



KENYA

2024-2026 IFRC network country plan

27 June 2024

Multi-Year Funding Requirement **CHF 79.4M**

In support of the Kenya Red Cross Society



47

National Society branches



707

National Society staff



207,242

National Society volunteers

People to be reached



1,050,000

Ongoing emergency operations



1.5M

Climate and environment



3M

Disasters and crises



4.5M

Health and wellbeing



200,000

Migration and displacement



200,000

Values, power and inclusion

IFRC network multi-year focus

Emergency response

- Hunger crisis

Longer term needs

- Disaster risk reduction
- Community health
- Water, sanitation and hygiene
- Climate change adaptation
 - Food insecurity

Capacity development

- Branch development
- Youth development
- Resource mobilization

Key country data

Population **55M**

INFORM Severity rating **High**

INFORM Climate Risk Index **Medium**

Human Development Index rank **152**

Population below poverty level **36.1%**

IFRC Country Cluster Delegation for
Somalia & Kenya, Nairobi

Funding requirements

2024

2025**

2026**

Total 73.8M CHF

Total 3.5M CHF

Total 2.1M CHF

Through the IFRC

→ 24.3M CHF

Through Participating National Societies

→ 7.3M CHF

Through Host National Society

42.2M CHF

IFRC Breakdown

Ongoing emergency operations

20M CHF

Longer-term needs

375,000 CHF

Climate and environment

995,000 CHF

Disasters and crises

390,000 CHF

Health and wellbeing

100,000 CHF

Migration & displacement

550,000 CHF

Values, power and inclusion

1.9M CHF

Enabling local actors

Through Participating National Societies

3.5M CHF

Through Participating National Societies

2.1M CHF

**projected funding requirements

Participating National Societies

American Red Cross

Austrian Red Cross*

British Red Cross

The Canadian Red Cross Society*

Red Cross Society of China*

Danish Red Cross

Finnish Red Cross

Italian Red Cross

Japanese Red Cross Society*

Red Cross of Monaco*

The Netherlands Red Cross*

Norwegian Red Cross

Swedish Red Cross*

*National Societies which have contributed only multilaterally through the IFRC in the first half of 2023.

IFRC Appeal codes

Ongoing emergency response:

MGR60001 | MDRKE058

Longer-term needs:

MAAKE002

Hazards



Drought



Floods



Climate change



Food insecurity



Diseases

NATIONAL SOCIETY PROFILE

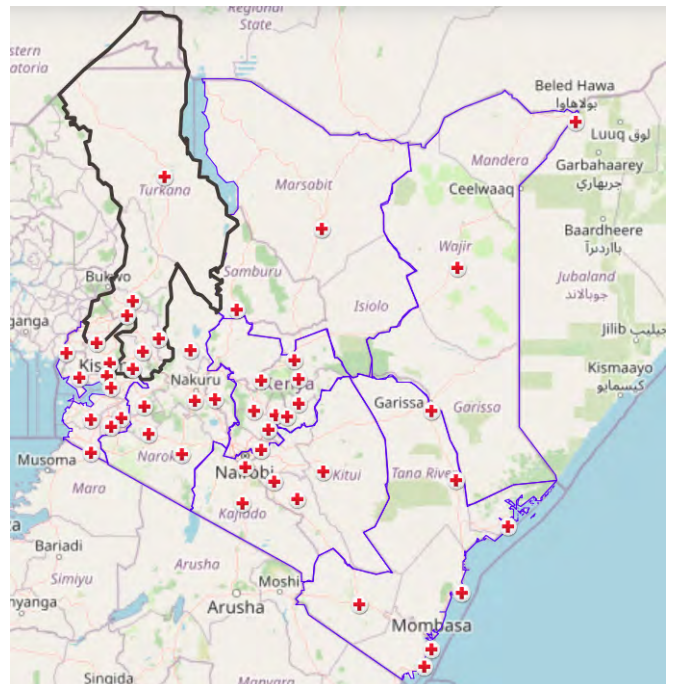
The **Kenya Red Cross Society** is a national humanitarian, voluntary organization, established in Kenya by an Act of Parliament in 1965 and admitted to the IFRC in 1967. It is auxiliary to the public authorities, working together in the provision of humanitarian assistance for vulnerable people in Kenya. It is the only humanitarian organization in the country to be established by an Act of Parliament, and the only one with a mandate to complement the work of both national and county level governments. Its auxiliary role also protects the independence of the National Society and of the Fundamental principles of the Red Cross and Red Crescent Movement (RCRC).

The Kenya Red Cross has capacity for both emergency and developmental programming at national and community levels. It has its headquarters in Nairobi and eight regional offices and 47 county branches in Kenya. This capability allows the National Society to be the first to respond and the last to leave when disasters occur. Additionally, it ensures a constant on-the-ground presence to support community-driven. The Kenya Red Cross serves a diverse range of communities, with a focus on addressing the needs of the most vulnerable and hard to reach communities in arid and semi-arid lands (ASALs), informal urban settlements, remote rural areas, and geographically marginalized areas. The National Society is deeply rooted in communities, ensuring that programmes are informed and governed by the needs and perspectives of these communities. In 2022 and 2023, the Kenya Red Cross responded to several emergencies including floods, drought and food insecurity, disease outbreaks such as COVID-19, and carried out preparedness actions.

The current Strategic Plan (2021-2025) of the Kenya Red Cross encompasses three strategic programmatic goals and one goal

specifically focused on National Society development (NSD), as outlined below:

- Strategy goal 1: Enabling communities to anticipate, prepare, respond to and quickly recover from crises.
- Strategy goal 2: Empowering communities to have opportunities to achieve social, economic and psychosocial wellbeing, leading to healthy lives.
- Strategy goal 3: Encouraging youth to lead positive change in their communities.
- Strategy goal 4: Fostering a resilient National Society dedicated to reinforcing organizational culture, systems, and human resources to achieve its humanitarian and development objectives.



Branches

JOINT SITUATIONAL ANALYSIS

The Republic of Kenya has a population of 55 million people. Its capital Nairobi is one of the fastest growing cities in east Africa. The country shares its borders with Ethiopia, South Sudan, Uganda and Tanzania and its southeast coastline borders the Indian Ocean. Most of the country's population lives in the highland farmlands, which lie between 1,500 and 3,000 metres above sea level. The main commercial crops are tea, coffee, vegetables, wheat, maize and flowers, complemented by livestock production. The tourism industry has long benefitted from Kenya's rich landscapes, nature and wildlife, with protected areas covering 8.2 per cent of the country's land.

Kenya has made significant political and economic reforms over the last decade, which have contributed to economic growth, social development and political stability. However, elections have often been characterized by political divisions and occasional violence. The COVID-19 pandemic also had a profound effect on Kenya's economy, disrupting tourism, international trade, transport and urban services. Despite this,

the economy has generally recovered well with a 7.5 per cent growth rate since 2021.

The disaster landscape in Kenya is characterized by multiple natural and man-made hazards, including prolonged cycles of droughts and floods/landslides, disease outbreaks and epidemics, landslides, and political instability and conflicts. Communities in arid and semi-arid lands (ASAL) are struggling to recover from five consecutive seasons of below average rainfall. In Kenya, recurring droughts and floods have led to widespread food insecurity, impacting over 5.4 million people in 2023. The Integrated Food Security Phase Classification (IPC) projected 1.2 million people facing emergency conditions, with persistent malnutrition in arid areas. Climate change and the changing nature and frequency of extreme weather events is increasing overall social and economic risks for a large proportion of the population, particularly for low-income communities engaged in agriculture for their livelihoods.

Kenya also hosts around 650,000 refugees, mostly in the large refugee camps of Dadaab and Kakuma and in Nairobi (UNHCR, September 2023) and the country experiences significant internal displacement each year, with over 380,000 internally displaced persons (IDPs) in 2023 (UN OCHA 2023).

Beyond these challenges, Kenya grapples with broader issues such as poverty, inequality, youth unemployment, transparency, and accountability

ONGOING EMERGENCY RESPONSE

For real-time information on emergencies, see [IFRC Go Kenya](#)

Emergency 1

Emergency Operation	Revised Africa Hunger Crisis Emergency Appeal 2023-2024
Appeal number	MGR60001
Duration	09 September 2021 to 31 December 2024
People affected	People affected/at risk: 157 million people across sub-Saharan Africa (143m in the 25 countries covered in this operation/watch list) 1.61 million people in Kenya
People to be assisted	800,000 people in Kenya
Funding requirement	Total IFRC funding requirement through the Appeal: CHF 232.5 million Total Federation-wide funding requirements: CHF 318 million Funding requirement for Kenya: CHF 25 mil to assist 800,000 people (IFRC: CHF 10 mil; Federation-wide: CHF 25 mil)
Link to Emergency Appeal	Revised Africa Hunger Crisis Emergency Appeal
Link to Operational Strategy	Africa Hunger Crisis Operational Strategy
Link to Response Plan	Kenya Response Plan

The Kenyan Red Cross has been addressing the country's food security crisis through an IFRC Emergency Appeal since August 2021, later incorporated into the Regional Hunger Crisis Emergency Appeal in October 2022. Now extended until the end of 2024, the [Africa Hunger Crisis Appeal](#) responds to the prolonged and deepening food crisis across the region. The inclusion of Kenya in this extended appeal is prompted by escalating food insecurity, affecting nearly 70% of the population. The Russia-Ukraine conflict has further exacerbated the situation, significantly increasing the cost of imported staples, making essential items unaffordable for those with low incomes.

This Revised Regional Emergency Appeal is built on a foundation of strong, national country response plans. Through a series of coordinated activities in the sectors of water, sanitation and hygiene (WASH), cash, health and nutrition and livelihoods support, it will ensure that National Societies in the region meet the urgent needs of people facing what has been classed as a Red-level Emergency in many countries of the region, including in Kenya. The number of people to be assisted under the Revised Regional Emergency Appeal in Kenya will be 800,000 at a funding ask of CHF 25,000,000.

The IFRC has mobilized a 'Zero Hunger Cell' tasked with overseeing the operational coordination of the Hunger Crisis response across the African continent. The Cell supports all countries under this Revised Regional Emergency Appeal and the regional services provided by the IFRC and partners

include: 1) Operations coordination and technical support; 2) Surge deployments (where applicable for new countries added to the Revised Regional Emergency Appeal); 3) Information management, foresight, and analysis; 4) Regional and global level advocacy and humanitarian diplomacy; 5) communications and visibility; 6) Federation-wide Planning, Monitoring, Evaluation and Reporting (PMER) tailored support to National Societies on implementation, development, and accountability; 7) Resource mobilization, including national resource mobilization plans.

Short description of the emergency operational strategy

The operation is fully aligned with the IFRC-wide Pan-African Zero Hunger Initiative working towards zero hunger and more sustainable development. It articulates integrated assistance comprising, livelihoods, health and nutrition; and water, sanitation and hygiene. It is complemented by protection and prevention interventions comprising protection, gender and inclusion; community engagement and accountability; risk reduction, climate adaptation and recovery, environmental sustainability, and education. The highlights of this assistance are:

Livelihoods

Affected communities are provided with assistance to recover or strengthen their livelihoods and improve their food security.

This includes irrigation schemes and training in agricultural production for farmers.

Health and nutrition

The immediate risks to the health of affected populations are reduced through integrated health services. These include community-based disease control and health promotion, and training for mothers in infant and young child feeding practices.

Water, sanitation and hygiene

Affected communities have increased access to appropriate and sustainable water, sanitation, and hygiene services. These include access to safe drinking water, provision of water treatment chemicals and filters, as well as training on their use, household sanitation and waste disposal practices.

Risk reduction, climate adaptation and recovery, environmental sustainability and education

Assistance includes community-based risk reduction, and micro activities and community messaging on environmental conservation and climate hazards.

Cross-cutting approaches: the operational strategy integrates **community engagement and accountability** (CEA) and **protection, gender and inclusion** (PGI) as pivotal elements, in an approach that recognizes and values all community members as equal partners, with their diverse needs shaping the response. Activities includes the provision of dignity kits, and establishment of two-way feedback mechanisms. The strategy emphasizes local voice amplification, collaborative engagement, and transparent communication, extending into **long-term resilience building** through initiatives such as the IFRC Pan-Africa Zero Hunger Initiative.



Kenya Red Cross volunteers conducting a community epidemic and pandemic preparedness programme, in July 2023 (Photo: IFRC)

Emergency Operation	El Nino Floods Emergency Appeal 2023-2024
Appeal number	MDRKE058
People affected	People affected/at risk: 478,860 (95,772 households)
Duration	November 2023 to 31 December 2024
People to be assisted	250,000 people
Funding requirement	IFRC Secretariat funding requirements: CHF 10 million Total Federation-wide funding requirements: CHF 18 million
Link to Emergency Appeal	El Nino Floods 2023
Link to Operational Strategy	Kenya El Nino Flood Emergency Operational Strategy

Kenya has been experiencing enhanced rains since September, with alarming levels of rainfall as a result of El Nino conditions and a positive Indian Ocean Dipole (IOD) which are currently present in the Pacific Ocean and Indian Ocean respectively. The Kenya Meteorological Department (KMD) predicts the peak in November, potentially lasting until January 2024. Floods have hit northeastern, eastern, and coastal regions, causing significant damage and displacement. The Kenya Red Cross initiated response efforts, but floods are now affecting more areas. Aerial surveys reveal inaccessible regions, particularly in Mandera County. Floods have spread across 37 counties, mainly impacting the northeast. Homes destroyed, roads impassable, and lives lost emphasize the crisis, notably in Mandera, Garissa, Wajir, and Tana River.

Short description of the emergency operational strategy

Through this Emergency Appeal, the National Society is supporting 250,000 people (50,000 households) across 36 counties with lifesaving activities, emergency response and early recovery activities. Based on assessment, priority counties are Tana River, Garissa, Wajir, Mandera, Marsabit, Isiolo, Meru, Makueni, Samburu, Homa Bay, Kwale, Mombasa and Lamu.

The highlights of the assistance are:

Livelihoods

Affected communities are provided with assistance to recover or strengthen their livelihoods and improve their food security. This includes early maturing and drought resistant seeds, livestock, restoration of damaged irrigation infrastructure, and other such measures.

Health and care

The immediate risks to the health of affected populations are reduced through integrated health services. These include community-based disease control and health promotion, and training for mothers in infant and young child feeding practices.

Mental health and psychosocial support

Mental health and psychosocial support sessions tailored to the community are facilitated through local platforms, aiming to offer psychosocial first aid in response to specific needs and in accordance with the government's Mental Health Policy 2015-2030.

Water, sanitation and hygiene

Affected communities have increased access to appropriate and sustainable water, sanitation, and hygiene services. These include access to safe drinking water, provision of water treatment chemicals and filters, as well as training on their use, household sanitation and waste disposal practices.

Cross-cutting approaches: The operational strategy integrates **community engagement and accountability** (CEA) and **protection, gender and inclusion** (PGI) as pivotal elements, in an approach that recognizes and values all community members as equal partners, with their diverse needs shaping the response. Activities span from adhering to PGI standards in emergencies to promoting non-violence and peace. The strategy emphasizes local voice amplification, collaborative engagement, and transparent communication, extending into long-term resilience building through initiatives such as the IFRC Pan-Africa Zero Hunger Initiative.

STRATEGIC PRIORITIES



Climate and environment

Kenya has a varied geography, with a tropical coastline, semi-arid to arid areas in the east and north, and mild highlands around the Great Rift Valley. Most of the country experiences a bimodal rainfall pattern, with long rains between March and May and short rains between October and December. This topography influences the impacts of climate change, as does the El Niño Southern Oscillation periods, which bring more rainfall and the La Niña periods, which bring droughts. The Indian Ocean Dipole is also a driver of rainfall variability. The World Bank estimates that 70% of disasters in Kenya are attributed to extreme climatic events, making the country highly vulnerable to climate change, with increasing climate swings anticipated in 2024 and beyond.

Drought cycles have shortened from five-to-seven-year cycles in the past, to two-to-three-year cycles, with droughts happening most frequently in the semi-arid and arid regions in 18 of the 20 most vulnerable counties. Rising temperatures and prolonged droughts are reducing water storage levels and wreaking havoc on agricultural productivity. It may result in damage to agricultural lands and infrastructure, significant economic losses and risk to life. Kenya's reliance on surface water sources, pressure on scarce water resources from population growth, as well as increasing temperatures and rain variability, are expected to further stress water supply in coming years.

Climate change is also expected to increase the risk and intensity of flooding, due to higher annual rainfall, which in turn is expected to increase the likelihood of mudslides and landslides, particularly in mountainous areas. As rainfall levels rise and flooding intensifies, soil erosion, land degradation, and the waterlogging of crops will adversely impact agricultural productivity, resulting in reduced yields. This, in turn, will significantly affecting the livelihoods of rural communities and contribute to heightened food insecurity.

According to the National Environment Management Authority, Kenya's ecosystem provides valuable resources and services that contribute to approximately 42 per cent of the country's GDP and support 70 per cent of people's livelihoods. Such resources are vital to Kenya's thriving tourism industry. However, climate change is disrupting ecosystems resulting in increased coastal erosion, prevalence of wildfires, coral bleaching, etc. Rising sea levels are also putting pressure on coastal communities.

The government of Kenya is committed to enhancing resilience by mainstreaming climate change adaptation into the government's medium-term plans and integrated

development plans. This includes improving early warning systems, reducing flood and drought risks, and protecting natural assets such as forests, mangroves, seagrass and coral ecosystems. A key initiative is the Ministry of the Environment and Forestry's partnership to tackle deforestation by planting of trees to ensure a minimum of 10 per cent tree coverage of the country by 2030 and to sustainably manage and protect it. The government also intends to reduce its carbon emissions by 30 per cent by 2030 and is promoting and adopting clean energy technologies to reduce reliance on wood fuels.

Multi-year high level objectives of the National Society

The Kenya Red Cross is part of the IFRC's Global Climate Resilience Programme, which aims to foster an unprecedented scale-up in locally led climate-smart disaster risk reduction and adaptation efforts to prevent and reduce climate-related disaster impacts, and build community-level climate resilience. The programme aims to support 500 million in 100 of the most climate-vulnerable countries, focusing on the least supported and marginalized communities. This holistic, multi-year programmatic approach consists of four operational pillars: (1) scaling up climate-smart disaster risk reduction, anticipatory action and preparedness; (2) reducing the public health impacts of climate change; (3) addressing climate displacement; and (4) enabling climate-resilient livelihoods and ecosystem services.

The Kenya Red Cross will focus on climate adaptation and mitigation, advocacy work, and integrating climate risk management across all programmes and operations. Because so many major disasters are caused by the changing climate and weather events, its work will address interlinked challenges of disaster risk, sustainable development and climate change adaptation.

The National Society will enhance the capacity of vulnerable populations to adapt to climate change and to reduce current and future humanitarian impacts of the climate crisis.

Planned activities in 2024

- Implement the national tree planting initiative across the country and carry out public campaigns on tree planting and on the usage and disposal of plastic
- Undertake risk mapping and risk profiling, as well as vulnerability impact and capacity assessments to assess risk from climate change, to inform the planning and implementation of programmes
- Promote integration of green response in its operations, ensuring that sustainability is considered in all sector interventions through climate change mitigation activities,

including in local procurement, waste management, protection of natural resources, etc.

- Promote use of [nature-based solutions](#) to strengthen disaster risk reduction and increase food security
- Strengthen community preparedness and response capacities around climate emergencies by scaling up public education and awareness on climate change to build capacities at community levels
- Enable communities, staff and volunteers to take urgent action to adapt to rising and evolving risks from climate and environment crises by building their capacity and providing tools to support climate adaptation and mitigation activities
- Document best practices and lessons learned from community level tree planting and care to help extend best practices to new communities and geographical areas
- Implement early warning and early action initiatives in both urban and rural contexts and train community teams to provide early warning reports on disaster and climate risks.

- Develop and resource the anticipatory action system (forecast analysis, readiness/contingency planning, early warning and early action)
- Provide support to work with Kenyan farmers to encourage them to adopt climate-resilient agricultural practices and promote the use of drought-tolerant crops and efficient irrigation systems, to promote sustainable agriculture at the community level
- Advocacy with government agencies, the private sector and the public, about the environmental impact of climate change in Kenya
- Implement of climate-friendly policies and practices, to help strengthen the resilience of communities, through disaster risk reduction initiatives, climate change adaptation training, and sustainable development
- Provide technical expertise, develop proposals, build local and regional partnerships, and link with [Pan-African Initiatives](#)

In February 2023, IFRC approved a [Disaster Response Emergency Fund \(DREF\)](#) Early Action Protocol for drought, in support of future assistance provided by the Kenyan Red Cross to affected communities. The protocol will enable the National Society to support people ahead of a seasonal forecast, with available funding of CHF 499,422 from IFRC's DREF

The **British Red Cross** will support innovative approaches in response preparedness to reduce the impact of climate change on vulnerable communities and provide climate-smart agriculture training to farmers. It will also continue to support the Kenya Red Cross in multi-disciplinary climate change research.

The **Danish Red Cross** will provide technical and operational support in forecast-based action programming, assessment and planning, and support engagement in partnerships which will address climate impacts.

Longer-term support from the IFRC network

The IFRC's longer-term support to the Kenya Red Cross under strategic priority in 2024 and beyond will be as follows:

- Improve [early warning systems](#) and raise awareness of flood risks amongst communities in Kenya and to support the construction of flood-resilient infrastructure as a mitigation measure for the climate related hazards
- Provide [early warning and early action](#) initiatives in urban and rural contexts



Disasters and crises

For real-time information on emergencies, see the IFRC GO page, [Kenya](#)

The main hazards that have a humanitarian impact in Kenya are prolonged cyclical droughts and floods, disease outbreaks, epidemics and landslides, all of which continually weaken the communities' coping mechanisms and capacities. Kenyan Government statistics show that floods cause 60 per cent of disaster-related fatalities in the country and that flooding has had a profound [impact](#) on infrastructure, housing and livelihoods.

[Food insecurity](#) is currently a major emergency in Kenya, and intercommunal violence, electoral violence and extremist attacks are also prevalent. The food security crisis is expected to worsen in 2024 due to climate change, conflict, and economic shocks. The country is heavily reliant on rain-fed agriculture, and any variations in rainfall has a significant impact on food production. Hydrometeorological events have a devastating impact on people's lives and livelihoods, as well as on the country's infrastructure and economy. The impact of the 2020-2023 drought has eroded productive assets, accrued debt and increased food consumption gaps for many poor households.

The number of Kenyans living in poverty and excluded from basic social and economic gains has increased over the last decade, with prospects for sustainable livelihoods having declined.

Multi-year high level objectives of the National Society

As part of its auxiliary role, the Kenya Red Cross will continue to provide first line response in all sudden onset disasters, in coordination with the government and the Kenya Humanitarian Partnership Team.

The National Society will work with the National Disaster Operations Centre (NDOC) in coordinating humanitarian emergencies. The National Society will respond to all crises and disasters, assisting the most vulnerable, disadvantaged and hard to reach communities.

The Kenya Red Cross will also provide advice to the government on the drafting and implementation of effective disaster law and policies.

Planned activities in 2024

- Develop a strategy to achieve sustainable, integrated livelihoods programmes that guarantee food security and household income to communities
 - Strengthen its auxiliary role, coordination expertise and engagement with communities to create a conducive operating environment
 - Invest in systems and tools to facilitate timely and scalable cash and voucher assistance (CVA) initiatives
 - Establish community-based resource centres to strengthen understanding of disaster and climate risks and mitigation
 - Provide shelter assistance to individuals who have been displaced from their homes due to natural disasters, conflicts, or other emergencies
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Longer-term support from the IFRC network

IFRC mechanisms such as the Disaster Response Emergency Fund (IFRC-DREF) and Emergency Appeals will be drawn on as needed for the Kenya Red Cross to respond to disasters and crises. In addition, the IFRC will:

- Support food security and livelihoods in emergency, recovery and resilience building; readiness for the upscaling of cash assistance, branch preparedness, contingency planning, and support for disaster law and representation
- Provide technical support to engage in the various stages of the preparedness for effective response (PER) approach (strategy/policy, analysis/ planning, coordination, operational capacity, operational support)
- Strengthen context response analysis and information management systems

The **British Red Cross** supports the National Society in emergency preparedness and response, integrated food security and livelihoods, forecast-based financing, early action and drought and flood protocols (Innovative Approaches to Response Preparedness). It also supports data preparedness, cash and voucher assistance (with the Netherlands Red Cross); climate-smart agricultural training for farmers; and PGI and safeguarding.

The **Danish Red Cross** will support the National Society to develop and validate Early Action Protocols (EAPs) for droughts and floods and will build staff capacities for anticipatory action and for engagement with stakeholders and line ministries. Danish Red Cross will also work with the National Society to increase support for cash and voucher assistance (CVA) and livelihoods programming and towards building community resilience.

The **Finnish Red Cross** and **Norwegian Red Cross** will support the Kenya Red Cross to strengthen its preparedness for and response to evolving and multiple shocks, through improved programme design, leadership, resource mobilization and capacity in disaster law.

The **Norwegian Red Cross** will support the Kenya Red Cross on procurement and the prepositioning of health-related non-food items in difficult to access areas and providing technical and strategic assistance during emergencies.



The country is facing challenges such as malnutrition, water-borne diseases, a growing HIV/AIDS epidemic and other diseases. Non-communicable diseases (NCDs) are now the leading cause of death and are expected to become more prevalent in the coming years. Climate change is expected to have a significant impact on health in Kenya and is causing an increased risk of waterborne diseases, malnutrition, and heat stress in some communities. Malaria is still a public health concern and temperature could drive an increase in vector-borne diseases, although recent medical innovations provide some hope.

The Global Nutrition Report 2022 (GNR) assessed the state of nutrition in Kenya and found that the country is making progress towards global nutrition targets. However, malnutrition remains a threat to children's health and development in Kenya. According to the GNR 2022, 26.2 per cent of children under five years are stunted and 4.2 per cent are wasted. At the same time, 5.7 per cent of children under five years are now overweight or obese. Factors such as gender inequality, poverty, inclusion, culture and illiteracy create barriers to accessing and using health services and limit Kenya's ability to achieve key health outcomes in its Vision 2030.

The number of deaths and hospital admissions related to NCDs is already high (half of hospital admissions) and is expected to increase by 55 per cent by 2030. This is a worrying trend that will impact the country's health care system. Many preventable deaths still occur in Kenya and there is still a need to improve levels of immunization (76 percent of children under one are fully covered), nutrition interventions, access to sexual and reproductive health services, and safe water, sanitation and hygiene practices, all of which could save lives, especially of young children and pregnant women. A maternal mortality rate of 362 per 100,000 live births is associated with low use and resourcing of maternal, neonatal and children health services. More positively, it is projected that deaths from communicable diseases will decrease by 48 per cent by 2030.

Currently, mental health problems are a growing concern in Kenya, especially as access to care is limited. This is due to a shortage of trained professionals, the stigma associated with mental illness, and a lack of funding. The government's Mental Health Policy (2015–2030) states that one in four Kenyans experiences mental health problems, meaning 12 million people will require mental health and psychosocial support, which far outweighs existing services. Gender-based Violence is also a major public health challenge, which can have a devastating impact on the physical and mental health of men, boys, women, and girls. There is need to explore how GBV has impacted women's and girls' health and to tackle the barriers for survivors to access services.

Only 70 per cent of the population has access to drinking water and only 29 per cent has access to sanitation (10 per cent practice open defecation). Water supply is unevenly distributed across the country. Droughts and floods have meant some people are drinking from contaminated surface water sources, increasing the risk of water-borne diseases such as cholera, typhoid, diarrhoea and hepatitis A.

Multi-year high level objectives of the National Society

For the 2024-2025 period, the Kenya Red Cross will focus on supporting communities with access to health and care, as well as water, sanitation and hygiene (WASH) before, during and after disasters and crises, and to lead healthy lives.

Planned activities in 2024

- Expand integrated approach community-based healthcare and First Aid, as well as WASH programmes to address needs
- Work with communities to build their capacities to prevent and respond to health threats to improve the quality and availability of health services, particularly in rural and under-served areas
- Enhance its First Aid services and build capacity of cadres to meet new hazards, such as climate-induced heat-related illnesses in older people
- Promote appropriate, low-cost sanitation approaches and technologies and engage private sector partners, vendors, and service providers
- Support actions to increase climate change resiliency in drinking water source planning, development, and design of systems and services
- Promote good hygiene practices and health education to address new environmental challenges

Longer-term support from the IFRC network

The IFRC will support the Kenya Red Cross to enhance the health and well-being of Kenyans. This includes community health, resilience, mental health and psychosocial support (MHPSS), as well as efforts to strengthen the healthcare system, improve water and sanitation access, and promote gender equality.

IFRC also aligns strategies with the IFRC Health and Care Framework and collaborates on Africa-wide initiatives such as REACH and Saving Lives and Livelihoods.

The **American Red Cross** focuses its support to the National Society on immunization campaigns.

The **British Red Cross** will support the Kenya Red Cross in improving health and well-being by enhancing healthcare access and strengthening systems.

The **Danish Red Cross** will support the National Society in advocating for quality healthcare and community access, while addressing non-communicable diseases (NCDs) and mental health.

The **Italian Red Cross** will specifically support the National Society's interventions in reference to drug and substance abuse impact in Lamu county, including engaging the community in prevention activities and reinforcing treatment programmes.

The **Norwegian Red Cross** will focus on supporting National Society initiatives related to the overall health system, coordination, and Cash for Health.



Migration and displacement

Kenya is the strongest economy in the region and viewed to be relatively stable politically and economically. Such factors position Kenya as a safe destination and transit hub for asylum seekers and migrants in the region. Kenya hosts one of the world's largest populations of refugees and asylum seekers, predominantly concentrated in the large refugee camps of Dadaab and Kakuma. [UNHCR](#) recorded around 676,332 refugees and asylum seekers in October 2023. The country is also a transit point for many who are trying to reach other countries in Africa or Europe. The Kenyan government has a long history of providing refugees and asylum seekers with protection and assistance. However, the country is facing increasing challenges in providing for the needs of the growing refugee population, facing limited resources, security concerns, and climate change.

Kenya is a large [multi-ethnic](#) country, with over 40 different ethnic groups and many overlapping conflicts. It experiences elevated levels of intercommunal violence and incidents sexual and gender-based violence, coupled with sporadic instances of persistent violence, recurring cycles of election-related violence, and a rising number of terrorist attacks. Conflict is a major driver of migration and displacement within Kenya, alongside climate change and disasters. These events have [internally displaced](#) around 380,000 individuals from their homes and livelihoods, forcing them to move to other areas in search of safety and security. Research suggests that 80,000 Kenyans are internally displaced each year on average, mainly due to disasters.

According to the [World Bank](#) (2021), an estimated 86 million people will be displaced due to climate shocks in Sub-Saharan Africa by 2050, with around half of them residing in urban areas. This will also increase rural to urban migration in regions such as Turkana. Pastoralists are particularly vulnerable to these impacts of climate change, in particular drought. It is predicted that 77 per cent of pastoralists and 55 per cent of agro-pastoralists will have insufficient livestock to live above

the poverty line by [2030](#). They may also be forced to move, possibly to more insecure or hostile regions.

Currently, economic hardship is also a driver of migration and displacement. The country has high rates of unemployment and poverty, which force people to migrate in search of opportunities. In addition, Kenya has experienced several political crises in recent years, which have led to violence and displacement. [Incidents](#) of arbitrary detention, torture and extrajudicial killings, have also forced people to flee their homes in search of safety. A combination of these factors has created a major [displacement crisis](#) in Kenya, with the majority concentrated in the challenging arid and semi-arid regions of the country.

Multi-year high level objectives of the National Society

- Support communities in the identification of risks, including protection and conflict related risks, and facilitate the design of community led solutions
- Continue support for [restoring family links](#) (RFL) by maintaining the visibility and accessibility of these services in response to changing needs and aligning them with data protection standards

Planned activities in 2024

- Assist communities to identify risk, including protection and conflict-related risks and facilitating the design of community lead solutions
- Reduce the risks and vulnerabilities of migrants and displaced persons, including through providing access to essential services such as healthcare, WASH, education, and through protecting them from violence and exploitation, to help them rebuild their lives

- Integrate migration and displacement considerations in the assessment, planning and implementation of all response operations and programming, recognising their inter-connected causality and the need for an integrated response across all sectors
- Share lifesaving information on services available, legal rights etc. through trusted and accessible channels of communication and in local languages
- Support structures and services as part of refugee operation in Dadaab, Garissa and Kalobeyei (Turkana)

using [humanitarian service points](#) (HSPs), and explore opportunities for integration and capacity development

- Strengthen the capacity of the Kenya Red Cross to respond to the needs of migrants and displaced persons, providing training, technical assistance, and funding for relevant programming and services
- Support the National Society's capacity to understand migration dynamics in Kenya
- Support the National Society to drive a community advocacy agenda and to integrate migration and displacement principles, practices, policies and tools across its emergency preparedness

Longer-term support from the IFRC network

The IFRC will:

- Support the National Society's initiatives that focus on protection and assistance along African migration routes,

The **Danish Red Cross** will connect the Kenya Red Cross with strategic partners for sustained resilience among refugees and migrants in marginalized areas. The focus includes durable solutions, primary healthcare access, protection services, and advocacy for the rights of displaced individuals, supporting policy change and community awareness initiatives.



Values, power and inclusion

Despite rapid economic growth in Kenya, the [youth unemployment rate](#) stands at 12.4%. With 80% of the population under 35 and a median age of 19, addressing education, skills development, and employment is crucial for engaging the youth, fostering resilience, and encouraging positive change. Widespread inequality, unemployment, poverty, and political marginalization contribute to the radicalization of some youth, creating a potential environment for terrorist recruitment.

Issues related to violence, discrimination, and exclusion towards certain individuals in Kenya is complex and multifaceted. Women and girls are still disproportionately affected by violence, including sexual assault, domestic violence, and female genital mutilation. According to the [2023 World Bank report on Women, Business and the Law](#), Kenya has made progress in addressing GBV, but there is still a long way to go. According to the [2023 Kenya Demographic and Health Survey](#), 43 per cent of women have experienced physical or sexual violence by an intimate partner and 21 per cent of girls aged between 15 - 19 have experienced forced sex. Women are likely to be poorer than men, with poverty a major factor in GBV and dependence on partners a reason not to report violence. There is also persistent negative discrimination towards individuals with disabilities that contribute towards inequality and limit access to basic services and emergency assistance.

Multi-year high level objectives of the National Society

As communities consist of individuals with different priorities, vulnerabilities, and capacities, the Kenya Red Cross will ensure it adapts its interventions to address the specific needs, protection risks and priorities of those with different genders, ages, disability status and backgrounds to facilitate equitable access to humanitarian services for all.

The National Society will seek to include marginalized groups and those in underserved, excluded or poor areas of the country when targeting 'last mile' communities for humanitarian assistance or development programming. The National Society will prioritize its services and programmes, to target vulnerable, excluded communities and link through referrals and coordination, with other relevant actors and service providers relevant to address their needs and improve their inclusion and safety.

The Kenya Red Cross will focus on [Community engagement and accountability \(CEA\)](#) in order to change cultural views on violence, gender-based violence (GBV) and discrimination, and to ensure that humanitarian interventions are effective, inclusive and sustainable. It will also support communities to hold organizations accountable for their commitments, through feedback mechanisms and complaint systems.

The Kenya Red Cross will also focus on [protection, gender and inclusion](#) (PGI) throughout its programming. It will continue to focus on youth empowerment, within its own organizational structure, in its humanitarian actions and to influence behaviour change. The National Society's youth engagement strategy focuses on the four pillars of dissemination, protection of life, health, and community service.

Planned activities in 2024

- Support protection and the promotion of positive change for humanity, based on humanitarian values and principles and develop community-based initiatives to ensure that all operations and programmes consider and promote dignity, access, participation, and safety for all affected
 - Consult individuals of all genders, identities, ages, disabilities and backgrounds to identify risky practices and conditions, as well as their needs, concerns and priorities
 - Improve access to health services and livelihoods support for vulnerable groups, such as individuals living with disabilities, who have been affected by disasters or displacement
 - Work with communities and other organizations to design and support actions that serve vulnerable individuals (the elderly, individuals living with disabilities) and challenge discrimination
 - Identify and share safe sexual and GBV referral pathways at local levels with volunteers, staff and communities and actively involve men and boys as agents of change in addressing sexual and gender-based violence
 - Enhance school and youth programmes with increased investment in underserved areas and develop initiatives to enhance youth contribution to decision-making, innovation, and networking
-

Longer-term support from the IFRC network

The **IFRC** is dedicated to assisting the Kenya Red Cross in its continued longer-term support for survivors of gender-based violence and its communities. Aligned with the national gender-based violence framework, the support includes comprehensive measures such as implementing safeguarding practices, and developing a community-based information, education, and communications strategy. Support will be provided in line with [IFRC's PGI policy](#) to ensure that all operations offer dignity, access, participation and safety for all affected individuals. The IFRC has also developed a [community engagement and accountability](#) (CEA) strategy for Africa, which includes a number of commitments to strengthen CEA in Kenya. It will support the Kenya Red Cross to strengthen its CEA policy and commitments to engaging communities in a meaningful way that informs operations and programmes. Additionally, the IFRC will contribute to youth empowerment, vocational training, job placement, peacebuilding initiatives and improving access to education.

The **British Red Cross** will assist the Kenya Red Cross in building capacity and implementing safe, inclusive actions in ongoing and new programmes, emphasizing community engagement, accountability, and dignity, access, participation, and safety.

The **Danish Red Cross** will aid the Kenya Red Cross in mainstreaming its community engagement and accountability approach by establishing feedback mechanisms and enhancing staff capacity. The focus includes supporting the National Society in bolstering the capacity of the youth through mental health and psychosocial support and livelihood interventions for youth-led initiatives.

The **Finnish Red Cross** will also support the Kenya Red Cross in its endeavours.

ENABLING LOCAL ACTORS

In the 2021-2025 strategic plan, the Kenya Red Cross emphasizes enhancing organizational efficiency and achieving humanitarian objectives. Key initiatives include strengthening information systems, reinforcing the branch network, and capacity building for staff and volunteers. A [Branch Organisational Capacity Assessment](#) (BOCA) exercise identified areas for improvement, guiding the organization's mission. Engaging in the IFRC's [Preparedness for Effective](#)

[Response](#) (PER) process, the National Society continues to address strengths and gaps in preparedness and response. The IFRC supports the Kenya Red Cross through the [National Society Investment Alliance](#), aligning with commitments to National Society development for sustainable capacity and community resilience. External support for National Society development aligns with organizational priorities, the strategic plan, and annual development goals.



Strategic and operational coordination

Multi-year high level objectives of the National Society

- Establish and foster partnerships focused on resource mobilization, leveraging complementary capabilities, exchanging knowledge and ideas and enhancing organizational and capacity development
- Maintain a pivotal role in shelter cluster coordination within Kenya, actively contributing as a member of the shelter cluster coordination team, which oversees the collaborative efforts of all shelter related entities in the country
- Facilitate engagements with stakeholders and partners by actively participating in coordinated forums, aiming to enhance efficiency in planning processes
- Reinforce organization systems and streamline cross-cutting processes to realize both humanitarian and developmental objectives
- Ensure robust internal processes are in place to effectively support programmatic goals and provide efficient assistance to affected communities

Longer-term support from the IFRC network

The **IFRC** will provide longer-term support to the Kenya Red Cross on strategic and operational coordination in a number of ways. It will:

- Continue to provide training and technical assistance to the Kenya Red Cross staff on a range of areas, such as disaster risk reduction, early warning systems, and resource mobilization
- Provide funding to the Kenya Red Cross to support its strategic and operational coordination activities
- Facilitate partnerships between the National Society and other organisations, such as government agencies, non-governmental organizations and the private sector

The **British Red Cross** will support the Kenya Red Cross with the [BOCA](#) process and provide peer-to-peer technical support to other National Societies in the region. It will also support the National Society in resource mobilization.

The [Danish Red Cross](#) is also providing support to the Kenya Red Cross on National Society development initiatives.



National Society development

Multi-year high level objectives of the National Society

- Redirect focus towards actively engaging community-based volunteers as catalysts for local humanitarian initiatives through branch networks
- Ensure the comprehensive inclusion of youth from diverse backgrounds, communities, genders and across various social and regional divides to foster shared participation among all demographic groups
- Execute programmes specifically designed and implemented by youth, in addition to integrating youth into regular programmes and activities
- Work to improve official recognition of its auxiliary role in disaster risk.

Longer-term support from the IFRC network

The **IFRC** will ensure that all external support to National Society development (NSD) is aligned with the National Society's priorities and the Strategic Plan. It will also work with the National Society to implement programmes designed and implemented by young people, and integrate youth in regular programmes and activities.

The **Danish Red Cross** will support the National Society development initiatives of the Kenyan Red Cross through integrated induction training and supporting youth leadership programmes. Additionally, it will assist in the capacity building of branch coordinators, particularly in volunteer management.



Humanitarian diplomacy

Multi-year high level objectives of the National Society

- Allocate resources towards comprehensively understanding and addressing the root causes, gender dynamics and vulnerabilities inherent in crises, while also generating evidence to inform policy, advocacy and capacity-building endeavours
- Enhance its advocacy efforts and extend its influence both within Kenya and on a global scale
- Advocate for the rights of vulnerable individuals through strategic partnerships, policy influence and public engagement initiatives

Longer-term support from the IFRC network

The IFRC is providing training and resources to help the Kenya Red Cross strengthen its advocacy and negotiation skills, as well as its understanding of the political and humanitarian

landscape. The IFRC will support the National Society to advocate for humanitarian diplomacy in the following ways:

- Increasing the Kenya Red Cross's access to key decision-makers, by supporting the National Society to build relationships in government, the private sector and civil society
- Building partnerships with other humanitarian actors to improve the effectiveness of the National Society's response to crises
- Advocate for the Kenya Red Cross at the national and international levels, promoting its work and raising awareness of its needs
- Promoting the principles of humanitarian action, such as neutrality and impartiality



Accountability and agility (cross-cutting)

Multi-year high level objectives of the National Society

- Prioritize operational efficiency, governance support and training by improving data tools, fostering innovation, and strengthening community engagement
- Instil accountability as integral to the humanitarian mandate, emphasizing responsibility among staff and volunteers
- Conduct regular surveys with communities to assess their views and satisfaction with the services provided and adapt the response accordingly
- Ensure agile systems that can be adapted to changing needs and contexts. Needs-driven and inclusive innovation is encouraged to make systems more effective and efficient
- Build capacity of staff to take advantage of and optimize the use of digital enablers

Longer-term support from the IFRC network

The IFRC will support the Kenya Red Cross in the following ways:

- Strengthening participatory accountability systems, including developing a comprehensive complaint handling system and increasing beneficiary participation in decision-making
- Enhancing agility and responsiveness through new working methods and strengthened partnerships for improved programme coordination, as seen in the hunger crisis response
- Mainstreaming accountability and agility across all aspects of work, from programming to resource mobilization, ensuring continuous adaptation to changing needs while maintaining accountability to the served communities

The **Danish Red Cross** will contribute to the National Society's digitalization efforts.

THE IFRC NETWORK

The IFRC

The **IFRC** supports the Kenya Red Cross to execute its auxiliary role in emergency and disaster response through networking and resource mobilization and strategic and operational coordination. In recent years, the IFRC has also supported the National Society through a number of Emergency Appeals and Disaster Response Emergency Fund (DREF) operations in relation to food insecurity, floods, droughts, disease outbreaks, population movements and preparedness for election-related

violence. Since the beginning of the COVID-19 pandemic, the IFRC, through its [global Emergency Appeal](#), has supported the National Society in its COVID-19 response. In addition, the IFRC provides technical expertise to the National Society in specific areas when required and supports the community [epidemic and pandemic preparedness](#) programme, funded by USAID, in four sub-counties.

IFRC membership coordination

IFRC membership coordination involves working with member National Societies to assess the humanitarian context, humanitarian situations and needs; agreeing on common priorities; jointly developing common strategies to address issues such as obtaining greater humanitarian access, acceptance and space; mobilizing funding and other resources; clarifying consistent public messaging; and monitoring progress. This also means ensuring that strategies and programmes in support of people in need, incorporate clarity of humanitarian action, links with development assistance, and efforts to reinforce National Societies in their respective countries, including through their auxiliary role.

The Kenya Red Cross is part of four [IFRC Pan-African initiatives](#) focusing on Tree Planting and Care, Zero Hunger, Red Ready and National Society Development. These initiatives are reflected under the relevant sections of this plan. The following participating National Societies have an in-country presence in Kenya and are long-term collaborators with the Kenya Red Cross:

The **American Red Cross** focuses its support on immunization campaigns.

The **British Red Cross** supports emergency preparedness and response, integrated food security and livelihoods, forecast-based financing, early action and drought and flood protocols (Innovative Approaches to Response Preparedness). It also supports data preparedness, cash and voucher assistance (with the Netherlands Red Cross); climate-smart agricultural training for farmers; and PGI and safeguarding.

The **Danish Red Cross** works on emergency response, drought interventions, resilience, health including non-communicable diseases and refugee support and rights.

The **Finnish Red Cross** supports emergency response, health, and sexual and gender-based violence.

The **Italian Red Cross** works mainly in the area of health.

The **Netherlands Red Cross** supports in reduction of the impact of climate change on the most vulnerable people as well as climate-smart agriculture training for farmers.

The **Norwegian Red Cross** supports health, water, sanitation and hygiene.



The Kenya Red Cross team attending to people affected by flash floods, in November 2023. (Photo: IFRC)

Participating National Society Support

National Society name	Funding Requirement	Climate	Disasters and crises	Health and wellbeing	Migration	Values, power and inclusion	Enabling local actors
American Red Cross				●			
British Red Cross	2.6M	●	●	●			●
Danish Red Cross	2.6M	●	●	●	●	●	●
Finnish Red Cross	1.2M		●	●		●	
Italian Red Cross				●			
Norwegian Red Cross			●	●			
Swedish Red Cross	925,000						

Total Funding requirement

7.3M

Movement coordination

The Kenya Red Cross ensures regular coordination meetings with the IFRC, the International Committee of the Red Cross (ICRC) and participating National Societies to share information on humanitarian, longer-term and National Society development programmes. This is carried out in line with the [Strengthening Movement Coordination and Cooperation](#) principles, and the newly adopted [Seville Agreement 2.0](#).

The ICRC's Nairobi delegation promotes international humanitarian law and carries out humanitarian activities. It is also an important logistics centre for ICRC operations in Somalia, South Sudan and the Great Lakes region. The National Society works closely with the ICRC delegation in Kenya through their multi-year cooperation agreement and collaborates on various projects in the areas of economic security, restoring family links and protection.

Coordination with other actors

The Government and the Kenya Humanitarian Partnership Team consider the Kenya Red Cross to be the first responder in all sudden onset disasters. The Kenya Red Cross works with the National Disaster Operations Centre to coordinate humanitarian emergencies, and the National Drought Management Authority; it also co-chairs the Kenya Cash Working Group. There are eight emergency coordination hubs across the country. They were established as part of contingency measures prior to a general election and continue to serve as centres for coordination meetings, logistics, storage and distribution. Other state actors include the Hunger Safety Net Programme – which coordinates cash transfers for the most vulnerable households in four counties – and the Ministry of Health at a national and county level. The ministry is responsible for the implementation of nutrition interventions that target malnourished children, pregnant and breastfeeding women, and the elderly.

The United Nations has a strong presence in Nairobi, from where it runs international, country and regional programmes such as UN-Habitat and the UN Environment Programme. UN agencies working in partnership with the Kenya Red Cross include UNHCR, UNICEF, UNFPA, WHO, UN OCHA, UN Women, the Food and Agriculture Organization, and the International Organization for Migration.

The National Society also works with donors in Kenya including the European Union and the European Commission for Humanitarian Aid (ECHO), the Office for US Foreign Disaster Assistance (OFDA), and the US Agency for International Development (USAID). The UK Space Agency also offers support with developing space satellite technology for response preparedness and planning.



The International Federation of Red Cross and Red Crescent Societies (IFRC)

is the world's largest humanitarian network, with 191 National Red Cross and Red Crescent Societies and around 15 million volunteers. Our volunteers are present in communities before, during and after a crisis or disaster. We work in the most hard to reach and complex settings in the world, saving lives and promoting human dignity. We support communities to become stronger and more resilient places where people can live safe and healthy lives, and have opportunities to thrive.

ADDITIONAL INFORMATION

- [IFRC Global Plan and Country Plans](#)
- [Subscribe for updates](#)
- [Donor response](#) on IFRC website
- [Live Disaster Response Emergency Fund \(DREF\) data](#)
- Operational information: [IFRC GO platform](#)
- National Society data: [IFRC Federation-wide Databank and Reporting System](#)
- [Evaluations database](#)

This plan reflects the priorities of the Kenya Red Cross Society, the IFRC and National Societies providing international support, for 2024 and subsequent years. It is aligned with IFRC [Strategy 2030](#), representing the collective ambitions of IFRC membership, and is the result of a joint planning process and will serve for joint monitoring and reporting. It will be revised on an annual basis to adjust priorities and funding requirements to the needs in-country.

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