power on this land. If there’s a breakdown of the relationship, the woman loses the secondary rights thereby leaving her in a vulnerable position. When women have to deal with constant resistance, struggle, and in many instances’ violence, they understandably can become disempowered and discouraged, and thus their fight to realize their land rights suffers.

2.0 JUSTIFICATION
KELIN in partnership with two non-governmental organizations in East Africa engaged in community dialogues with the communities they work with to identify the common barriers to access to the property for women’s property rights and how inequitable social norms about gender equality and women’s land rights can be changed. The partnership identified key social norms that discourage women’s land rights. In response this, we collectively developed a theory of change logic model to guide the development of multiple social norms interventions and developed the Securing Your Family’s Future (SYFF), a curriculum-based course on transforming peer norms on women land rights in local communities that would bridge the gap between policies as a step towards the full realization of these rights. The overarching goal of the course is
to increase women’s access to, use of, ownership of, control of, and decision-making about land in target sites in Kenya. The curriculum uses a variety of interactive teaching methods to impart information, clarify values and beliefs (especially about gender equality and women’s land rights), change peer norms and teach skills.

KELIN has been working with the cultural structures such as the Luo Council of Elders in Kisumu and Homa Bay counties since 2009 to facilitate access to justice for widows, orphans and vulnerable children denied their lawful right to access, inherit and own land and properties. 525 widows and their children have had their cases successfully settled over the period and more cases continue to be resolved even as community advocacy is carried out to reduce the instances of such violations.

It is against this background that KELIN intends to run a one-month community dialogue programme with SKY FM to be aired in August 2020 through mentions, infomercials and live interviews focused on the Secure Your Family’s Future curriculum in furtherance of women’s land and property rights. The four key messages that the campaign intends to push forward are:

1. Co-register a marriage.
2. Register or co-register land
3. Make a will
4. Mediation

3.0 OBJECTIVES OF THE CAMPAIGN
1. To make the public aware of the underlying problems in women’s land and property rights and their diverse impacts on women’s right on access to, use of, ownership of, control of and decision making about the land.
2. To enhance the capacity of the women to claim their rights to land and property.
3. To try and win the support of the public in pushing the reforms the SYFF campaign is advancing.

4.0 EXPECTED OUTCOMES
1. Increased community awareness and empowerment on women land and property land rights.
2. Women will be empowered to know and claim their land, property and inheritance rights in accessing justice when these rights are violated.
3. Change in social and peer norms to ensure they are protective of women’s land, property and inheritance rights.

5.0 METHODOLOGY
The one-month community dialogue programme will be achieved through radio mentions, infomercials and live interviews focused on the Secure Your Family’s Future curriculum in furtherance of women’s land and property rights.

6.0 PARTICIPANTS
The project aims to empower communities at large especially in Kisumu and Homa Bay counties being the two counties KELIN implements the WLPR program.

7.0 CAMPAIGN DURATION
The radio campaign will be for one month aired every Wednesday of August 2020.

8.0 CONVENERS
The campaign is implemented by KELIN and SKY FM.