



ELEWA HATUA CAMPAIGN BLUEPRINT

1.0 Strategic Alignment & Executive Mandate

The State Department for Wildlife's three-year National PR and Public Awareness Campaign for the Human-Wildlife Conflict Management System (HWCMS) requires a decisive pivot from technical rollout to human and social trust. Left unmanaged, the gap between automated institutional databases and complex local community realities breeds severe public suspicion, creates massive openings for financial claim fraud, and sparks destructive retaliatory wildlife killings. This campaign blueprint consolidates the master strategic milestones with deep localization parameters required to operate effectively across Kenya's unique rural deployment spaces.

A foundational tenet of this deployment is the complete removal of non-viable urban communication tools. In low-connectivity, low-literacy rural spaces—such as the wildlife frontiers of Taita Taveta, Laikipia, Narok, and Samburu—the campaign redirects strategic assets exclusively toward highly resilient, offline, visible, and culturally integrated physical and vernacular touchpoints.

2.0 Unified Campaign Platform: Elewa Hatua

The campaign platform is structured under the overarching, dual-language directive engineered to shift public mindsets from passive payout expectation to proactive public service navigation:

- **Master English Proposition:** When human-wildlife conflict happens, you are not alone. Know the steps, report early through official channels, and follow your case—together we can live safely alongside wildlife.

- **Master Kiswahili Proposition:** Mgogoro wa binadamu na wanyamapori ukitokea, hauko peke yako. Elewa Hatua, ripoti mapema kupitia njia rasmi, na fuatilia–pamoja tunaweza kuishi salama na wanyamapori.

The platform maps out the citizens' administrative journey into five clear, sequential, and highly visual actions that any Kenyan can recall under immediate post-incident trauma, count on one hand, and act upon without premium digital layers:

- **Zuia (Prevent):** Deploy practical, locally relevant crop/livestock barrier methods; follow KWS seasonal field alerts.
- **Jilinde (Stay Safe):** Prioritize human life above all else; immediately move to safety; never confront or provoke wildlife.
- **Ripoti (Report):** Report all incidents immediately through approved toll-free channels (USSD codes, Chiefs, KWS Wardens); reporting is 100% free.
- **Fuatilia (Follow Up):** Preserve scene evidence safely; cooperate with KWS field verifiers; track case progress officially to mitigate fraud lines.
- **Tuishi Pamoja (Live Together):** Reject illegal or dangerous retaliatory actions; actively share verified community facts; champion national heritage safely.

3.0 Comprehensive 3-Year Quarterly Milestone Matrix

The matrix below represents the complete, integrated operational sequence. It replaces all urban deliverables with hardened rural options, mapping Above-The-Line (ATL) mass frequency and Below-The-Line (BTL) community field mobilization side-by-side across a structured three-year behavioral timeline.

Quarter / Phase	Strategic, Governance & Insights	ATL Mass Media Deliverables (Rural Scope)	BTL Ground & Intermediary Operations
Year 1, Q1 (Visibility) Oct - Dec 2026	• Execute independent Baseline KAP Survey across 14 high-incidence counties. • Finalize legally precise Controlled Glossaries for 11+ local vernaculars (Maa, Taita, Kamba, etc.) to eliminate drift.	• Pre-test visual/audio assets with focus groups. • Produce core master toolkits: 60" Anthem TV Film, 5x step cutdowns, and first 13 episodes of 'Jirani Pori' radio serial.	• Activate 24/7 Rapid-Response Duty Desk with pre-validated crisis message banks. • Conduct Media Hatua Labs for local reporters. • Run Wave 1 Leader ToT training modules for Chiefs.

**Year 1, Q2
(Visibility)
Jan - Mar
2027**

- Conduct Month 4 & 5 media monitoring and broadcast compliance audits.
- Capture initial community feedback loops from early field activations to address resistance points.

BURST 1 (MOVEMENT LAUNCH): High-weight flighting across national TV and regional vernacular radio.

- Deploy high-visibility painted wall murals on concrete offices at Chiefs' camps.

- Central Campaign Launch featuring physical 'Walk the Path' footprint installation.
- Execute 14 simultaneous County Echo Launches.
- Roll out weekly 90-Minute Standardized Barazas.

**Year 1, Q3
(Visibility)
Apr - Jun
2027**

- Run continuous backend HWCMS reporting speed gap analytics loops.
- Compile Year 1, Quarter 3 Strategic Optimization Portfolio to guide adjustments.

BURST 2 (UNDERSTANDING): High-weight media flighting timed to Main Crop-Harvesting Season.

- Broadcast next 13 episodes of 'Jirani Pori' serial focusing on evidence rules.

- Distribute screen-printed visual Lesso/Shuka wraps to local women's chamas.
- Launch weekly mobile interactive sketch theater at market markets.
- Deploy Schools Coexistence Safety Kits.

**Year 1, Q4
(Visibility)
Jul - Sep
2027**

- Field representative Year 1 Tracking Survey & Annual Evaluation Report.
- Conduct comprehensive content governance audit across all active channels.

BURST 3 (TRUST & SAFETY): High-weight media burst timed to Peak Dry Season & water sharing.

- Run intensive live studio reads and talk shows with state wardens on vernacular radio.

- Distribute durable reflective visibility herding vests to pastoralist blocks.
- Expand permanent painted pictorial step-maps at rural administration camps.
- Log field data records.

**Year 2, Q1
(Usability)
Oct - Dec
2027**

- Update pre-validated crisis message bank with Year 1 field intelligence inputs.
- Isolate specific behavioral adoption gaps from annual survey data streams.

- Produce and broadcast Season 2 of 'Jirani Pori' focused on verification loops.
- Deploy targeted vernacular radio spots tracking common claimant fraud schemes.

- Push out hyper-localized audio companions and short instructional voice notes via automated leader WhatsApp broadcast networks.
- Execute Refresher ToT leader training modules.

**Year 2, Q2
(Usability)
Jan - Mar
2028**

- Audit media compliance logs against regional linguistic footprint metrics.
- Track performance and resolution timeframes of rapid response logs.

BURST 4: Mid-weight campaign flighting highlighting process fairness traits.

- Deploy localized radio call-in loops breaking down step-by-step claims adjudication criteria

- Integrate physical cardboard USSD Simulated Quick-Cards into active weekly livestock auction booths.
- Maintain monthly frontline KWS face-to-face dialogue forums.

Year 2, Q3 (Usability) Apr - Jun 2028	• Field complete representative Midline KAP Survey Fieldwork & Analysis Report. • Evaluate system usage to map positive reporting speed trends vs baseline metrics.	BURST 5: High-weight mass media burst tailored to harvest season crop-raiding peaks. • Run short-form visual animated explainer videos via regional field channels.	• Launch offline, school-level community coexistence safety challenges for youth. • Distribute durable phone sticker tools highlighting free shortcodes on feature phones.
Year 2, Q4 (Usability) Jul - Sep 2028	• Map emerging regional fraud variants and local rumor patterns across counties. • Compile Year 2 Annual Operations Review and optimization briefing sheets.	BURST 6: Dry season targeted media flighting emphasizing proactive herd barriers. • Execute structured talk-show participation by senior state spokespeople.	• Scale schools program deployment into adjacent high-incidence sub-county lines. • Gather and validate signed chief confirmation letters for database logs.
Year 3, Q1 (Legacy) Oct - Dec 2028	• Pivot ongoing data monitoring to focus heavily on human-interest validation arcs. • Review long-term compliance of content governance workflows.	• Shift media creative from standard instructions to co-developed community victory stories. • Run regional radio features highlighting local safety success models.	• Initiate intensive job shadowing pairings matching internal state media officers with the Sohobox operational desk to prepare for transfer.
Year 3, Q2 (Legacy) Jan - Mar 2029	• Run monthly internal rapid-response operations log audits to confirm targets. • Collate multi-year field analytics for transfer portfolios.	BURST 7: Launch heavy-weight campaign streams highlighting the 3-year drop in rumors. • Broadcast targeted radio segments on state transparency statistics.	• Convert traditional field Barazas into participatory Community Townhalls. • Complete formal hands-on handover training modules for state public PR divisions.
Year 3, Q3 (Legacy) Apr - Jun 2029	• Evaluate long-term behavioral civic action trends and backend backend data loops. • Issue final Campaign Optimization Brief ahead of closing burst.	BURST 8: Harvest-season media flighting run under full joint co-management. • Broadcast final regional talk-shows led entirely by state spokespeople.	• Secure prime-time television narrative features and local leader features. • Distribute final localized multi-language audio companion packages to elders.
Year 3, Q4 (Legacy) Jul - Sep 2029	• Present comprehensive final Endline Evaluation & 3-Year Campaign Impact Study.	BURST 9: Closing high-weight mass media push under legacy theme: 'Hatua kwa Hatua, Tunaishi Pamoja'.	• Formally hand over all creative repositories, production masters, WhatsApp broadcast

- Deliver audited operational logs across all tiers to the SDW Steering Committee.

- Run nationwide promotional closure spots.

databases, and official Campaign Platform Asset Playbooks to close contract.

4.0 Rigorous Evaluation Framework & Target Indicators

To ensure complete transparency and contract alignment, field execution metrics are monitored against precise, auditable indicators. All data collection methodologies are tailored strictly to the rural environment:

- **Mass Media Outputs:** Prompted reach of adult populations within target landscapes checked via independent post-buy radio log analysis. Year 3 Target: $\geq 70\%$ prompted reach.
- **Ground Community Outputs:** Total verified Barazas and market activations delivered. Verified through digital attendance logs, geofenced field photographs, and physically signed confirmation letters from local area chiefs. Year 3 Target: $\geq 40\%$ active participation by women across localized forums.
- **Public Platform Awareness:** Percentage of target rural households demonstrating prompted awareness of the ELEWA HATUA system. Measured via annual representative household KAP surveys. Year 3 Target: $\geq 65\%$ awareness across priority counties.
- **Process Understanding:** Percentage of citizens who can correctly identify an official shortcode channel and recall three or more campaign steps under scenario-based prompt testing. Year 3 Target: $\geq 60\%$ naming correct official channel; $\geq 45\%$ step recall.
- **Expectation Realism:** Percentage of target population understanding that system reporting initiates a checked verification and audit process, rather than an automatic cash payout guarantee. Year 3 Target: $\geq 55\%$ accurate structural understanding across claimants.