



County Government of
TANA RIVER

DEPARTMENT OF EDUCATION, YOUTH, SPORTS,
CULTURE GENDER AND SOCIAL SERVICES

TANA RIVER

YOUTH POLICY



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ABBREVIATIONS AND ACRONYMS

AU – African Union

CEC - County Executive Committee

CIDP – County Integrated Development Plan

COK – Constitution of Kenya (2010)

CSOs – Civil Society Organisations

FGM - Female Genital Mutilation

FBO – Faith Based Organisation

ICT- Information and Communication Technology

KNBS – Kenya National Bureau of Statistics

KYDP – Kenya Youth Development Policy (2019)

LAPSET - Lamu Port-South Sudan-Ethiopia-Transport Project

NIMES - National Integrated Monitoring and Evaluation System

NGO – Non-Governmental Organisation

RTC - Reproductive Tract Cancers

SDGs - Sustainable Development Goals

STI - Sexually Transmitted Infections

SRHR - sexual, reproductive health rights

TVET - Technical Vocational Education and Training

UNDP – United Nations Development Program

WHO - World Health Organization

WPAY - World Programme of Action for Youth

YECs - Youth Empowerment Centre

LIST OF STATUTES

1. African Union charter 2006
2. Leadership and integrity act 2012
3. United Nations Strategy 2030(2018)
4. Dakar Declaration on Youth Empowerment Strategy (2001).
5. United Nations General Assembly act 1995
6. Kenya Youth Development Policy 2019
7. Tana River County Integrated Development Plan 2018-2023

FOREWORD

In 2010, Kenya ushered in a new constitution that envisaged far reaching reforms with a view to achieving more accountable, effective and inclusive governance. Devolution, as intended, has improved service delivery by bringing government closer to the people and their ability to control their own affairs through legislation and policy formation or domesticating national policies to contextualize and give tools for better guidance.

12 years on accountable, effective and inclusive Youth in the devolved system has been elusive. However, it has not eluded Tana River County that the Youth are a heterogeneous demography on whose shoulders the society will either flourish or fail, depending on how the environment is prepared to integrate them into the society.

Thus, why my county's priority is to ensure we consistently develop county Youth legislation to give life to the Youth devolved opportunities. The Tana River Youth Policy will aggregate Tana River Youth voices and represent their interests, it will enable the Youth to pursue their aspirations and be positive contributors and bring together partners to jointly develop a vibrant youth ecosystem

The National Government developed an extensive national Policy (Kenya Youth Development Policy 2021) which marked a major step in the continued effort to articulate and address the concerns of youth in Kenya. It detailed issues affecting youth and became an integral part of development plans, programs and policy documents on various issues concerning youth through the identified priority areas.

The policy whose main objectives area is to domesticate and contextualize Kenya Youth Development Policy, a national Youth policy and as a measure of Article 55 of the Constitution (2010) which mandates the State to take measures, including affirmative action programs, to ensure that youth have access to relevant education and training, as well as opportunities to associate, be represented, and participate in political, social, economic, and other spheres of life, as well as access to productive engagement, such as employment and entrepreneurship.

In furtherance of Youth inclusion and participation, the Tana River county government has allocated funds and seeks partners to fund various programs. The department of

Youth has undertaken different initiatives such as innovation centers, Vocational Training centers and capacity building programs. The initiatives are in collaboration with county partners including UNDP.

According to the County Integrated Development Plan 2018-2022, the county government shall mainstream youth issues by developing policies and programs to achieve sustainable and equitable socio-cultural and economic empowerment for all county residents, particularly minority groups, including youth and other groups.

It is expected that the Policy will strengthen efforts to establish a platform for coordination throughout the county and trigger further allocation of adequate resources to support youth based programs.

I encourage all county stakeholders to become acquainted with the Tana River County Youth Policy document in order to guarantee that we are all reading from the same script and, as a result, adhering to the defined priority interventions for the promotion of youth welfare in the county.

H.E. RTD. MAJOR DHADHO GADAE GODHANA, Governor,

Tana River County.

ACKNOWLEDGMENT

The Tana River County Youth Policy outlines the goals and initiatives that the Tana River County Government and stakeholders will implement to guarantee the development, effective participation, and empowerment of the county's youth. This Policy emphasizes the desired need to see young people positively contribute to national and county development by creating an enabling environment that allows youth to attain their full potential.

Amazingly, the policy development journey of this policy has taken just half a year demonstrating the commitment of the County leaderships priority to include and involve the Youth. The process of collecting and collating information, consultations with stakeholders and validation has been just as interesting and fulfilling as compilation of the policy itself.

The preparation of wholesome document became inevitable and it was supported by the United Nations Development Program (UNDP) under the Consolidating gains and deepening Devolution in Kenya Program, The National Youth Council, and the County Government of Tana river through the Department of Education, Youth, Sports, Culture Gender and Social Services.

Profound gratitude goes to the selected youth from the 14 wards of the county who collected information and liaised with different groups and departments to ensure the Youth voices were captured with a view of soliciting ideas for inclusion in the Policy. The professional colleagues at the National Youth Council, the County Executive Committee in charge of Youth, the various institutions and stakeholders who participated in consultation and validation processes to our support staff without whose contribution and dedication the accomplishment of this milestone would not have been possible.

1.0 BACKGROUND

1. Kenya has a young population, out of its 47.6 million constituents, a whopping 75.1 percent are below the age of 35. Consequently, her median age is approximately 20 years (KNBS Census, 2019). The youth definitively, account for 29 percent of her entire population. It thus can be concluded that Kenya is experiencing a youth bulge. Despite the promise brought forth by devolution, the country's population growth rate has not been commensurate with the amount of opportunities generated by the economy. The few existing positions have been occupied by the significantly older generation, as a result, most of the young population feel excluded in economic, political and social spheres of life.
2. Tana River County (004) is the fourth county recognized under the first schedule of the CoK. Before devolution the county fell among the areas classified as marginalized under CoK. The county's population forms 0.6 percent of the country's population. Akin to the national statistics, out of Tana River's total population 25 percent are youth and 55 percent constitute those below the age of 18. Slow growth rates of the county's economy compounded by historical marginalization, negatively impact on the youth prospects of the county. As a result, 42.8 percent of the county's workforce is unemployed, culminating to a 76.9 percent poverty rate. Proximity to Somalia makes the county an easy target for insecurity episodes, making the county a hostile business environment for private enterprises. By design, this aspect makes the county government an important player in employment creation, governance and leadership, and social inclusion.
3. The policy is premised on the following ratified instruments Lisbon Declaration (1998), United Nations Youth Strategy 2030 (2018), Common Wealth Plan of Action for Youth Empowerment 2015, Discrimination (Employment and Occupation)

Convention No. 111 (1958), Human Resources Development Convention, No. 142 (1975), African Youth Charter (2006), and Dakar Declaration on Youth Empowerment Strategy (2001).

The youth are full of energy and potential yet the most vulnerable part of the population so guidance is key and with this policy it will be easy to know where and how to engage them to improve their productivity in the county. If there is a favorable legal ground for youth, they can invest their efforts, knowledge, and skills in those aspects. Youth need real access to opportunities to enable them to participate in political processes of their counties and contribute to practical solutions that advance both social and economic development.

This policy document is informed by the following intentions:

- a. Adoption of a positive attitude that eliminates the marginalization of youth in government whilst also strengthening the concept of participatory development;
- b. Recognition of the needs, problems, aspirations and innovations of youth; and
- c. Leveraging Youth capacities as a main asset to economic, social and political development across the county of Tana River.

To achieve the stated goals of this policy, joint inter-sectional and cross-sectoral efforts, including governmental agencies and civil society organizations and the private sector are essential. Service provision for sustainable development of youth requires coordination in programmes and decision making in both the public and private sectors, and procedures for monitoring and evaluation must be developed.

1.1 THE RATIONALE FOR TANA RIVER COUNTY POLICY

1. The reason for the development of this policy stems from various legal and regulatory authorities. Development of this policy aims at actualizing Article 55 of CoK that mandates the state to take measures, including affirmative action programmes, to ensure that the youth have access to relevant education and training; opportunities to associate, be represented and participate in political, social, economic and other spheres of life; and to access productive engagement including employment and entrepreneurship.

2. This policy aims at domesticating the existing KYDP, and cascading it down to Tana River specific thematic priority area concerns for the youth. The priority set forth in this policy align with the county priority areas highlighted in the CIDP 2018-2022 and the national V2030 blue print.
3. This policy addresses the challenges faced by the youth of Tana River ranging from truancy from school, increased dependency rates due to poverty, exit of expert youth from the county, marginalization of youth in governance, exclusion from policy and developmental societal discourse which has created political disengagement, lack of youth-friendly health services, drug and substance abuse, non-inclusive nature of peace negotiations and security matters, lack of adequate employable skills and lack of financial and technical support to Youth programmes.
4. Actualization of this policy aspirations is anticipated to ameliorate the status of the youth participation and representation in Tana River County. The policy is expected to *inter alia* provide for;
 - a. Enhance Youth inclusion in social economic and political affairs of the county through a specific requirements and programs;
 - b. Coordinate of youth affairs and evaluate the effectiveness of various County Government policies, action plans and strategies in regards to youth issues to ensure youth centric plans and actions;
 - c. Enable the development of an integrated framework to improve clarity, coherence and coordination of youth initiatives and programmes across County Governments departments and other stakeholders;
 - d. Establish broad-based strategies and partnerships to provide enhanced opportunities to the youth to maximize their potential;
 - e. Establish a working framework of Youth Empowerment Centers to work closely with both the county administration and the county assembly in ensuring the potential of the County's Youth is realized
 - f. Anticipate the risks associated with emerging issues to youth participation in development and counter the risks through policy and programme interventions. The risks include: dynamic technological advances; labour underutilization, income polarization; and radicalization; and

- g. Suggest an implementation mechanism and strategy

1.2 SCOPE OF THE POLICY

The Tana River Youth Policy is drafted in context of the and in accordance with Articles 54,55,56,176,174,175,176,195,201,203,225,226,227, of the Constitution of Kenya (2010) in compliance with article 10 of the Constitution of Kenya on national value and principle of governance. Article 55 of the CoK is on youth it states that; The State shall take measures, including affirmative action programmes, to ensure that the youth— (a) access relevant education and training; (b) have opportunities to associate, be represented and participate in political, social, economic and other spheres of life; (c) access employment; and (d) are protected from harmful cultural practices and exploitation.

The Tana River Youth Policy applies to the Tana River County government, the private sector, development partners, youth organizations, youth groups and individual Youth in Tana River County.

1.3 DIMENSIONS OF YOUTH PROFILE IN TANA RIVER

This policy recognizes the categories of Youth as listed below, while cognizant of their unique diversity, expectations, challenges and opportunities.

- a. Male and Female
- b. Educated and Uneducated
- c. Formally trained and informally trained
- d. Rural and urban residents
- e. In-school and out-of-school
- f. Adolescents and Young adults
- g. Physically challenged and able-bodied
- h. Migrant and Non-migrant
- i. Economically engaged or not

2.0 SITUATION ANALYSIS

2.1 OVERVIEW POTENTIAL OF TANA RIVER COUNTY

A. INVEST IN AGRICULTURE

Tana River County (004) is the fourth county recognized under the first schedule of the Constitution of Kenya. Tana River county is located in the coast region. In Tana River County, Tana River is a major water resource in the area. The expansive delta created by the river is characterized by wetlands, presenting great potential for agriculture. The water is mainly used for domestic purposes and irrigation of the produce. Agriculture sector employs over 80% of the county's workforce; is a source of household income raw materials for Agro-based industries.

Agriculture is mainly small scale with production of food crops using non-mechanized techniques. The main crops in the project area include Maize, Rice, Mangoes (an important cash crop) and Bananas. Other crops include cassava, melons, green grams, peas, beans, cowpeas tomatoes and sugarcane. Tana River as county has potential to be an agricultural based county. Tana River County Government has pledged to encourage value addition to crops that are produced within the county. These include developing fruit processing industries like Mango, Banana, Pawpaws, packaging and branding of commodities from the county and establishing link with research institution to develop better crops. The County Government calls for investors to invest in agriculture sector so as to a better livelihood of the citizens of Tana River county.

B. INVEST IN ICT

Tana river county is conscious of the importance of the role which can be played by ICT in economic and social development. The location of the county is strategic in proximity to the LAPSET project. The county has developed an ICT strategy that involves improvement of infrastructure in terms of establishment of digital communication technologies and networking that will propel efficiency in communication and modernized ICT equipment; investors are encouraged in the county to aid in extending broadband networks to rural areas and give youth and rural citizens the same chances for internet access as urban residents.

2.2 OVERVIEW OF YOUTH POTENTIAL IN TANA RIVER COUNTY

The term youth has varying definitions according to the context to which it's being used. The World Health Organization (WHO) categorizes the youth into three categories: adolescents (those between the ages of 10 and 19 years), youth (from ages 15 to 24 years) and young people (from ages 10 to 24 years) (WHO, 2011). The United Nations defines youth as persons between the ages of 15 and 24 years. Under AU the African Youth Charter, a Youth is a person between 15 and 35 years. The 2010 Kenyan constitution defines the term Youth as all individuals who have attained the age of 18 years but have not yet attained the age of 35 years (article 260).

Kenya has a generally youthful population. According to the 2019 Kenya Population and Housing Census report, Youth (18-34 years of age) were 13,618,462 which are 29 % of Kenya's population. According to KNBS 2019 census, Tana River County has a total population of 315,941 out of which, 25% (79,100) account for the Youth. 55% of the population is aged between 1-17 years and this accounts for the highest population in Tana River County. From these statistics, it is evident that the county has a youthful population. The Youth form part of the critical mass that can be relied on to advance the growth and development interests of the county which include economic growth, social change and innovation in technology. Therefore, it is important for the county government to tap the youth's energy.

Youth form part of the critical mass that can be relied on to advance the growth and development interests of the county which include social change, economic growth and innovation in technology. The county government should take advantage of its youth population by devising long term solutions that cumulatively deliver on the youth agenda. Some of the programs that the county is committed to delivering on in aid of the youth comprise provision of access to affordable and youth friendly financial services for agri-preneurship as well as establishing an innovative information and knowledge sharing platforms that exhaustively taps into the potential that youth in Tana River County possess.

2.3 TANA RIVER COUNTY GOVERNMENT INTERVENTIONS

- a. Access to county ward bursary to improve access and retention in learning institutions (150,000,000 where each ward receiving 10M per year)
- b. Establishment of new Vocational Training Centers, modernization of existing centers and provision of modern equipment to keep up to date with the technological advancements
- c. Support youth to access government opportunities through the Establishment of Inuka fund by county government, youth enterprise fund and Uwezo fund.
- d. Engagement of youths in agribusiness through partnership with WFP
- e. Participation in youth leadership forums in partnership with UNDP
- f. Lobby for partnership and collaboration with stakeholders

2.4 CHALLENGES AFFECTING THE YOUTH IN TANA RIVER COUNTY

Although the youth present a potential resource that can make contribution to national development; in their current state, the youth experience various challenges.

- a. **Youth unemployment and underemployment:** The total youth population (18-34 years) constituted 13,618,462, with 5,182,044 not employed. Youth unemployment is partly due to slow expansion of economic activities relative to population growth. Some of the working youths are underemployed, on part-time employment, or left idle thereby underutilizing the worker's skills. Low education levels forces Tana River County to hire non-locals for skilled jobs, according to Governor Dhadho Godhana (Daily Nation, December 2018). This leaves the youth in the county jobless.
- b. **Youth labour migration:** Being that Tana River County is classified as a rural region, most young people leave to seek education and thereafter employment in other regions/counties like Nairobi and Mombasa. This leaves the county lacking skilled man-power.
- c. **Inadequate skills:** Tana River County is facing a dilemma due to a local shortage of skilled manpower, forcing it to employ outsiders. While the county would like to hire more locals, the number of Youth with the requisite academic qualifications and know-how to deliver are not adequate.

- d. **Social exclusion:** Social exclusion is often perpetuated by formal institutions (policies and laws) and informal ones (traditional systems, societal attitudes) and often lead to lack of political/ developmental participation. Most societies regard the youth as a group that lack experience and expertise hence are rarely given opportunities to better themselves or even give their opinions. The older generation have the majority of the opportunities in decision making and employment due to the perception that they have more wisdom and are more experience.
- e. **Lack of collaterals and bureaucracies in accessing loans:** Youth especially those from poor backgrounds have no collaterals to get finances from the financial institutions. The bureaucratic ways on the detailed proposals for the Government funds clearly locks away potential youth. Proper mechanisms to mobilize, train, offer the resources with clear monitoring mechanisms should be in place to ensure no one is left behind because of any inability of any nature. It will also be important to unlink youth loans from land collateral requirements.
- f. **Skills mis-match:** There is a disconnect between the courses offered in the higher institutions of learnings and the needs in the job markets. Higher education institutions still offer courses which may not be relevant to the current job market. Even those who offer courses that are practical to the current dynamics, do not properly guide the youth on the career selection and therefore they end up being unemployed for several years even after training. There should be a deliberate effort to inform the youth about the options available and dynamics of the labour market.
- g. **Health related challenges:** These encompass malnutrition, HIV/AIDS, Sexually Transmitted Infections (STIs), drug use and substance abuse and associated effects, mental health, other communicable and non-communicable diseases, as well as poor access, quality and uptake of health services. In 2017, the HIV prevalence rate was 4.8 per cent and new HIV and AIDS infections among the youth constituted 33 per cent of the 52,767 new cases.
- h. **Out-of-school youth:** The country has attained substantial improvement in access to education in primary and secondary schools. In Tana River County,

the current enrolment is at 50,348 and 1450 for public and private school respectively. The drop-out rate stands at 40%. The average years of attendance for primary school is 8, the retention rate is 60% while the transition rate to secondary is 48%. Effort needs to be put in place to ensure improved retention and transition. (Girl Child Network, Tana River County) Some youth drop out of school due to inhibitive cultural factors or practices such as Female Genital Mutilation (FGM) and early marriages, indirect cost of education and poverty, and inadequate implementation of the school re-entry policy in the case of teenage mothers, among other reasons.

- i. **Multiple Roles of Youth in Intercommunal violence, Crime and defiant behaviour:** Due to inactivity and negative influence especially after completing basic education, the idle youths are vulnerable and at a high risk of engaging in crime, joining organized militia, becoming radicalized and engaging in violent extremism. While young people are particularly susceptible to violence and crime they are also disproportionately burdened by social and economic insecurities and are often victims of violence, political unrest and terrorism themselves.
- j. **Early and unintended pregnancies:** Tana River is one of the 14 counties in the country with the highest burden of teenage pregnancy and motherhood at more than 20% 28% of girls aged 15-19 years in the county have begun child bearing. The median age at first sexual intercourse in Kenya was 18.2 years for women and 16.6 years for men in 2015/16. This exposes youth to early unintended pregnancies, Sexually Transmitted Infections (STIs), and Reproductive Tract Cancers (RTCs) which often disrupt their participation in education, training and empowerment activities, and raises the risk of morbidity and mortality.
- k. **Limited participation in economic and political spheres:** It is often clear that in a less educated population many youths will shy from participating in decision making as they believe they lack the capacity to make informed decisions. This is often linked to lack of enough civic education in the rural regions. This has left many youths to feel disenfranchised and frustrated as a result this has

impacted the youth negatively hence affecting the social cohesion of the community.

- l. **Limited access to safe public spaces:** safe public spaces offer the youth a platform for social recreation and interaction. The youth often do not have the financial means nor legal standing to own private spaces, and thus are dependent on access to public spaces for a range of activities such as sports and recreation, space to socialize and spend their time productively where they can strengthen and develop their character and talents. However, such spaces are scarce, and where they exist, they are sometimes not accessible, more so for young women.
- m. **The challenge of limited access to information and communication technology (ICT):** In the rural setting, youths have less access to information as compared to their urban based colleagues. This in turn leads to them being unable to participate in any important online engagements. The youth cannot exploit career, business and education opportunities available because they lack access to ICT, due to unavailability especially in rural areas, and high costs.
- n. **Drug and substance Abuse:** there is an increase in drug and substance abuse among the youth.
- o. **Lack of financial and technical support for youth programmes:** the scarcity of funds and resources from government agencies and other stake holders to fund various youth programmes is a major challenge for the youth in the county. The youth cannot realize their full potential as they lack the capital to engage in economic developing activities such as startup businesses, ICT innovations, sports and community based volunteer activities.

2.5 LEGAL, POLICY AND INSTITUTIONAL FRAMEWORK

This policy is guided largely by other national policy initiatives around youth empowerment and reflects international programmes and conventions for which Kenya is party to. It takes into account the role of both national and county governments with respect to youth affairs from a policy and implementation perspective. Whereas, there are efforts at the national level towards the formulation of a national policy framework for youth affairs, the county government of Tana River has nonetheless proceeded to formulate this policy document for purposes of responding to and dealing with county specific circumstances around youth affairs.

- a. The Constitution of Kenya (2010): The Constitution has provided for the youth in Article 55 which provides that the State shall take measures, including affirmative action programmes, to ensure that the youth: Access relevant education and training; Have opportunities to associate, be represented and participate in political, social, economic and other spheres of life; access employment; and are protected from harmful cultural practices and exploitation.
- b. The Kenya Youth Development Policy (2019): The Kenya Youth Development Policy (KYDP) seeks to provide an opportunity for improving the quality of life for Kenyan youth through their participation in economic and democratic processes as well as in community and civic affairs. It also advocates for creation of a supportive social, cultural, economic and political environment that will empower the youth to be partners in national development.
- c. Tana River CIDP (2018-2022): This is aimed at increasing employment and empowerment of youths. It entails interventions in all the sectors geared towards ensuring youths are actively participating in economic activities in the county. It seeks to increase youth participation in agriculture and civil works construction (road, water works and water harvesting), build an entrepreneurship culture among the youth, increase financial support and access to market by youth enterprises, enhance employability of youth through training/skill development and enhance employment opportunities for them through sports and recreation.

- d. Commonwealth Youth Charter – 2005: Provides the parameters within which youth policies in all commonwealth countries should be developed. It aims to empower young people to develop their creativity, skills and potential as 11 productive and dynamic members of society. The charter highlights the importance of full participation of young women and men at every level of decision making and development.
- e. Sustainable Development Goals (SDGs) -2030: Sustainable Development Goals relevant to the Youth includes:
- f. Kenya Vision 2030: The vision envisages responsible, globally, competitive and prosperous youth. Among the specific interventions under the vision are: establishment of youth centers, mentorship, development of creative industry hubs and youth enterprise financing.
- g. Other International Conventions and Treaties The relevant international and regional instruments providing for governance on youth matters include:
 - i. The African Youth Charter, 2006.
 - ii. Commonwealth Plan of Action for Youth Empowerment.
 - iii. World Programme of Action for Youth (WPAY).
 - iv. Dakar Declaration on Youth Empowerment (2000)

2.6 SWOT ANALYSIS OF COUNTY INTERVENTIONS

	Positive	Negative
Internal	<p>Strengths</p> <ul style="list-style-type: none"> i. Creativity, talent and innovation ii. (ii) Flexible and easily trainable iii. (iii) Quick in embracing ICT. iv. Ethnic diversity (Multiplicity of ethnic identities coexisting in Tana River and represented in its leadership) v. Strong community structures enjoying local support to resolve conflicts and influence leadership vi. Harnessing youth potential, youthful political leadership, bringing youth voices to decision making platforms vii. Existing and practice indigenous cultures provides strong identity for youth, women and elders. 	<p>Weaknesses</p> <ul style="list-style-type: none"> (i) Lack of employable skills due to low education attainment and skills gaps (ii) Weak value systems (iii) Prone to negative peer influence (iv) Limited capacity to effectively engage in entrepreneurship activities (v) Negative stereotypes among the youth (vi) Early marriages
External	<p>Opportunities</p> <ul style="list-style-type: none"> (i) ICT advancements (ii) Vibrant social media (iii) Potential to exploit youth dividend (iv) Availability of Technical Vocational Education and Training (TVET) (v) Unexploited talents in sport and arts 	<p>Threats</p> <ul style="list-style-type: none"> i) Vulnerability to engage in terrorism and radicalization (ii) Drug use and substance abuse (iii) Insecurity (iv) Emerging cultural trends v) Harmful cultural practices) (vii) Youth Unemployment (viii) Climate change

	(vi) Access to Government Procurement Opportunities (vii) Availability of minerals.	(ix) Reintegration and rehabilitation gaps
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3.0 TANA RIVER YOUTH POLICY FRAMEWORK

3.1 VISION

Empowered and effectively engaged youth, working for a better Tana River County

3.2 MISSION

To provide an appropriate framework for youth to acquire social, economic, cultural, and political abilities for effective representation and participation in the overall development process and quality of life.

3.3 VALUES

The values given emphasis in the policy are Patriotism, respect of cultural belief systems and ethical values, equity and accessibility, gender inclusiveness, participation, integrity and accountability

3.4 PRINCIPLES

The key principles guiding the implementation of the Tana River County Youth Policy are

Empowerment: Youth in Tana River County shall be empowered to take control of their own lives and destiny and take full responsibilities of their action while influencing their own future to trigger positive change

Transparency: Institutions and organizations involved in Youth development in Tana River County should operate in a transparent and accountable manner and trigger positive change

Participation: The views of the youth and their participation in county development must be sought. Tana River County and other stakeholders must consciously and consistently involve young people in planning and decision-making processes that affect them and wider society.

Patriotism: Love for the county and country should be inculcated as a core value among the youth.

Diversity: in designing implementation of the Policy, the diverse background of the young people shall be recognized and respected including their role in the emotional, social, cultural and spiritual development

Equality: all youth shall be given equal respect, opportunity, dignity regardless of their experience, ethnic or socio-economic status, physical and mental capacity, sex, age, vulnerabilities, and disabilities

3.5 RALLYING CALL

Realizing Youth Potential / Tutambue Uwezo wa vijana

3.6 RIGHTS, RESPONSIBILITIES AND OBLIGATIONS OF STAKEHOLDERS

a. County Government Roles:

- i. Formulation and implementation of the youth policy.
- ii. Set aside budgets for implementation of the Youth Policy.
- iii. Promote a conducive working environment for the youth.
- iv. Ensure equal allocation and distribution of resources.
- v. Conduct an evaluation of youth engagements in the county.
- vi. Ensure community integration and cohesion.

b. County Assembly Roles:

- i. Pass the Youth policy for implementation.
- ii. Approve the budget for policy implementation.
- iii. Youth sensitization on the policy entails.

c. County Department for Youth Affairs Roles:

- i. Develop County Youth Action Plans for policy implementation.
- ii. Conduct monitoring and evaluation on the youth policy implementation.
- iii. Resource mobilization.

d. Development Partners (Faith- based organizations, Non-Governmental Organizations, Community based organizations and corporates) Roles:

- i. Partner with the county government to formulate policy framework.
- ii. Avail resources for advocacy and empowerment.
- iii. Provide platform for capacity building.
- iv. Provide moral guidance on values and virtues to the youth.

e. Youth Roles:

- i. Explore opportunities and seek sustainable solutions.
- ii. Promote social cohesion among themselves.
- iii. Advance the current technology, education, politics and peace of the County.
- iv. Engage in political discussion and leadership
- v. Volunteer in community based programmes
- vi. Mentoring teenagers and our young generations.

f. Parents Roles:

- i. Provide positive role modelling.
- ii. Offer financial support to youth projects.
- iii. Challenge the youth to realize their full potential and goals.

g. Media Roles:

- i. Creating awareness on the youth policy.
- ii. Ensure passage of information.
- iii. Platform for youth expression.

4.0 YOUTH POLICY OBJECTIVES, PRIORITY AREAS AND INTERVENTIONS

4.1 OBJECTIVES OF THE TANA RIVER YOUTH POLICY

- a. To initiate, strengthen and streamline all programmes and services targeting the youth;
- b. To promote social, economic and political empowerment of the youth;
- c. To build youth's capacity through relevant training and information sharing
- d. To promote growth in the development of the youth through actions that protect; empower and prepare them for adulthood;
- e. To provide psycho-social support and other services to youth in conflict situations, difficult circumstances and to the disadvantaged (marginalized) groups;
- f. To increase youth involvement in decision--making, leadership, community based and other development programmes;
- g. To mobilize resources for youth programmes and projects at all levels.

4.2 POLICY PRIORITY AREAS AND INTERVENTIONS

The strategic priority areas and action points are designed to fulfill the policy vision, mission, and objectives described above are critical to the effective implementation of this Tana River County Youth Policy. The strategic areas and action points are as follows:

4.2.1 EDUCATION, TRAINING AND CAPACITY BUILDING

The county government of Tana River shall put in place measures to support youth Education, and relevant Trainings through capacity enhancement, funding, linkages and facilitation specifically;

- i. Advocate for increased accessibility to Education both formal and non-formal and career guidance;
- ii. Support vocational training and establishment of internship and apprenticeship to enable the youth acquire a range of skills and essential tools;
- iii. Mobilize and sensitize the youth, parents and school authorities to take advantage of available education and training opportunities at all levels
- iv. **Promote creation of Youth Empowerment Centres (YECs) in all sub-counties and establish a working framework of Youth Empowerment Centers**

The policy aims at promoting of creation Youth Empowerment Centres and establish a working framework in the county to serve as a platform which will enable the youth to realize their potential.

Youth Empowerment Centres are modelled to be a 'One Stop Centers to address the diverse and dynamic needs of the youth. The establishment of Youth Empowerment Centres is a unique response to challenges facing the youth such as inadequate capacity and access to ICT services, guidance and counseling on drugs and substance abuse, HIV-AIDS prevention among others.

The YECs shall be responsible for promoting and nurturing youth talent, they will also serve as a platform for integrating services such as entrepreneurship training, information provision, ICT, counseling, games, community mobilization and networking, making the YECs to be hubs for all County Government activities and services involving the youth in the county.

The YECs shall enable the youth to access information and acquire practical relevant skills for employment; the *Youth Empowerment Centres shall also lay the framework for the youth advisory committee* to work with the county executive and the county assembly in ensuring that the youth programmes are fully implemented within the county.

This is a Kenya Vision 2030 flagship programme

4.2.2 EMPLOYMENT AND ENTERPRISE DEVELOPMENT

- i. Advocate for formulation and implementation of an appropriate Contextualized Tana River Employment Policy that addresses and responds to the concerns of

the youth such as: Discrimination on the basis of age, gender inequality, experience and exploitation through under payment;

- ii. Promote income generating activities among the youth by supporting appropriate Micro Credit Financial Institutions that extend credit facilities to the youth;
- iii. Promote youth enterprise development through enterprise education and establishment of information services;
- iv. Provide youth who are farmers with market information, link with markets and agricultural extension services;

4.2.3 YOUTH INVOLVEMENT, PARTICIPATION AND LEADERSHIP

The county government of Tana river shall commit to undertake activities and initiatives that promotes meaningful youth participation and representation through but not limited to the following interventions:

- i. Advocate for increased effective youth empowerment, representation and participation in key positions
- ii. Decision-making, leadership and management at all levels of County Government through establishment of affirmative action mechanisms;
- iii. Train, promote and support youth, champions for peace and conflict resolution by inclusiveness of youth in peace negotiations and security matters in the county
- iv. Promote establishment of County Youth Advisory committee whose chairperson is a youth and advisor to the governor on matters youth
- v. Advocate for realization of the rights of all youth including the Youth with disabilities and ensure their participation in all Youth programmes.

TANA RIVER COUNTY YOUTH ADVISORY COMMITTEE

This policy shall establish the County Youth Advisory Committee for increased effective youth representation and participation in key positions chaired by the CEC in charge of youth affairs.

The committee shall have a Secretary who shall be elected at the county level with oversight from National Youth Council to be the Youth delegate representative of the county

The committee shall have a minimum of 9 members and maximum of 15 each to represent a ward and shall be in charge of the following sectors; Academia, sports and entertainment, ICT Centre, Rehabilitation centres, creation and innovation, CSOs, organized youth community based organizations, national council of people living with disabilities, faith based organizations. Each member shall be elected by the youth of his ward for a term of three years subject for re-election when the term ends. The elected youth shall serve for a maximum of two terms. The minimum requirement to contest for any youth council post shall be a holder of a bachelors degree from a recognized institution in the Kenya.

The ministry of youth affairs shall be responsible in conducting the election in all the wards in the county. The CEC in charge of youth affairs shall chair quarterly meeting to review the progress of the council. The Quorum in meetings of council shall be two thirds of all the members present. The CEC shall at any given time call for a special meeting to address urgent matters concerning the youth. The council shall hold an Annual General Meeting (AGM) at the end of every year.

The elected youth shall be subject to chapter 6 of the Constitution of Kenya (2010) and the leadership ad integrity Act 2012 of which its purpose is to ensure that all state and public officers respect the values, principles of leadership and requirement of the constitution

The Youth Advisory Committee shall act as a forum for the county government, stakeholders and NGOs to meet and discuss issues relating to youth affairs and development. The establishment of the County Youth Advisory committee aims at a strengths-based vision for youth and defines three goals:

- (1) Promote coordinated strategies to improve youth outcomes in the county
- (2) Promote evidence-based and innovative strategies for youth empowerment
- (3) Promote youth engagement and partnerships.
- (4) Support the oversight for implementation of the youth policy
- (5) Shall ensure inclusion of youth issues in key functions of the county and budget making processes as well as strengthen the youth organizations for effective representation in the county matters.
- (6) The committee shall ensure 5% of the representation is by youth.

It further introduces four cross-cutting initiatives:

- Develop a shared language on youth topics; such as youth employment, representation and inclusivity in social, economic and political programmes
- Assess and disseminate models of collaboration and participation of youth in different leadership positions
- Centralize and disseminate information from national government to the county government through the youth empowerment centres in the county
- Promote data collection and evaluate the performance of the youth empowerment centres

4.2.4 HEALTH PROGRAMMES

County Government of Tana River shall develop appropriate programmes and actions to mitigate health challenges facing the youth including sexual reproductive health rights(SRHR), Mental health, drugs and substance abuse, and psycho social intervention to realize a health youth population through but limited to the following interventions:

- i. Advocate for the improvement, provision and expansion of access to services including information, guidance and counselling and make them youth friendly by removing all legal, regulatory, structural, medical and attitudinal barriers to accessing such services;
- ii. Equip the youth with appropriate life skills and mobilize families, communities, institutions and policy makers to create a safe and supportive environment for growth and development of the youth;
- iii. Ensure full protection of young women and men from all forms of violence, including gender-based violence, sexual abuse and exploitation, and promoting the psychological recovery and the social and economic reintegration of the victim;
- iv. Build partnerships and coordination among stakeholders involved in youth health and development;
- v. Advocate for adoption and implementation of the Adolescent Health Policy.

4.2.5 MANAGEMENT, COORDINATION AND PARTNERSHIP

The County Government of Tana River in addition to establishment of Youth Advisory Committee to act as the principal body for youth matters including inclusion and representation, the county shall also develop exclusive directorate to enhance management coordination and partnership with different intuitions with the following key interventions;

- i. Establish and strengthen institutions dealing with youth development and empowerment through institutional capacity building programmes and ensure coordination and networking at all levels;

- ii. Institute and strengthen capacity capacities to gather, analyze, disseminate and use youth related data and set up a data bank;
- iii. Advocate for increased resource allocation and support for youth programmes and activities;
- iv. Lobby for integration of youth concerns and priorities into county, planning and budgetary provisions through coopting youth in each sector working group.

4.2.6 YOUTH, SOCIETY AND CULTURE

County Government Tana River shall put in place programmes and actions to strengthen social cohesion through cultural diversity. Towards achieving the commitment, the County Shall;

- i. Promote respect for various cultural, religious and political differences and identities and instill the spirit of tolerance and unity in diversity among the youth;
- ii. Advocate for a conducive socio-cultural environment that involves the youth and protects them against harmful traditional practices, beliefs and cultural based gender discrimination and practices;
- iii. Support the rehabilitation of the youth who are in conflict with the law through establishment of rehabilitation centers with proper guidance and counselling as well as mentorship;
- iv. Collaborate with the youth, Youth Servicing Organizations; Parents and the Community on rehabilitation of drug abusers focusing on social reintegration;
- v. Encourage youth artistic and cultural expression through support of arts and cultural festivals, competitions and other activities that promote the cultural heritage, identities and national pride;
- vi. Increase awareness, protect and safeguard the rights of the youth as well as their obligations to the community and communities' responsibilities to them;

4.2.7 RECREATION, SPORTS AND LEISURE

In promoting physical wellness and activeness of our youth in sports and talent county Government shall promote sports, recreation, Leisure activities, creative arts and develop models that appeal to young people through achieving the following objectives;

- i. Advocate for formulation and implementation of a County Sport legislation that addresses sports for all;
- ii. Encourage organizations to promote development of sports, traditional and modern, for recreations and competition among the youth;
- iii. Promote sports, recreation and leisure activities and develop models that appeal to young people;
- iv. Preserve and promote positive traditional sport.

4.2.8 ENVIRONMENTAL CONSERVATION

The county government of Tana River shall ensure there are mechanisms that support youth engagement in protection, conservation and rehabilitation of natural resources (FLORA AND FAUNA) as well as promote eco-preneurship and green jobs through the following interventions;

- i. Advocate for sustainable utilization of the environment through promotion of youth education and awareness on the dangers of environmental degradation;
- ii. Promote conservation of the natural resources- - soil, forest, biomass, water, wildlife, wetlands, etc. through such activities as afforestation, reforestation and proper waste management by the youth
- iii. promote capacity of the youth in conservation and preservation of natural resources
- iv. educate and support the youth to take up carbon credit opportunities.
- v. relaunch the million trees planting campaigns such as Green in Kenya led by the NYC and advocated by H.E the president of the Republic of Kenya and enacting strict laws and imposing severe punishment to any person burning charcoal for business purposes.

5.0 POLICY COORDINATION AND IMPLEMENTATION

The overall coordination of the youth activities in the County shall be anchored in the office of the Governor. The Department responsible for youth affairs shall ensure establishment of effective institutional framework for collaboration of all stakeholders in implementation of youth activities and programmes in Tana River County. The Department of youth will also guide establishment of a youth economic movement led by youth from the village to county level.

The implementation of this policy will depend on a sound institutional framework, adequately coordinated implementation support, effecting resource mobilization and funding, effective programme monitoring; and active political, administrative and technical support for the translation of goals, objectives and strategies outlined in the Policy into actual programmes at all levels of society. A concerted and coordinated effort is required by the County Government, non-government and private institutions, churches, youth groups and community organizations to address youth issues in a comprehensive way.

6.0 MONITORING AND EVALUATION

The constitution through different articles including 10, 56, 174, 195, 201, 203, 225, 226 and 227 stipulate that monitoring and evaluation is an important part of operationalizing any government activities. To ensure transparency, integrity, information access and accountability principles as well as value for money. At County level Tana River CIDP 2018-2022 has put up an extensive monitoring and Evaluation framework chapter to guide, monitor and for compliance to the standard of transparency, integrity, accountability and value for money set by the constitution. This is in addition to the National Integrated Monitoring and Evaluation System (NIMES) which is the reporting system from National, County and sub-County levels.

In line with the above legal instruments the Monitoring and Evaluation Policy Framework purpose is to develop a more credible and consistent framework for strengthened accountability, quality improvement and informed decision-making in inclusivity of the youths in major county government undertakings, as well as to contribute to the professionalization of the monitoring and evaluation functions of the county governance. Monitoring and evaluation of policy can be carried out by all interested actors. Official policy evaluations themselves need to be monitored to ensure that the terms of reference are clear and specific about the gender issues that will be evaluated.

The objective of monitoring is to ensure compliance with the guidelines, goals and principles outlined in the Youth Policy. Evaluation is concerned with assessing the extent of achievement of the set goals and targets. The importance of monitoring and evaluation is to ensure successful implementation of the youth policy. Monitoring and evaluation shall be an essential strategy for the delivery of the Youth Policy.

The county should use corporate evaluations and decentralized evaluations. Corporate evaluations involve independent assessments conducted and/or managed by the county government Monitoring and Evaluation Section at the request of the governor, or at the request of other county departments for the purpose of providing independent evaluation of projects or other undertakings. Such evaluations will be undertaken internally (conducted by the Monitoring and Evaluation Section) or externally (in which

case expertise outside the Institute would be retained). Decentralized evaluations are self-assessments conducted by the county's programs, offices and departments.

The framework is held up by the principle of inclusivity, equity and fairness. Thus, monitoring and evaluation will be done following collaborations by the county government and private sectors, informal sectors, NGOs, CBOs, FBOs, youths and other stakeholders.

7.0 POLICY REVIEW

The formulation of the Tana River Youth Inclusion Policy was through a consultative and participatory approach. The process involved various stakeholders both at national and county levels. These included the public sector, private sector, Non-Governmental Organizations (NGOs), Faith-Based Organizations (FBOs), Community Based Organizations (CBOs) and development partners. Extensive consultative meetings took place with a wide range of stakeholders including the Ministries, Departments and Agencies (MDAs) and county governments. In addition, National and County forums were held targeting the youth and youth organizations.

The youth policy will be reviewed every two years to determine the progress of implementation. This is important to guide the development of the County Integrated Development plan (CIDP).

8.0. TANA RIVER COUNTY GOVERNMENT YOUTH COMUNICATION PLAN AND STRATEGY

8.1 INTRODUCTION

This communication plan is essential for Tana River County Government to disseminate crucial information out to its youth population and other stakeholders involved in youth affairs. Understanding what communication channels and tools are available to county government and which are used or preferred by the youth population is essential for making sure information reach out to the youth.

Youth population have access to various communication channels ranging from traditional forms of media to word of mouth to social media and other online sources. County governments need to be aware of youth description and distribution in order to provide information as seamlessly as possible.

There are so many issues regarding the youth that needs to be shared: upcoming events, new programs, sustainability initiatives, important updates and other youth programs. Tana River County Government has the opportunity to share such happenings as a means of empowering and sensitizing the youth to take part in them.

Tana River County Government recognizes the value of the youth involvement and the wealth of information and resources that the youth possess. It is important to increase youth understanding, ideas and values so that they can be utilized to make decisions.

This proposal communication plan will aid in empowering the youth and maintaining trust between the youth and other stakeholders: county government, national government and others.

8.2 POLICY STATEMENT

It is the policy of Tana River County Government to:

- I. Foster and encourage youth empowerment, coordinating timely communication, engaging the youth and informing them about available opportunities.:
- II. Initiate affirmative action programs to ensure that the youth have access to relevant education and training as well as opportunities to associate, be represented and participate in political, social, economic and other spheres of life.
- III. Encourage youth to communicate openly with county government and other stakeholders about policies, programs, services and initiatives that affect them.
- IV. Deliver prompt, accurate and responsible services that are sensitive to the needs and concerns of the youth and respectful of youth rights.

- V. Establish a platform for coordination throughout the county and trigger further allocation of adequate resources to support youth based programs.
- VI. Provide the youth with timely, accurate, clear, objective and complete information about its policies, programs, events, services and initiatives.

County government of Tana River seeks to ensure youth empowerment and inclusion and recognizes that there may be limited resources to promote youth activities that have far-reaching benefits to the growth of the country.

County government press/communication resources may be used to publish youth issues from other stakeholders when the issues are pro-youth development and empowerment.

8.3 TARGET AUDIENCE

The policy target audience is the key component of the communication plan.

- I. Unemployed and under-employed. These are the highest priority targeted audience therefore strengthening their relationship with the county government is the starting point of a proper communication plan. There are numerous issues to this audience: Unemployment, use of drugs and substance abuse, unwanted pregnancies, insecurity among others.
- II. Youth out of school. This audience have special needs in terms of access to information about socio-economic and other opportunities. The increasing disparity between the school leavers and the job creation in the economy has resulted in high unemployment levels among the youth.
- III. Youth in school. This includes the youth undertaking education or training programs. Therefore, they have access to information which are underutilized and therefore needs to be sensitized and empowered through communication.
- IV. Boy child. Young men lack support systems and platforms to learn from the experienced and exposed members of their community and assistance to develop holistically. The communication policy therefore identifies measures for empowerment and strengthening the boy child.
- V. Girl child. They form the highest percentage of the youth. The lower level of education for girls coupled with social and cultural practices such as forced early marriages, put the female youth at a disadvantage. These factors have led to low participation and representation of female youth in decision making. Therefore, the communication policy aims at advocating for their rights as well as empowering them.
- VI. Youth with disability. Disability leads to rejection and discrimination therefore hindering the youth with disability their emotional, social and economic development. The communication policy therefore brings about strategies to ensure they participate fully in society.

8.4 GUIDING PRINCIPLES

- I. Leave no-one-behind- Tana River county government should tailor their messages, timing and channel to reach all the youth.
- II. Proactive- this communication policy attempts to give county government of Tana River the opportunity to talk to youth population directly rather than relying on other stakeholders to work for them.
- III. Listen to the youth population and stakeholders and integrate their feedback when possible and thereafter respond to youth requests for information.
- IV. Strong and consistent messages- a successful communication plan is built on strong themes and is more effective. The communication plan should support in force and reflect on the goals of the youth policy.

8.5 STAKEHOLDERS

- I. Tana River County Government- it shall be the official communication stakeholder to its youth population and shall act as such in response to questions, requests and concerns of the youth on all issues (social, economic and political) concerning them.
- II. Public Sector- Ministry of youth affairs shall ensure full implementation of the policy as well as providing the overall national coordination of sectoral and private sectors initiatives geared towards the implementation of activities identified in the policy.
- III. Private sector- this includes a wide array of entities across formal and informal sectors. These shall be involved in advocacy, resource mobilization for youth activities, training and sensitization as well as monitoring. They shall also ensure equity in youth employment practices and implementation of Tana River Youth policy.
- IV. Community Based Organizations- it assists in mobilizing citizens to support youth initiatives. It also champions a system of community leaders that also promotes representation across various age groups dialogue.
- V. Faith Based Organizations- this shall contribute to the implementation of the communication policy by applying religious approach to uphold morals and values among the youth.
- VI. Youth- the youth shall participate fully in the governance of their county through civic education and citizen forums targeting youth.

8.6 COMMUNICATION TOOLS

1. Official county website

This site is the primary communication vehicle as it shall act as transparent, information portal, providing a convenient manner for the youth to obtain the information. It shall enhance that the youths receive information in a timely and convenient manner.

2. Social media

Social networking tools serve as quick and easy way to obtain public opinion and keep youths updated and informed. It also engages youths, introduce new services and publicize upcoming events.

There are different types of networking tools available for the county government to use, these are:- Facebook, YouTube, Twitter, Flickr, Social Networking tools serve as a quick and easy way to obtain public opinion and keep the youth updated and informed. Social networking benefits include the following:

- Ability to build trust, relationships, and establish open lines of communication.
- Ability to allow the Tana River county government to be proactive and not reactive to youth needs and concerns.
- Ability to drive traffic to the county web site and to keep citizens updated and informed.
- Ability to engage youth, introduce new services, publicize upcoming events, reach a new demographic, and more.

Wherever possible, links to more information should direct users back to the County's official website for information, forms, documents or online services.

3. Organized events

Face to face is preferred as more personable form of interfacing with the youth because the body language and eye contact amplifies trust. Communication may include, but is not limited to:

- One-on-one Meetings
- youth forums
- Conferences
- Public events

4. Television and Radio

These traditional forms of communication are available in almost all homesteads and are thus preferred as a means of reaching a wider youth audience.

County of Tana river shall continuously relay youth related information through radio and Tv programs. These programs include:

- Public service programs-these are unpaid for and seek to reinforce information
- Documentary-this shall provide case study to encourage and empower the youth.
- Feature programs-this shall concentrate on particular youth programs thus influencing youth to action.
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5. Youth Advocacy tool kit - This shall give the youth of Tana River the skills and important information they need to stand up for their rights.

8.7 MONITORING & EVALUATING COUNTY COMMUNICATIONS

The effectiveness and impact of communication activities in the county of Tana River Communications Plan must be continually monitored and evaluated to ensure that clear and timely information is provided to the right audience using the right communication method.

The Communications Manager will be responsible for evaluating the needs and communication methods and address their relevancy and value.

Evaluation tools include: • Website Analytics • Polls & Surveys • Social Networking Site Analytics • Technological Trend Monitoring • Public Feedback (one-on-one, email, social networking)

Changes as a result of identified communication improvement may result in a restructuring of current communication method(s), implementation of new communication method(s), increased / decreased budgeting, and/or a modification to the county Communication Plan

8.7 GOALS

This communications plan is designed to accomplish the following goals:

- I. Harness youth potential, advocate for youth awareness programme, push for youth capacity building initiatives to enable the youth be main asset to economic, social and political development across the county of Tana River as they realize their full potential
- II. Disseminate crucial information out to the youth by enhancing the communication channels for better distribution of information this will help them to adopt a positive attitude that eliminates the marginalization of youth in all spheres of life
- III. Enhance Recognition of the needs, problems, aspirations and innovations of youth; in ICT, sports and culture.
- IV. Lay a framework for youth empowerment, participation and representation in social, economic and political arena this include; inclusion of youth in decision making, peace negotiations and security matters, key leadership and political positions.

8.8 STRATEGIES

- I. To encourage youth access to relevant education and training; opportunities, to associate, be represented and participate in political, social, economic spheres of life.
- II. To access productive youth engagement in areas of employment and entrepreneurship
- III. To domesticate the existing KYDP, and cascading it down to Tana River specific thematic priority area concerns for the youth.
- IV. To ameliorate the status of the youth participation and representation in Tana River County.

8.9 ACTION PLAN

- I. Inform the youth on availability of learning institutions and encourage them to enrol to increase their involvement in political, social and economic aspects of life-corresponding messages will be shared through all the communication channels to ensure every youth access to information. County communication officer shall coordinate with stakeholders to create a positioning strategy and the messages to support it.
- II. Educate the youth on available resources and how to earnest them- A proactive media relations program is imperative to informing the youth regularly on available resources. The county Communications officer will explore creating a media portal on the county website that can be updated to provide consistent media information and responding to media calls on numerous County projects and developments, policy and resident issues.

- III. Inform the youth about KYDP and how to actualize- county government of Tana River shall establish youth empowerment centers where events and forums will be organized to educate its youth population.
- IV. Inform the youth on various flaws due to their lack of participation-count communication officer shall formulate youth advocacy tool kit that shall guide the youth in knowing their rights and define their level of engagement. This shall be posted on the county's website for download and some printed out periodically for distribution to the youth at organized forums.

Progress made on the Actions in this plan will be used to evaluate the plan's success. The Communications officer will submit a quarterly to relevant county government stakeholders

9.0 IMPLEMENTATION MATRIX

Education, Training and Capacity Building					
Overall Objective	To build youth's capacity through relevant training and information sharing				
Outcome/Results	Informed and active youth in the development of the county				
Outcome indicator/s	Number of fully functioning innovation centers in tana river county				
Recommendations	Objectives	Activities	Indicators/outputs	Timelines	Key actors
Advocate for increased accessibility to Education both formal and non-formal and career guidance	Increase educational spaces to acquire relevant skills and guidance	<p>Develop career guidance and mentorship platforms</p> <p>Develop curriculums and training materials</p> <p>Design and implement county mentorship system</p> <p>Creating equal opportunity for all, young people in education, training and labour market.</p> <p>Promoting digital literacy programs</p>	<p>Number of curriculums and materials</p> <p>No of youth linked to county mentorship</p> <p>No of youth employed/ linked to markets</p>		

Support vocational training and establishment of internship, voluntership and apprenticeship to enable the youth acquire a range of skills and essential tools;	Provide platforms for gaining experience for employment	Mainstream county internship and volunteerism through enactment of laws, policies and regulations Creating enabling environment for creation of youth employment. Promotion of relevant industry education skills	Designed and enacted policies and laws Number of interns and volunteers in the county Fully funded internship and volunteer county programs		
Mobilize and sensitize the youth, parents and school authorities to take advantage of available education and training opportunities at all levels	Create awareness on existing platforms to acquire relevant skills and knowledge	Conduct each ward sensitization forums Print and distribute IEC materials Community radio forums	No of sensitization forums in wards, on radios No of IEC materials distributed		
Promote creation of youth empowerment centres in all sub-counties to enable youth access information and acquire practical relevant skills for employment	Safe space, conducive, innovation youth centers for talent and knowledge development	Establish fully equipied youth innovation centers in all the sub-counties Promote life-long and e-learning for the youth.	No of fully equipped innovation centers		

		<p>Equipping youths with skills required to cope with technological changes.</p> <p>Increasing youth productivity through education and technology.</p> <p>Supporting integration of youth through incubation of businesses.</p>			
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Employment and Enterprise Development					
Overall Objective	To empower the youth population economically for better livelihoods				
Outcome/Results	Empowered economically active youth population				
Outcome indicator/s	Number of policies designed to create employment and reduce barriers				
Recommendations					
Recommendations	Objectives	Activities	Indicators/outputs	Timelines	Key actors
Advocate for formulation and implementation of an appropriate Contextualized Tana River	Appropriate and contextualized employment policy that	Enactment of employment policy	Enactment of policy		

<p>Employment Policy that addresses and responds to the concerns of the youth such as: Discrimination on the basis of age, gender and experience and exploitation through under payment;</p>	<p>removes identified barriers</p>	<p>Dissemination and implementation of the policy</p>			
<p>Promote entrepreneurship culture and other income generating activities among the youth by credit facilities to the youth;</p>	<p>Promote robust alternative income generating activities</p>	<p>supporting appropriate Micro Credit Financial Institutions</p> <p>Matching occupation skills, competencies through promotion of research skills and competencies.</p> <p>Establishing the proportion and profile of youth not in education, employment and training (NEET)</p> <p>Promote youth enterprise development through enterprise education and establishment of information services;</p>			

		<p>Enhancing linkages between industry and training instructions</p> <p>Coordinating evidence-based capacity programmes for the youth</p> <p>Creating entrepreneurship curriculum that involve the change of mindset</p>			
<p>Provide youth who are farmers with market information, link with markets and agricultural extension services;</p> <p>Conduct marginality mapping and apply <i>No-One- is- Left- Behind</i> approach</p>	<p>Transform livelihoods through agriculture and agri-business</p> <p>A mapping and solid understanding of different youth groups and their dynamics is</p>	<p>Promoting youth participation in agriculture and value addition in agribusiness.</p> <p>Supporting youths to access land and inputs for agribusiness</p> <p>Promoting agriculture livestock and innovation.</p> <p>Link youth farmers with markets</p> <p>Ensuring accountability to all the funds provided by the</p>			

	needed to ensure funding allocation is not biased and supports the variety of youth networks more equally	government agencies and stake holders Promote fair and equality on allocation of resources among the various youth networks			
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Youth Involvement, Participation and Leadership					
Overall Objective	To increase youth involvement in decision--making, leadership, community based and other development programmes;				
Outcome/Results	Youth centered and led decision making				
Recommendations					
Recommendations	Objectives	Activities	Indicators/outputs	Timelines	Key actors
Advocate for increased effective youth representation and participation in key positions of decision-making, leadership and management at all levels of County Government through	Enhance youth representation and participation in county process and management	Promote establishment of County Youth Advisory committee whose chairperson is a youth and advisor	Established county youth advisory board Youth inclusion legislation		

establishment of affirmative action mechanisms;		to the governor on matters youth Promote enactment of county youth inclusion legislation			
Train, promote and support youth champions for peace and conflict resolution in the county;	Support youth involvement in peace and reconciliation process	Training youth peace ambassadors Encouraging Youth projects, activities and events in community. promoting active citizenship social inclusion and solidarity among youth	No of ambassadors trained No of trainings No of youth led community initiative		
Advocate for realization of the rights of all youth	Realize the rights of youth.	Supporting initiatives on integrating youths with special needs and other vulnerable groups	No of events and workshops towards attaining rights No of dialogue forums held		

		<p>Increasing political awareness among youths and their constitution rights.</p> <p>Holding youth annual dialogue at all levels (county, sub-counties and wards)</p> <p>Supporting street youth</p>			
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County Government of
TANA RIVER

TANA RIVER

YOUTH POLICY

Realizing Youth Potential

