



# STRATEGIC PLAN 2023-2025

AN ABRIDGED VERSION



“

*We continue to ensure the needs of the youth are adequately considered in county and national development plans. After all, they are the single-largest demographic group in Kenya (34% are aged 10-24 years old)."*

”

Evelyn Samba  
Country Director, DSW Kenya



# DSW KENYA STRATEGIC PLAN

## About DSW

DSW is a non-governmental organisation that works with young people to empower them to make informed decisions in a holistic and nurturing environment.



## Vision Statement

A world where all youth- especially girls and young women- live free from disease and make independent and informed choices over their sexual and reproductive lives with full access to sexuality education, health services and modern contraceptives.



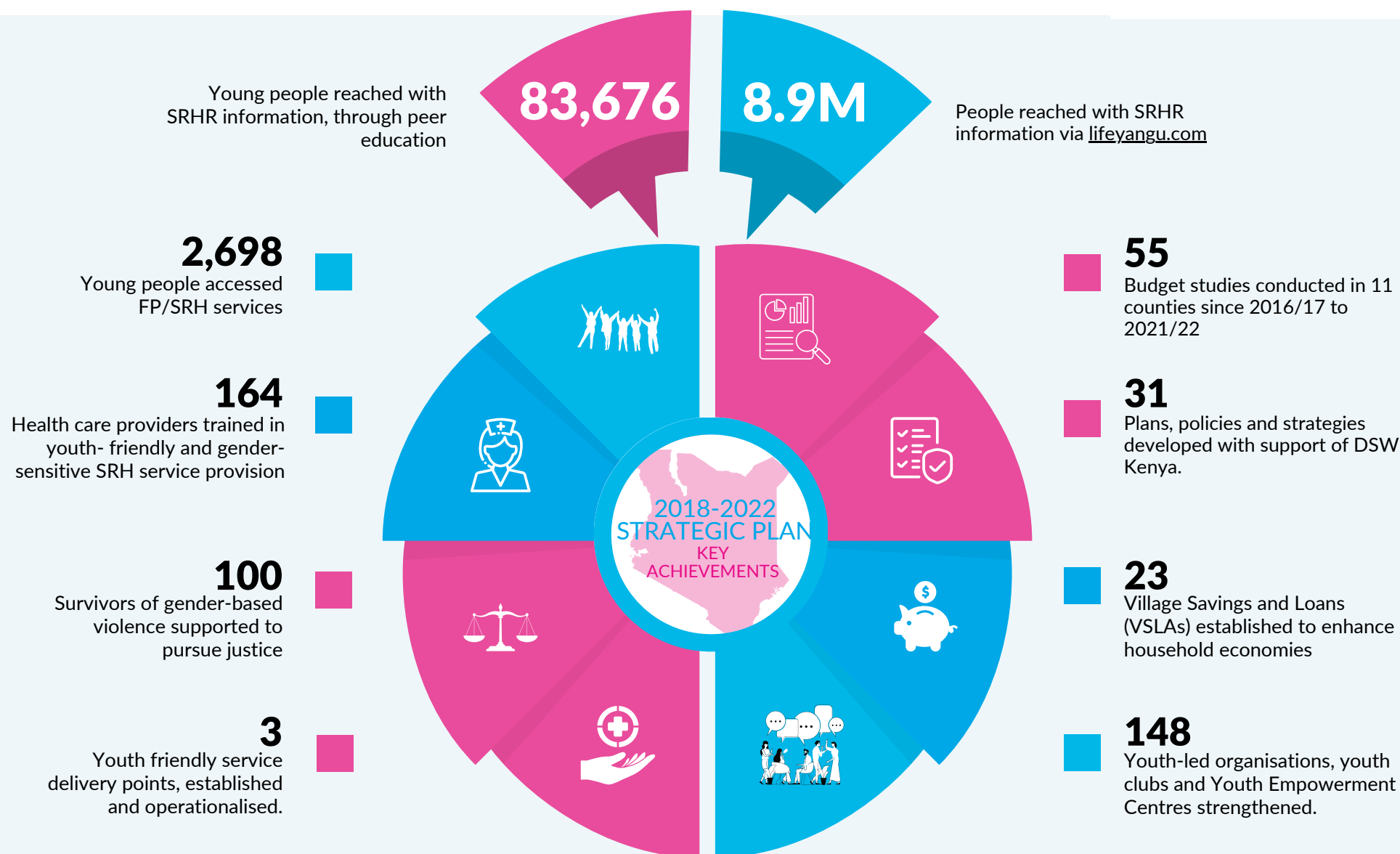
## Mission Statement

DSW addresses youth challenges through creating enabling environment for improving access to SRHR services, gender equality and livelihood.



# 2018-2022 STRATEGIC PLAN

## Key Achievements



# Our Approach

1



2



3



4



## **GENDER & AGE SENSITIVE PROGRAMMING**

Enhancing awareness, demand for and access to youth friendly health services, while addressing harmful practices.



## **CAPACITY BUILDING**

Strengthening the capacity of youth and youth organizations.



## **ADVOCACY**

Advocacy and technical assistance to ensure political and financial support for SRHR.



## **MULTI-SECTORAL APPROACH**

Strengthening youth livelihoods through integration of SRHR programming across diverse sectors

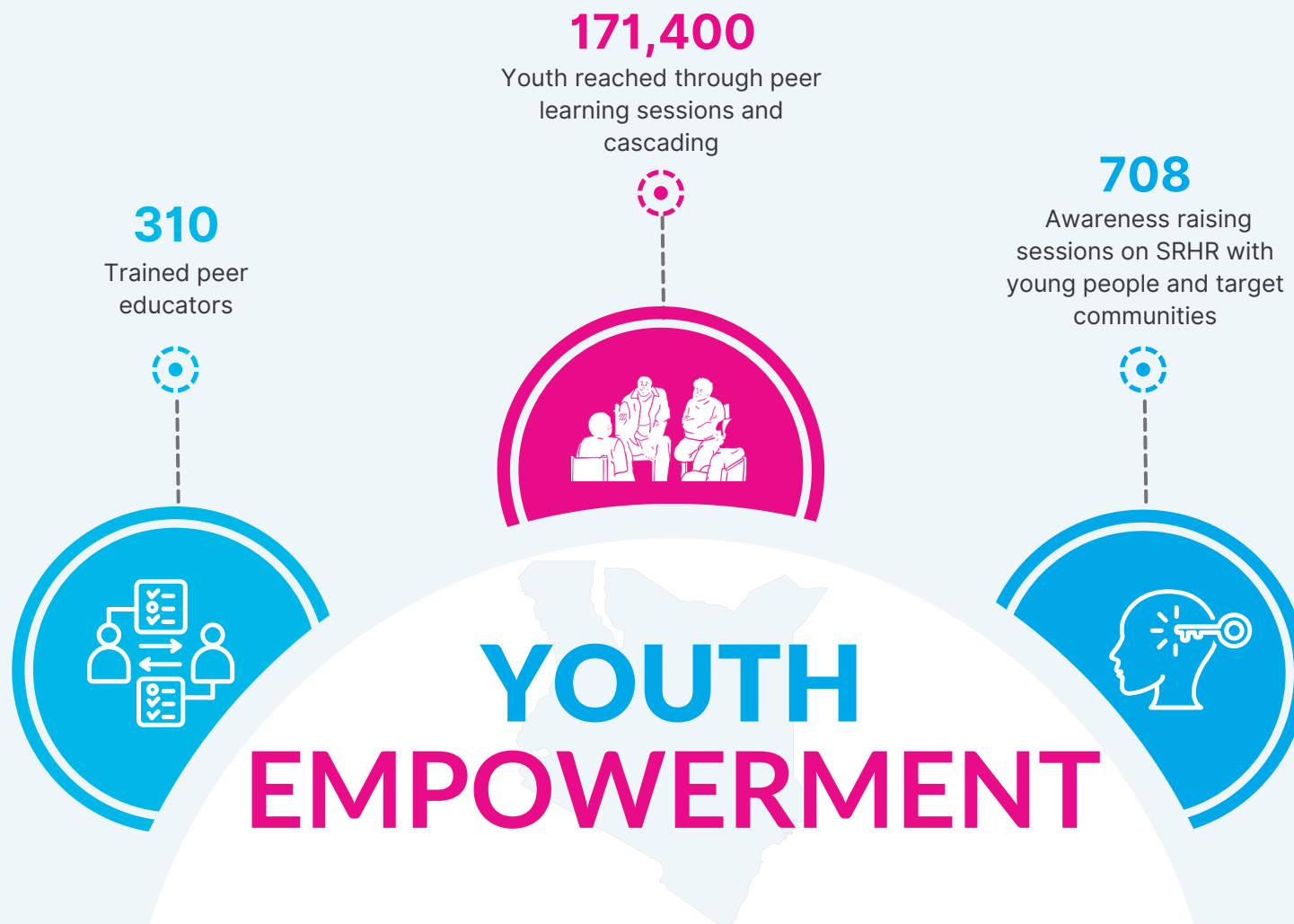
# Our Focus Areas

## YOUTH EMPOWERMENT

Build youth's awareness and demand for sexual reproductive health rights through age appropriate and gender-sensitive sexuality education and training.



# 2023-2025 TARGETS



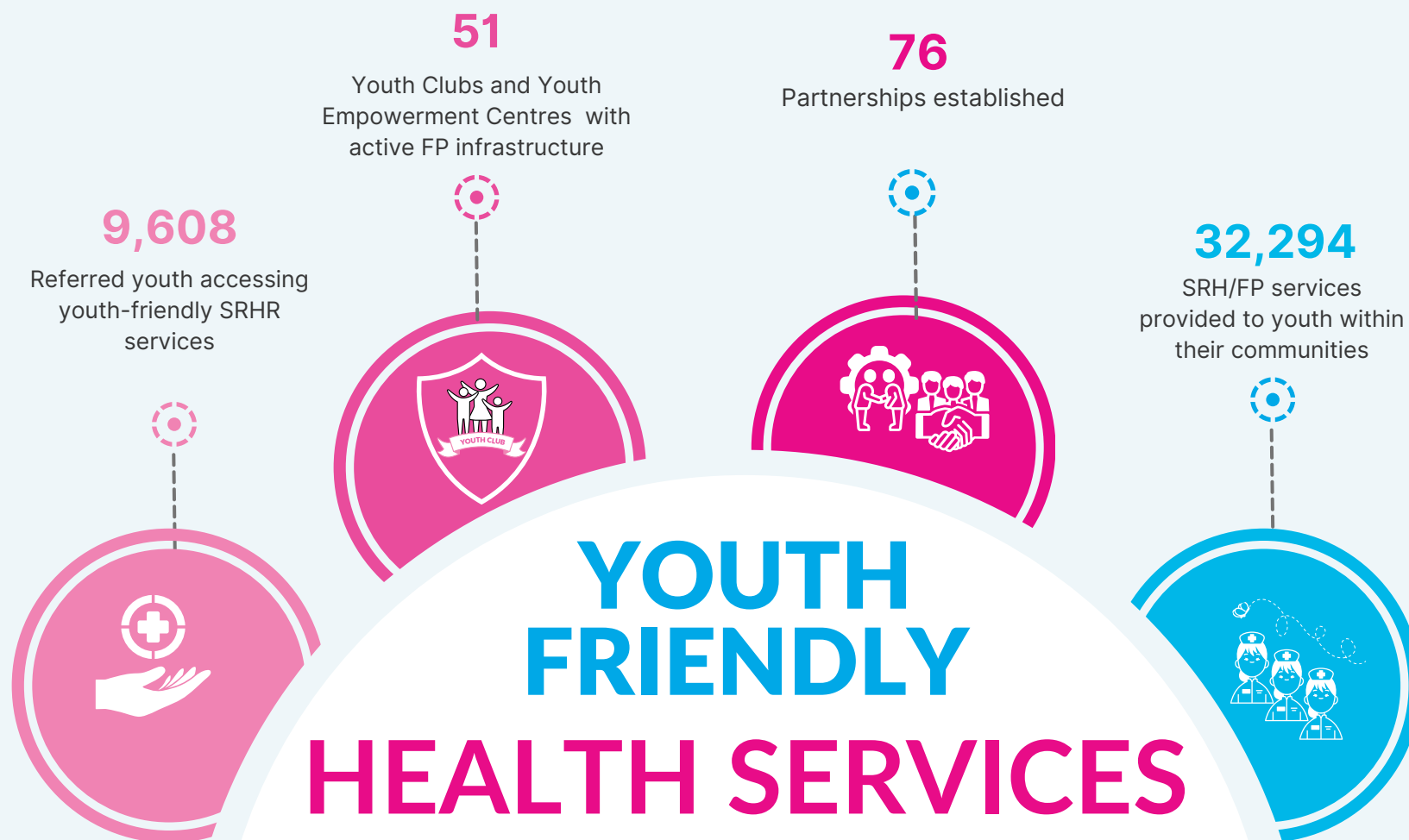
# Our Focus Areas



## YOUTH FRIENDLY HEALTH SERVICES

Provide youth with access to quality reproductive health services within their communities, in youth centres and youth empowerment centres.

# 2023-2025 TARGETS



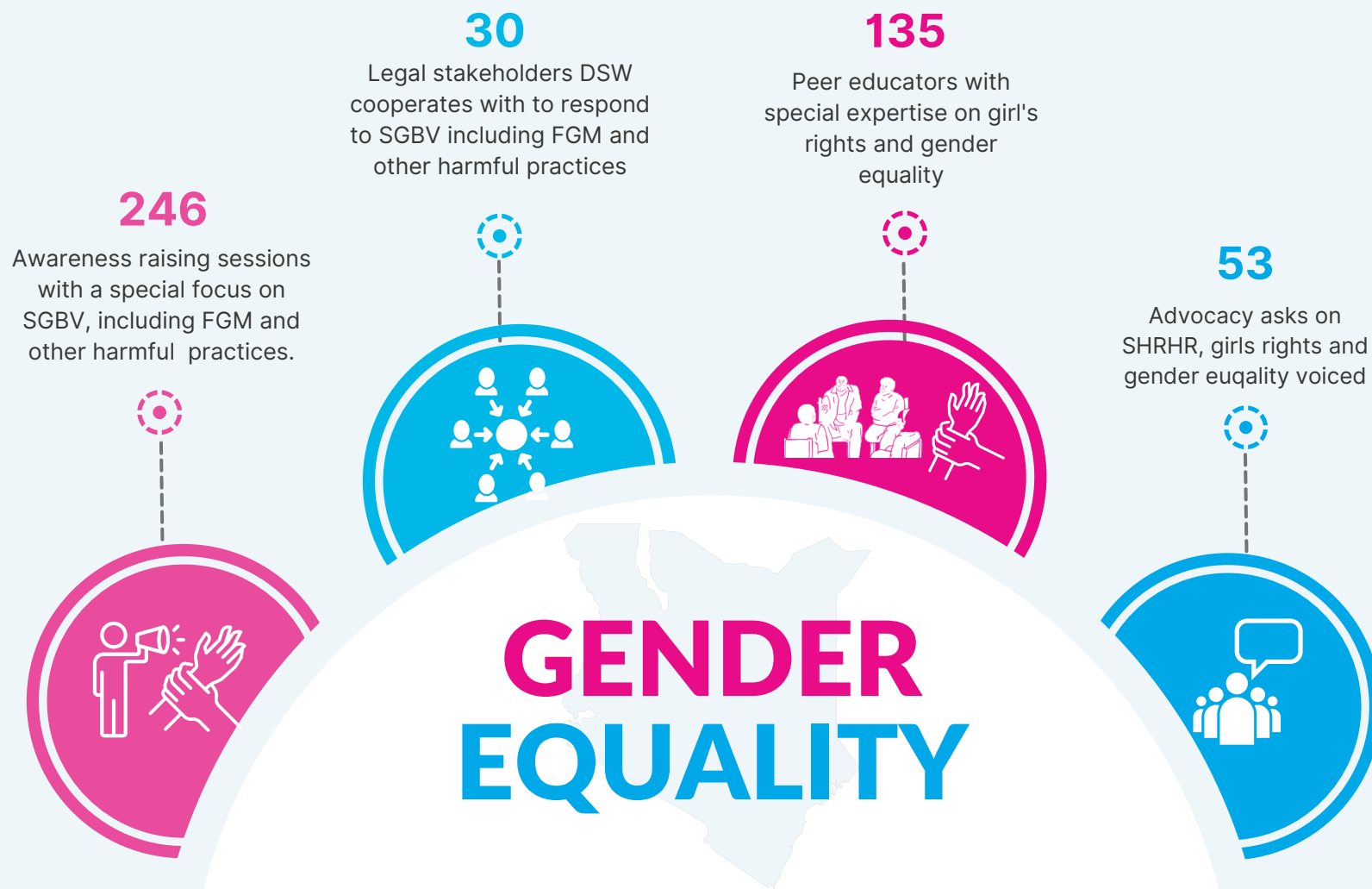
# Our Focus Areas

## GENDER EQUALITY

Strengthen girls' rights, advance gender equality as an enabler for sexual reproductive health rights and eliminate harmful practices.



# 2023-2025 TARGETS



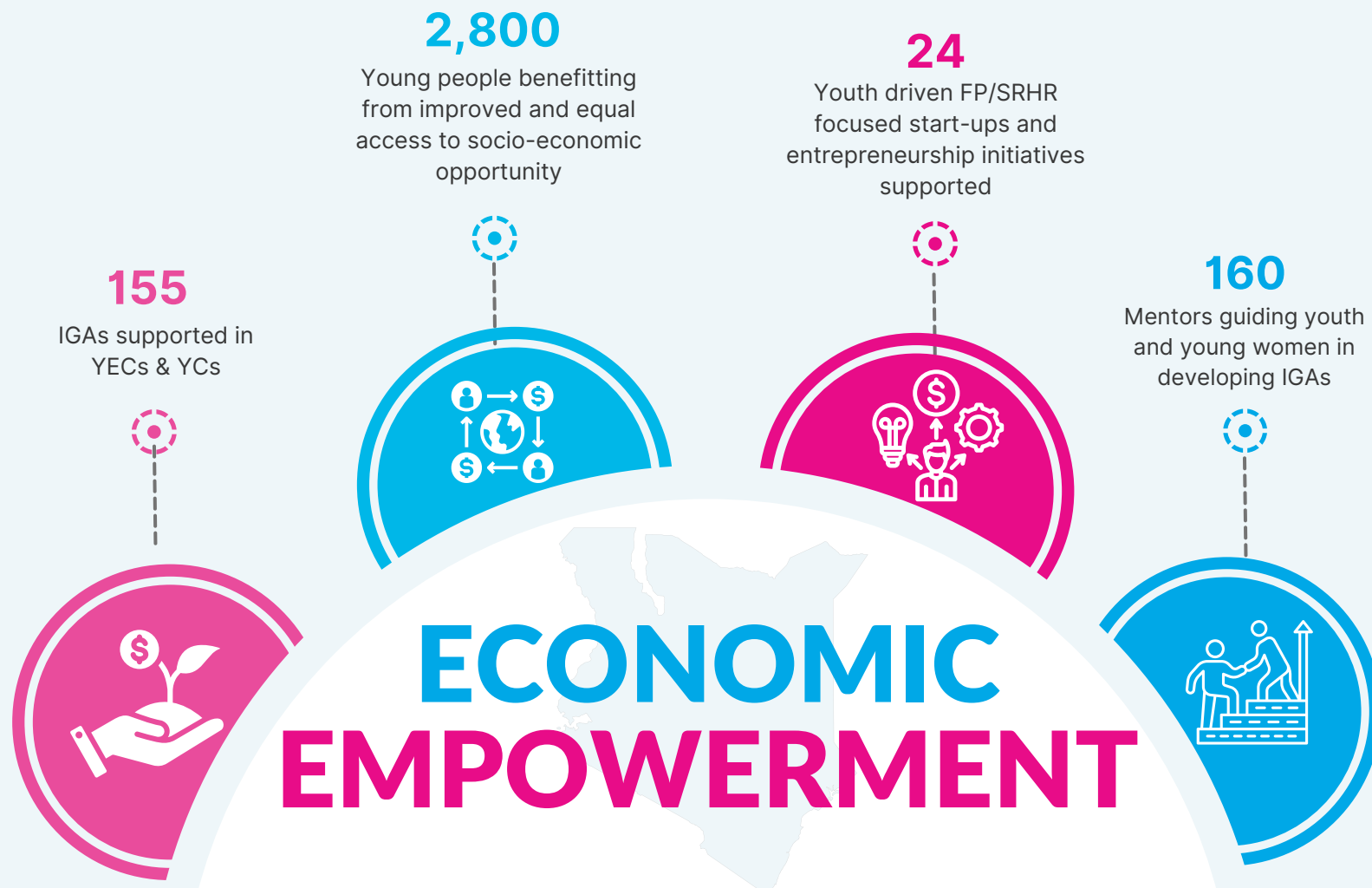
# Our Focus Areas

# ECONOMIC EMPOWERMENT



Identify opportunities to  
support livelihoods and  
advance youth economic  
empowerment

# 2023-2025 TARGETS



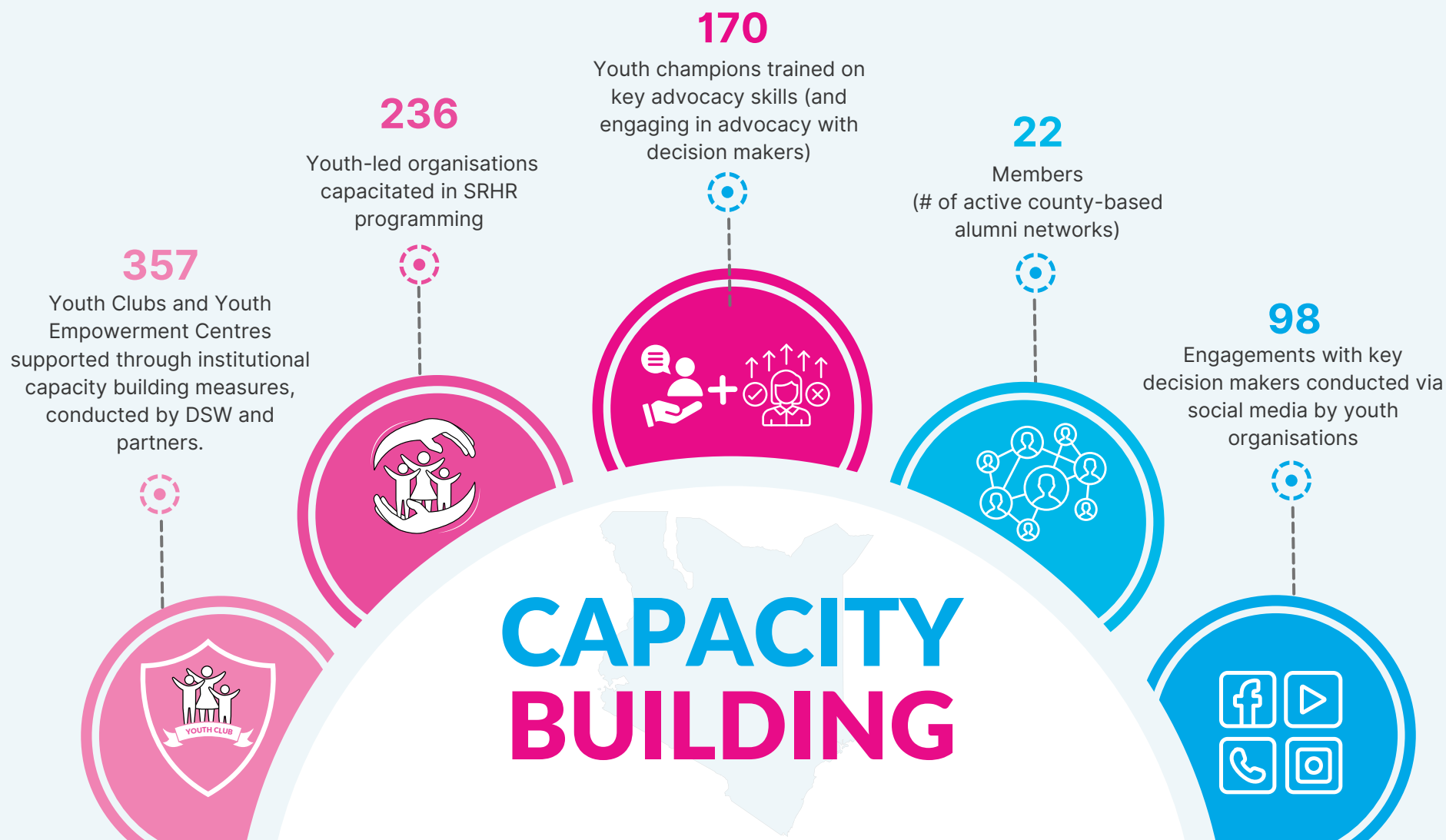
# Our Focus Areas

## CAPACITY BUILDING

Build and nurture youth-led organizations and strengthen their advocacy skills, including institutional capacity.



# 2023-2025 TARGETS



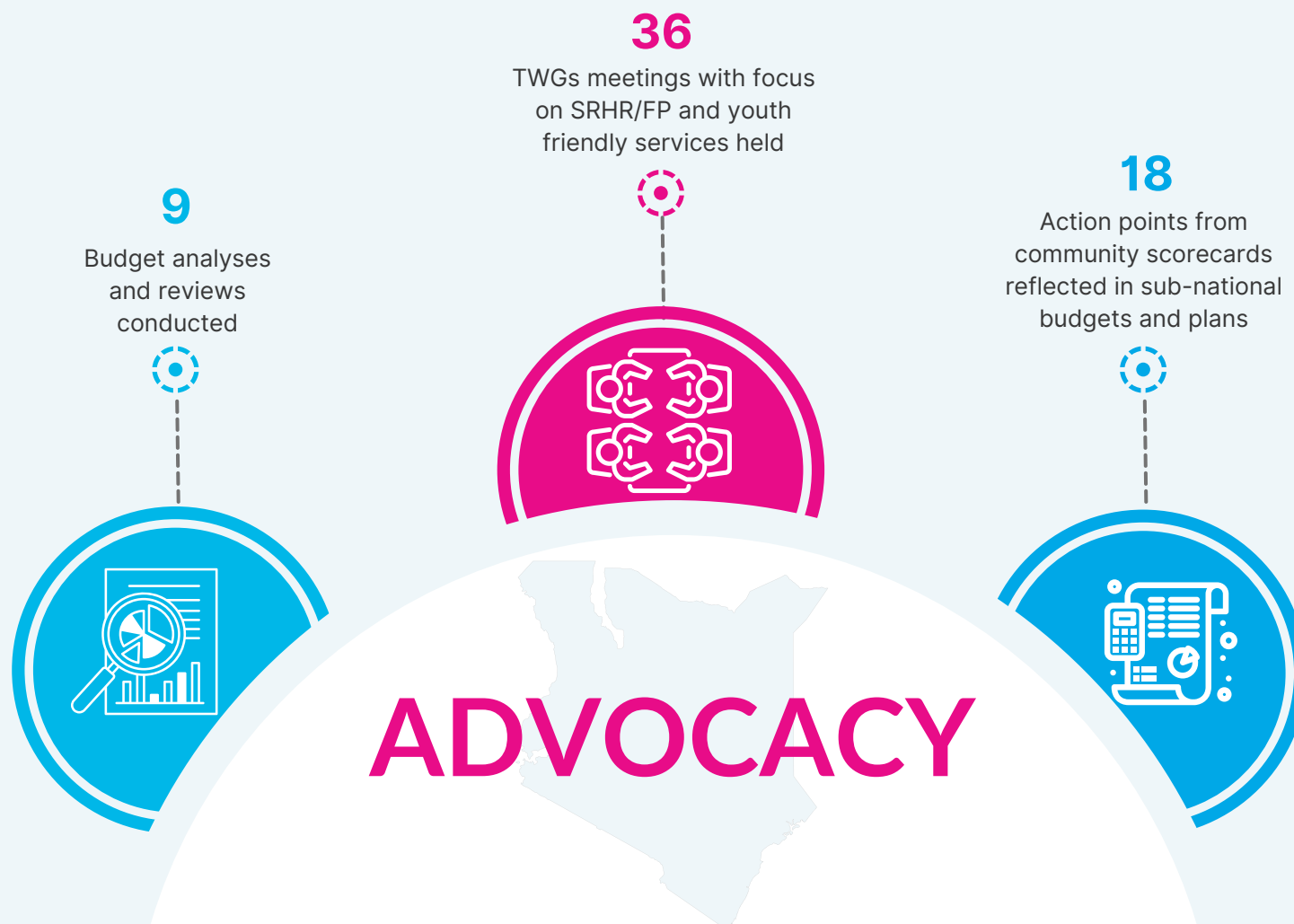
# Our Focus Areas



## ADVOCACY

Advocate for increased investments in youth and adolescent SRHR through a multi-sectoral approach.

# 2023-2025 TARGETS





# Deutsche Stiftung Weltbevölkerung (DSW) Kenya

**Head Office,**  
Hatheru Court | Hatheru Road (Lavington),  
PO BOX 2438-00202, Nairobi.  
Tel. +254 20 3572302, +254 736 616491.

**Mombasa Office,**  
Sheetal Plaza, 5th Flr, Moi Avenue,  
Mombasa.  
Tel: +254 772 099656

**Kitale Field Office**  
Africa Theological Seminary,  
Section 6 Estate | Waterworks Rd,  
Kitale.



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



[DSWDeutscheStiftungWeltbevoelkerung](https://www.facebook.com/DSWDeutscheStiftungWeltbevoelkerung)



[@DSWKenya](https://twitter.com/DSWKenya)



[@DSWKenya](https://www.instagram.com/DSWKenya)



SCAN  
ME!



[www.lifeyangu.com](http://www.lifeyangu.com)



[life\\_yangu](https://www.facebook.com/life_yangu)



[@Life\\_yangu](https://twitter.com/@Life_yangu)



[@Life\\_\\_yangu](https://www.instagram.com/@Life__yangu)

**OCTOBER 2023**

DSW Kenya requires all employees to observe the highest standards of business and personal ethics in the conduct of their duties and responsibilities. Please write to us on [complaints@dsw.org](mailto:complaints@dsw.org) if you have any questions or concerns about the conduct of any DSW Kenya employee.