

# **PROJECT PROPOSAL**

**FOR**

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## **AWARENESS CAMPAIGN AGAINST FISTULA IN WOMEN AND GIRLS IN KERICHO COUNTY**

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**BY:**

**SAVE A WOMAN FISTULA FOUNDATION**



**SEPTEMBER 2025**

# TABLE OF CONTENTS

Table of Contents .....	i
Project Summary.....	ii
Mission, Vision and Core Values.....	iii
Background Information.....	01
Objectives .....	02
Activities .....	03
Expected Outcomes .....	04
Budget .....	05
Implementation Strategy .....	06
Sustainability.....	07
Partnership and Benefits .....	08
Conclusion .....	09
Contacts and Bank Details .....	10

## PROJECT SUMMARY

Project Title: Fistula Awareness Campaign in Kericho County.

Location: Kericho town, Kericho County, South Rift Region.

Project Overview: A two-day awareness campaign targeting women and girls in the reproductive age in Kericho County. The program seeks to amplify information outreach, create awareness on the menace, advocate for prevention against fistula and offer treatment to those already affected. The project will also help in the reintegration of survivors back to the society with meaningful economic empowerment.

Target Number of participants: 1,000 persons composed of patients, survivors, health professionals and local leaders.

Project Managed By: SAWFF Director, SAWFF Board, Officials from Health Ministry, Other Associates of SAWFF.

Objectives: Provide funding for a planned awareness campaign to help women and girls in Kericho County overcome fistula and its associated problems.

Budget: Ksh. 3,246,100.00

Implementation Plan: 2 days program, with pre and post-project reports.

Benefits: Healthy communities, improved reproductive health and more responsive systems towards fistula.

Contacts Person: Sharon Korir, SAWFF Director -0728850053

Project Date: November 28<sup>th</sup>-29<sup>th</sup> 2025.

# MISSION, VISION AND CORE VALUES

## Mission:

To provide effective responses to the distresses and injustices that impact the victims.

## Vision:

Striving to eliminate fistula in women and girls and helping those affected into the society without stigmatization.

## Mandate:

To protect the rights of women survivors, create awareness and burst myths and stigma around the condition

## Our values:

- Honesty
- Integrity
- Commitment
- Passion
- Team Work.

## BACKGROUND INFORMATION

Fistula can be understood as an abnormal connection of two body cavities. Fistula in the context of a woman's body is an abnormal opening between the vagina and another organ, most commonly the urinary tract (bladder) or the rectum.

The most prevalent type, obstetric fistula, is often a result of prolonged or obstructed labour, leading to constant leakage of urine or faeces, shame, social segregation, and health issues. However, fistulas can also stem from pelvic surgery, infections, inflammation, or cancer treatments

In 2019, Sharon Korir -an obstetric fistula survivor; founded the Save A Woman Fistula Foundation (SAWFF). She registered SAWFF as a not-for-profit organization, run by women, for women suffering from fistula in Kenya. The organization focuses on obstetric fistula often resulting from childbirth and other causes. Sharon, who is also a lawyer, is passionate about matters of women and gender equality in the society.

Obstetric fistula leaves women incontinent, stigmatized and often isolated in the society. Despite the availability of treatment and prevention programs in Kericho County, many continue to suffer in silence due to low awareness and stigma. Litein Hospital, supported by international donors, offers free fistula surgeries. County government on its part runs weekly screenings and trains Community Health Promoters (CHPs) to identify and refer patients, alongside promoting antenatal care and hospital deliveries to prevent new cases.

Many women still remain unaware that fistula is both preventable and treatable, calling for the need for a targeted awareness campaign to bridge this gap and reduce stigma.

## OBJECTIVES

### General Objective:

To raise awareness and improve access to prevention and treatment services for women with fistula in Kericho County through a two-day community-focused campaign.

### Specific Objectives:

1. Educate the community on the causes, symptoms, and prevention of fistula.
2. Encourage women to attend antenatal care and deliver at health facilities.
3. Promote free fistula surgeries and weekly screening services available at Litein Mission Hospital.
4. Empower fistula survivors to share their stories, reducing stigma and inspiring hope.
5. Recognize and strengthen CHPs' role in referral and mobilization.
6. Help survivors reintegrate well into the society and offer them meaningful economic empowerment.

## PROPOSED ACTIVITIES

- Mobilization of women already with fistula or suspecting to be having fistula with the help of CHPs, health officials and local administration to the venue in Kericho town.
  - Register, and continuously conduct screening on designated booth clinics health survivor testimonies.
  - Remarks by health officials, community leaders, or local women representatives.
  - Testimonies from survivors (upon individual consent).
  - Health talks on causes, symptoms, and prevention of obstetric fistula & presentations on the link between maternal health, safe delivery, and fistula.
  - Break out sessions with women on reproductive health and safe childbirth, including preparedness and the importance of skilled birth attendants.
  - Entertainment and performance by invited artists -drama, skits, and storytelling on fistula causes, stigma, and healing.
  - Distribution of IEC Materials -flyers, posters, and brochures with fistula information.
  - Distribution of organization merchandise and other branded campaign items (T-shirts, caps, reusable bags with awareness messages).
  - Community engagement involving men and community elders to reduce stigma and support affected women.
- Media coverage (radio talk shows, local TV coverage, or social media live sessions).
- Immediate referrals where urgent attention is needed.
  - Empowerment, acknowledgement and official closing

## EXPECTED OUTCOMES

- a) Over 600 community members from all the 6 sub counties of Kericho sensitized during the 2-days campaign.
- b) Screen and document more than 60 women and refer them for treatment.
- c) Increased behavioral change on antenatal clinic attendance and preference for hospital deliveries.
- d) Reduced stigma on the survivors, with more shared stories to help normalize fistula treatment and recovery.
- e) Witness strengthened networks CHPs, local health officials and other local leaders to become more visible advocates for maternal health.



## PROPOSED BUDGET

SN	ITEMS	PARTICULARS	PARTICULARS
1	Venue Set Up	Tents, Seats, Stage, PA System, DJ & MC	558,800.00
2	Meals & Refreshments	Food, foodstuffs, catering & refreshments	343,600.00
3	Event Coverage	Photo/Videography & Live Coverage	110,000.00
4	Branding and Publicity	IECs, Roadshows and Media ads	165,600.00
5	Entertainment	Local artists and dancers	120,000.00
6	Transport & Logistics	Mobilization of attendees, fuel, car hire	1,048,000.00
7	Screening Services	Supplies, drugs and First Aid kit	120,000.00
8	Security	Security guards and crowd management	24,000.00
9	Empowerment	Survivor empowerment for IGAs	200,000.00
10	Allowances	CHPs, Medics and ambulance driver/nurses	86,000.00
11	Meals & Accommodation	Accommodation for facilitators	80,000.00
12	Recognition and Awards	Certificates and Trophies for awardees	95,000.00
	TOTALS		2,951,000.00
13	Add 10% Contingencies	Other administrative & miscellaneous costs	295,100.00
	GRAND TOTAL (KSH)		3,246,100.00

## IMPLEMENTATION STRATEGY

The Fistula Awareness Campaign will be implemented in line with achieving prevention, providing treatment, strengthening healthcare systems and amplifying advocacy policy changes across sectors. The campaign will also lean towards ending stigmatization and offering survivors psychosocial support with a smooth reintegration back to the society with realistic empowerment.

The targeted awareness will culminate into a 2 days campaign convergence in Kericho town, expected to bring together identified women suffering from fistula, survivors, health sector professionals, media personalities, local administrative leadership and other county and national government leaders as well as other partners.

Activities will begin with a stakeholder consultation and development of culturally appropriate IEC materials. Trained community volunteers will carry out household sensitizations, supported by radio talk shows, social media, and local drama performances.

Community health workers will receive refresher training on early identification and referral pathways.

Throughout the campaign, data on outreach and feedback will be collected and used to adjust the strategy. The project will be executed in close collaboration with the Ministry of Health and local NGOs to ensure coordination and maximize reach.

## SUSTAINABILITY

### Funding Diversification

Discuss how future funding will be secured.

Identifying potential local sponsors, government support, or other donors

Introducing low-cost models to reduce financial burden

Exploring income-generating components (e.g. branded products made by women's groups)

### Capacity Building

Explain how the campaign will build local capacity so that awareness efforts can continue independently.

Training community health workers or volunteers

Empowering local leaders, midwives, and health educators

Developing toolkits and educational materials that can be reused

### Policy Advocacy

If relevant, note efforts to influence policy for structural support.

Lobbying for inclusion of fistula awareness in national and county reproductive health policies.

Building partnerships with policymakers for long-term engagement

## PARTNERSHIPS

Save a Woman Fistula Foundation recognizes the power of partnerships and collaborations in the corporate world. Over the years, collaborations with dedicated partners have been central to our successes, enabling us to amplify our efforts and maximize our impact. Therefore, fostering strategic alliances is key to achieving greater milestones.

Why we need partners..

- 1) To help mobilize more resources.
- 2) To foster mutual benefits by pooling strengths.
- 3) To leverage diverse expertise and innovative elements.
- 4) To expand the scope leading to richer attendee experiences.
- 5) With collaborations, partners ultimately build long-term relationships thus allowing the organizations to drive business growth and build brand recognition

Benefits of Partnering with us..

- a) Increased brand visibility.
- b) Combined promotional effort leads to wider outreach.
- c) Expanded networks and publicity through media houses.
- d) An opportunity for mentions and instant sale of products.

SAW/FF is glad to draw partnerships from both the private and public sectors, as well as individual sponsors in the categories of;

Category	Contribution (Ksh.)
- Platinum Sponsor	3,000,000
- Gold Sponsor	2,000,000
- Silver Sponsor	1,500,000
- Bronze Sponsor	1,000,000

## CONCLUSION

This two-day campaign provides a cost-effective, high-impact awareness program to address both prevention and treatment of obstetric fistula. By combining community sensitization, media outreach, on-site screening, survivor empowerment, and CHP recognition; the campaign ensures a holistic approach to maternal health in Kericho County.

The proposed budget of Ksh. 3,246,100.00 will directly benefit women of reproductive age, fistula survivors, and their families, while building stronger referral and prevention networks.

We seek partnership and support to make this campaign a reality, changing lives and restoring dignity for women affected by fistula in Kericho County.

## CONTACTS



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## BANK DETAILS

GULF AFRICAN BANK

ACCOUNT NAME: THE SAVE A WOMAN FISTULA FOUNDATION

ACCOUNT NUMBER: 0800083601

OR VIA MOBILE MONEY

PAYBILL NO: 985050

BANK CODE: 072

SWIFT CODE: GAFRKENA

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SHARON KORIR  
FOUNDER AND CEO  
SAVE A WOMAN FISTULA FOUNDATION

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*Date & Stamp*