

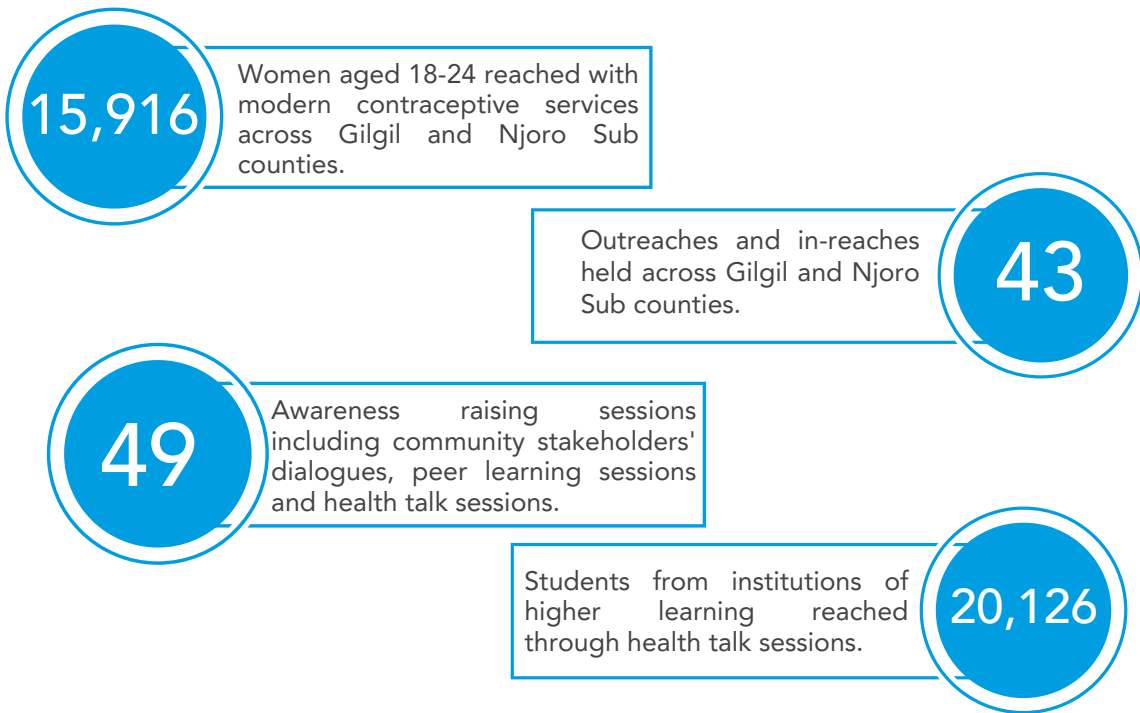
# D2C PROJECT

REPORT SEP 2023- FEB 2025

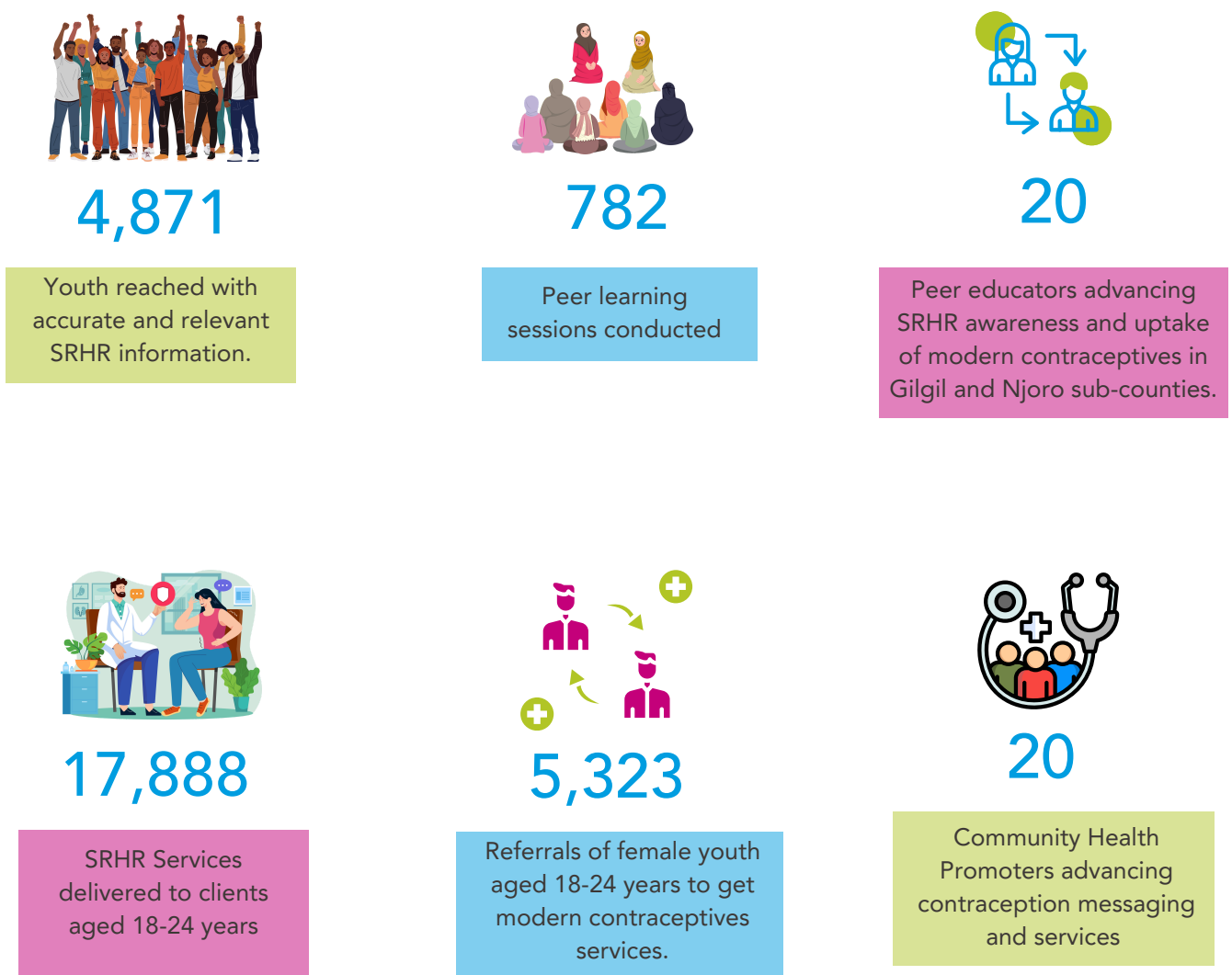
## ABOUT D2C

Direct to Consumer Contraceptives (D2C) is a two-year project implemented by Youth for a Sustainable World (YSW) and Nakuru County Department of Health with the support of Deutsche Stiftung Weltbevölkerung (DSW) to provide modern contraceptives to youth aged 18-24 in Njoro and Gilgil sub-counties. The project promotes and supports the delivery of contraceptive services and products for 30% of youth aged 18-24 years in the two sub-counties.

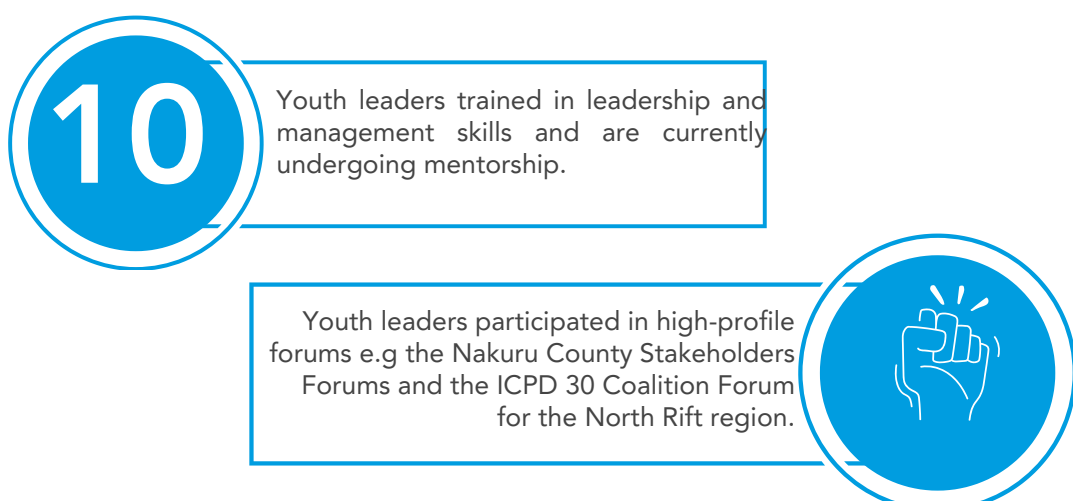
## 1 Youth in Njoro and Gilgil Sub-counties are educated on the responsible use of modern contraceptives.



## 2 Functioning FP infrastructure is established in cooperation with the County Government of Nakuru's Department of Health.



## 3 The institutional capacity of targeted YC and YECs is strengthened.



# ACHIEVEMENTS



The Njoro Youth Empowerment Centre was launched on February 14, 2025 to address the SRHR and contraception needs of young people. It is a hub where young people access youth-friendly SRHR information and services, including family planning, to enable them make informed choices.



Development of the county strategy on ending teenage pregnancy. D2C contributions that were adopted included:

- Strengthening peer educator networks,
- Identification, training and mentoring of Adolescent and Youth Family Planning Champions
- Increased youth engagement initiatives to promote responsible SRHR practices among adolescents.

Additionally, the project advocated for assigning accountability for teenage pregnancies to local administrators, ensuring that community justice systems play an active role in addressing this critical issue.



D2C contributed to the integration of AYSRH component into the County Annual Work Plan. This resulted in the introduction of youth-friendly corners in selected level two and three health facilities within Nakuru, providing adolescents with a safe, welcoming environment to access SRHR services.

# LESSONS

- **Skilled, youth-friendly providers are the backbone of accessible SRHR.** They offer non-judgmental, confidential care that young people trust, thereby increasing accessibility and uptake.
- **Peer-led sessions are game changers in how young people engage with SRHR.** They drive participation, break stigma, and create safe spaces for open, relatable conversations, leading to Informed, confident choices and long-term behaviour change.
- **Community buy-in matters.** Engaging leaders, parents, and youth builds safe, stigma-free spaces for young people to access care.
- **Strong county-level partnerships enhances impact.** It leads to reduced duplication of activities and maximises efficiency and reach in delivering service and achieving shared goals.



Youth for a Sustainable World (YSW), formerly known as the German Foundation for World Population (DSW Kenya), is a Kenyan registered national Public Benefits Organisation with a rich history of empowering communities through adolescent and youth-focused programmes since the year 2000.

Relaunched in 2024, YSW envisions a world where all young people - especially girls and young women - are healthy and empowered to drive sustainable change. Our mission is to empower young people, create a supportive environment, advance gender equality, and foster access to SRHR services.

## YOUTH FOR A SUSTAINABLE WORLD (YSW)

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