

DEVELOPING A SUSTAINABLE, SAFE ENVIRONMENT FOR CHILDREN TO GROW & LEARN FREE FROM ALCOHOL INFLUENCE

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CONFLICT OF INTEREST STATEMENT

The findings and insights shared here-in reflect the independent work generated by Blue Cross Kenya's program aimed at preventing alcohol abuse among vulnerable children.

I also confirm that I have not received any funding, sponsorship, or support from the alcohol industry or related organizations.

Blue Cross Kenya remains committed to transparency, integrity, and objectivity in its work, ensuring that its mission aligns with the values of holistic development and effective alcohol control.



ABOUT BLUE CROSS KENYA

Is a registered Non-Governmental working with children and youth on prevention of alcohol and other substance use in Kenya.

MISSION

To mobilise alcohol prevention, treatment and aftercare interventions for the whole family

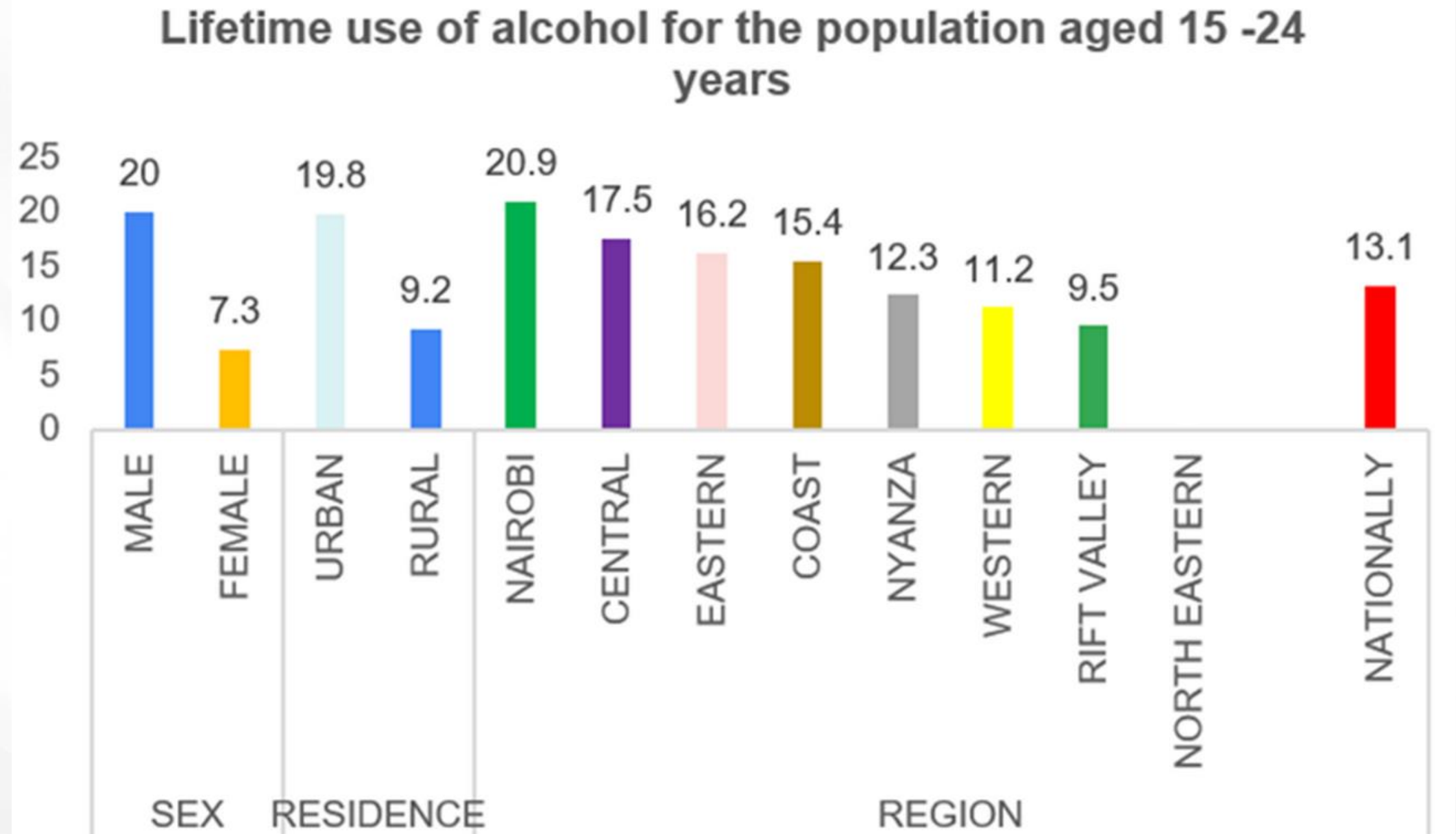
VISION

Sober Communities



THE CHALLENGE OF ALCOHOL USE AMONG CHILDREN IN KENYA

- (NACADA 2022) alcohol remains the most commonly abused substance in Kenya, with illicit brews like becoming more accessible due to their low cost.
- Around 1 in 6 Kenyans between the ages of 15 and 65 currently use at least one drug
- In households affected by alcohol abuse, there is a higher prevalence of domestic violence
- For children, living with a parent or caregiver who abuses alcohol often results in neglect, emotional distress, and sometimes physical abuse.
- These experiences can lead to long-term psychological effects, academic struggles, and behavioral issues, setting a challenging foundation for their future well-being and development.



Source: NACADA 2022 Report

OUR INTERVENTION

Life Skills Education

Beneficiaries: 64 schools, 3679 direct beneficiaries and 58783 indirect beneficiaries

KEY LSE MODULES

Understanding the Risks

How much is too much?

The Problem with Alcohol

My Own Advertisement



SCHOOL GUIDELINES FOR ALCOHOL USE PREVENTION

- We have supported school policy development in 64 schools.

Thematic areas

- Supply Reduction
- Preventive Education
- Incident Management
- counselling, Treatment and Support



OUR INTERVENTION

ALCOHOL & WASH Education

Beneficiaries: 5 schools, 600 direct beneficiaries and 3775 indirect beneficiaries

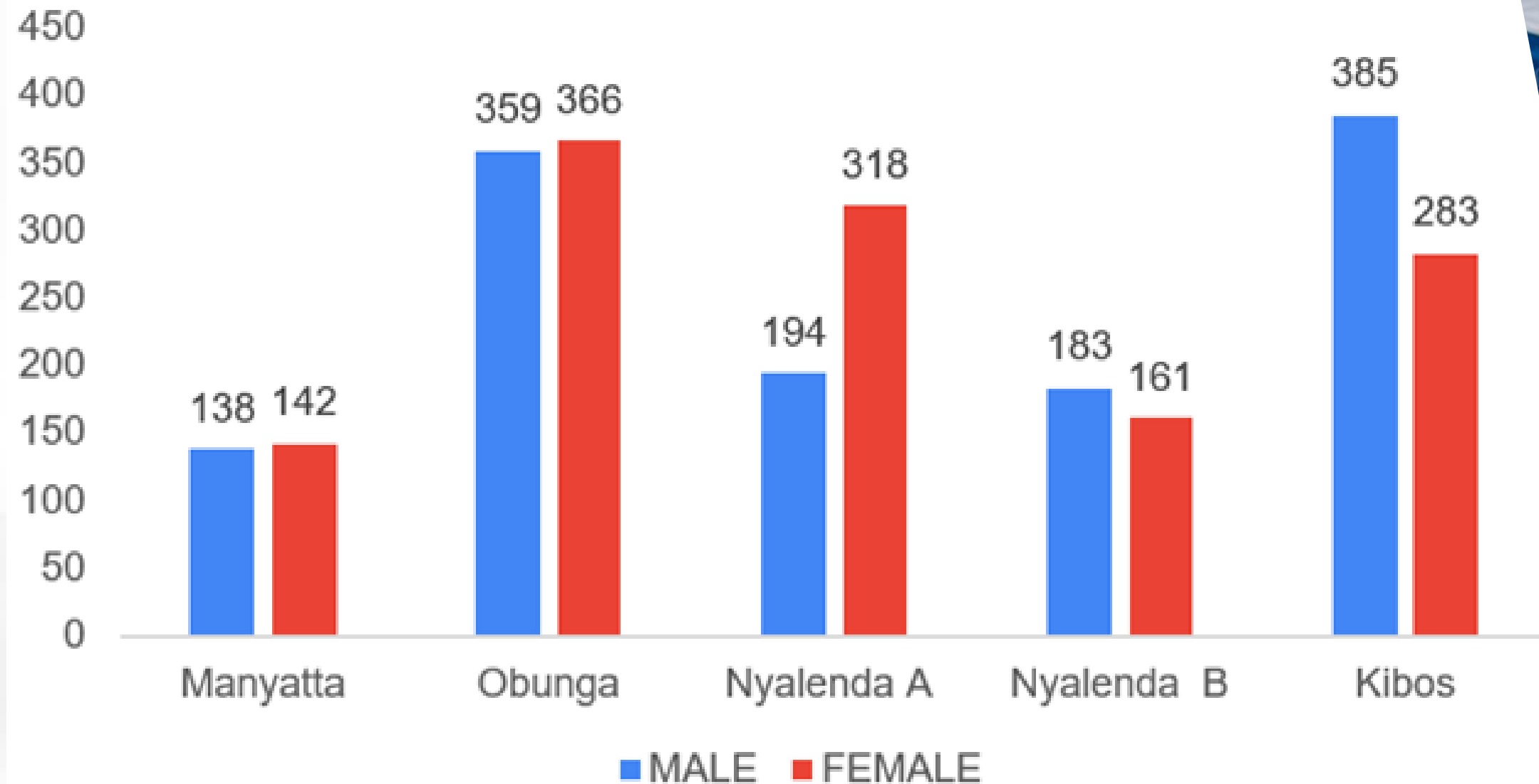
KEY LSE MODULES

- Alcohol Prevention awareness
- Humanitarian Assistance in slums
- WASH trainings



BLUE CROSS KENYA SAFE SPACES

BASECAMP BENEFICIARIES



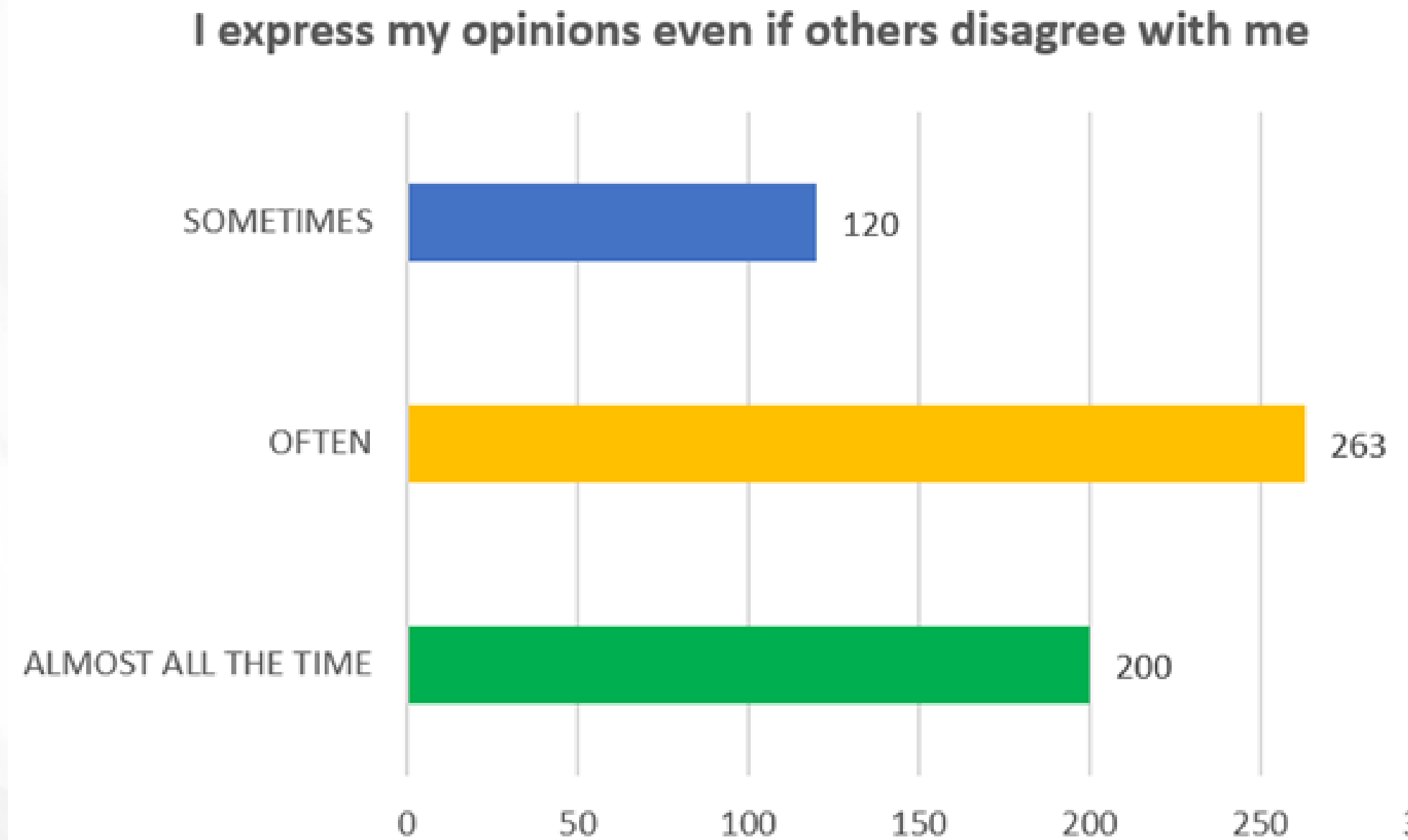
- 5 Children safe spaces
- Children have fun games
- 1259 Males & 1270 females= 2529 children
- Children taught on decision-making, Communication, advocacy and Human rights



EVIDENCE BASED FINDINGS

COMMUNICATION

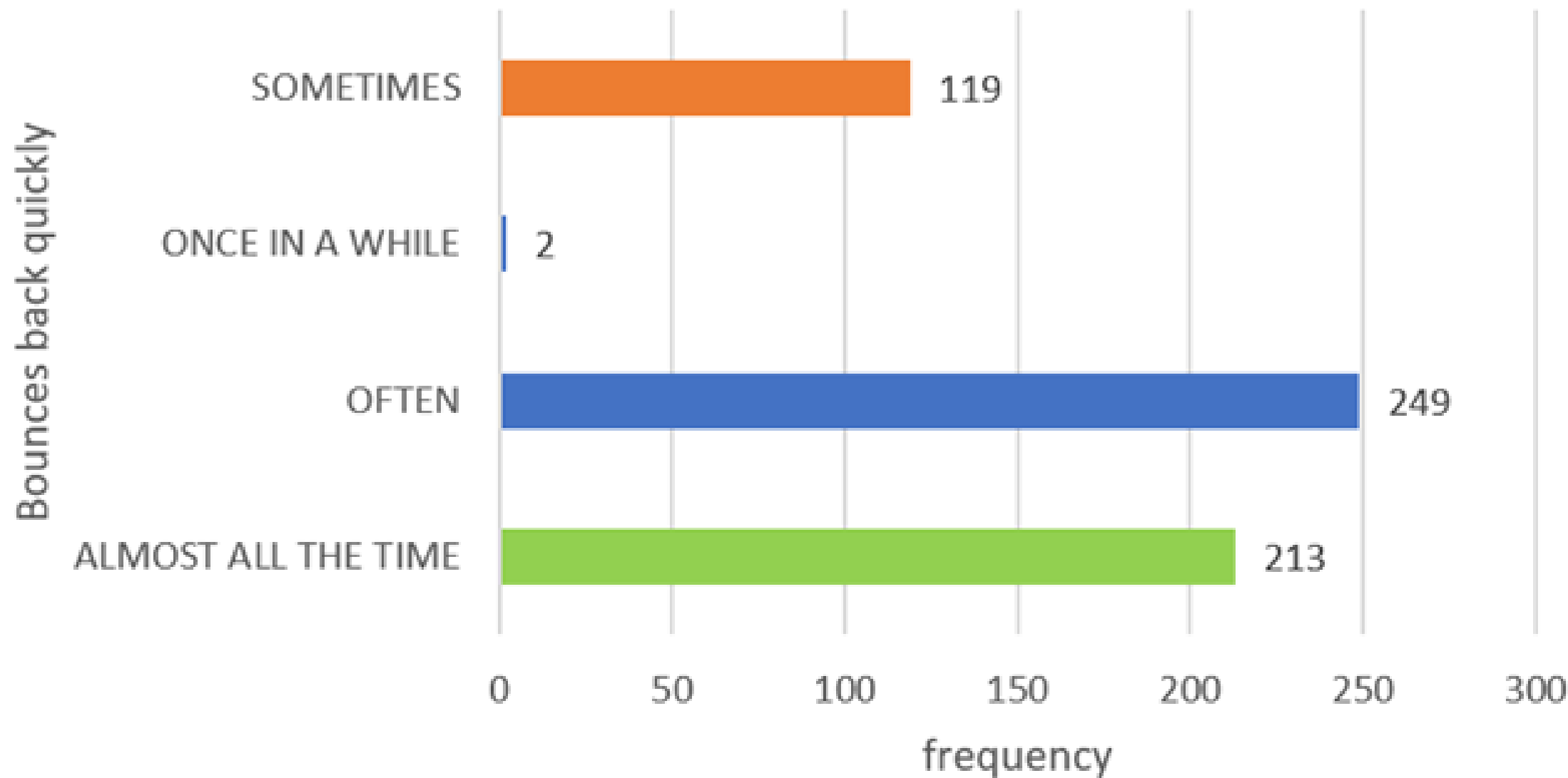
263 beneficiaries often expressed their opinions even if others disagreed with them, 200 beneficiaries almost all the time expressed opinions even if others disagreed with them while 120 beneficiaries sometimes expressed their opinions even if others disagreed with them



EVIDENCE BASED FINDINGS

RESILIENCE

I bounce back quickly after hard times

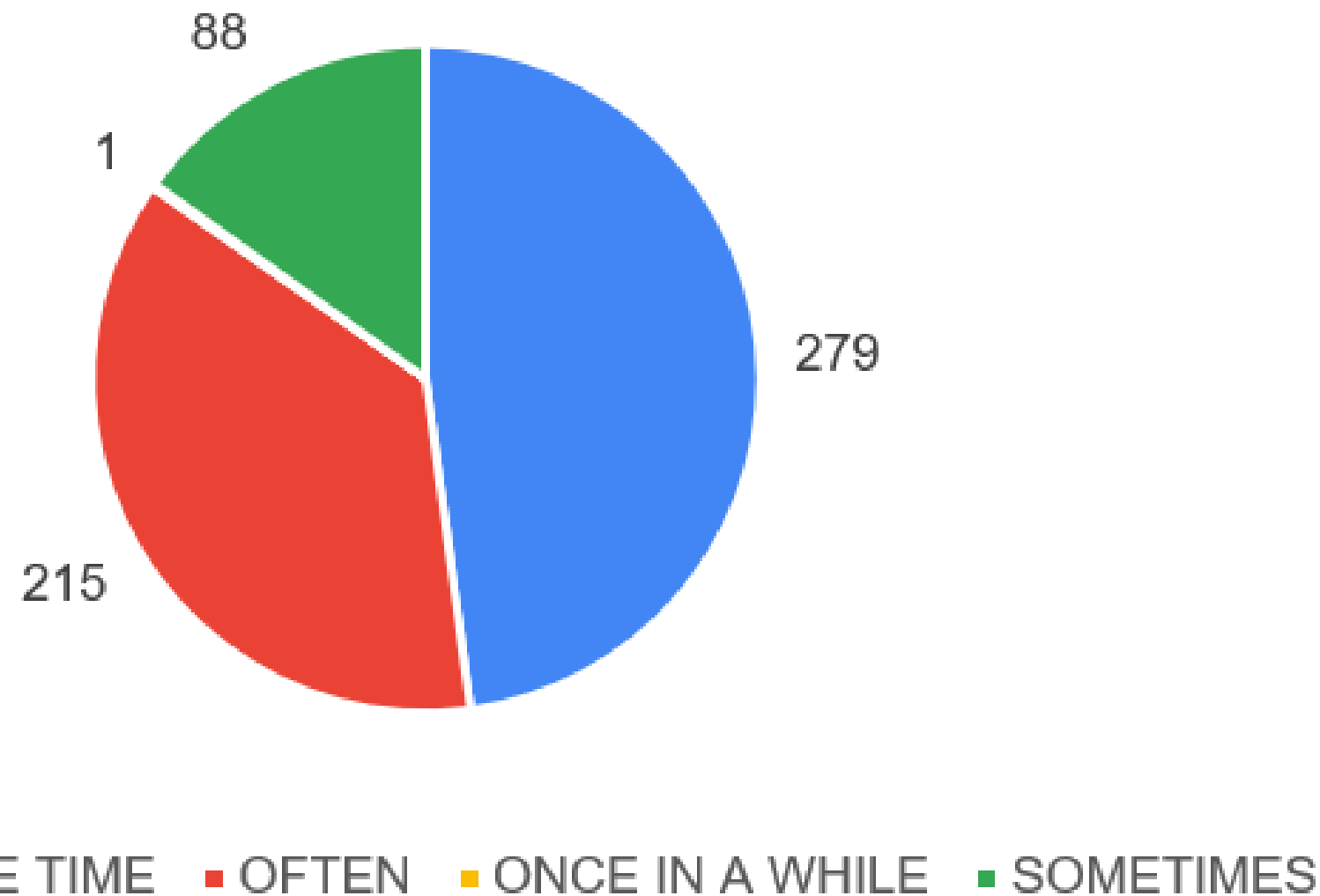


Beneficiaries developed resilience skills. 249 of them responded that they often bounce back quickly after hard situations in their lives, 213 almost all the time were able to bounce back while 119 sometimes were resilient from hard situations.

EVIDENCE BASED FINDINGS

ADVOCACY

When I see someone being taken advantage of, I want to help.



279 beneficiaries almost all the time want to help their friends who are faced with disadvantageous situation. 215 beneficiaries often want to help their friends who are faced with disadvantageous situation while 88 beneficiaries sometimes want to help their friends who are faced with disadvantageous situation. This shows how beneficiaries take proactive roles in supporting others and standing up for fairness in their communities.

CALL TO ACTION

01

Establish or enhance community-led prevention programs focused on reducing alcohol access and influence around children and youth.

03

Encourage ongoing research to monitor the effectiveness of alcohol control policies and assess the social and health impacts of alcohol exposure on children.

02

Introduce age-appropriate alcohol education programs in schools that include both preventive education and life skills training, equipping children to make informed decisions and resist peer pressure

04

Advocate for legislation that specifically addresses the needs of children, such as stricter penalties for alcohol sales to minors, advertising restrictions, and public health campaigns focused on family wellness

A laptop is shown from a three-quarter perspective, resting on a light-colored, textured surface. The laptop screen is open and displays a solid yellow background with white text. The text is centered and consists of two lines: the first line says 'EMAIL:' followed by 'INFO@BLUECROSSKENYA.ORG' on the second line. The second line of text says 'WEBSITE:' followed by 'WWW.BLUECROSSKENYA.ORG' on the third line. The laptop is dark-colored, and the keyboard is visible at the bottom. The background is a soft, out-of-focus indoor setting with a light-colored wall and some foliage on the left.

EMAIL:
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WEBSITE:
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THANK YOU

