

COUNTY GOVERNMENT OF BUNGOMA



DEPARTMENT OF GENDER, CULTURE, YOUTH AND SPORTS

BUNGOMA COUNTY YOUTH POLICY 2022

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FOREWORD

The County Government of Bungoma appreciates the role the youths have to play in both decision making and development processes. It also recognizes the provisions of Article 174 (c) of the Constitution of Kenya 2010 on devolved government that “gives powers of self-governance to the people and enhances the participation of the people in the exercise of the powers of the State and in making decisions affecting them”. It is for this reason that this policy was formulated under continuous consultative process with youths in various sectors, the administrators and opinion leaders of the community. Quite a number of stakeholders in advancement of youth development contributed to the whole process. This contributed to the vital step in boosting ownership of the document.

The Policy articulates our mission and provides the strategies to achieve the same. It recognizes both international as well as national legal and policy framework under which the Directorate of Youth Affairs operates while considering the role the County of Bungoma plays in achieving the Kenya Vision 2030 and Social Development Goals.

This Policy is cognizant of the various challenges surrounding our operations as a Directorate and the Department of Education, Youth and Sports. It thus acts as a guide in resource mobilization, utilization and management to improve efficiency for enhanced service delivery. In addition, the Policy is conscious of the fact that there are a number of players advancing the youth agenda in various themes and fields. It has thus provided the direction of harmonizing all these programmes aiming towards achieving the general vision of promoting youth participation in democratic processes as well as in community and civic affairs and ensuring that youth programmes engage the youth and are youth centred. Considering the numerous consultations that led to the development of this Policy, it is anticipated that all partners will own the outcomes of the Policy and support the implementation process. I extend my sincere appreciation to all those participated in the formulation of this Policy for their valuable input and selfless commitment.

**County Executive Committee Member
Gender, Culture, Youth and Sports
County Government of Bungoma**

ACKNOWLEDGEMENT

On behalf of the Department of Education, Youth and Sports, I wish to extend our sincere appreciation to the team that worked round the clock to prepare the Bungoma County Youth Policy. The team comprised of both Government staff, Legal Counsel and youths drawn from around the County.

In addition, we recognize various youths and community leaders who turned up during the stakeholder conferences held that enriched this document. Finally, I extend our gratitude to various individuals and organizations that contributed to the formulation and production of this Policy.

**M/S Saphia Awili,
Chief Officer,
Department of Gender, Culture, Youth and Culture
County Government of Bungoma**

EXECUTIVE SUMMARY

Bungoma County Youth Policy has been formulated to respond to the changing conditions of youth in the 21st Century. It addresses particular needs and circumstances surrounding the youth in Bungoma County, the Republic of Kenya and globally. It is informed by various national, regional and global documents that address youth issues as well as contributing to the global process of policy renewal. All these, seek to promote the developmental state in Kenya, protect democracy, support economic development, moral and spiritual regeneration, wealth creation and distribution, and to provide the strategic leadership in the fight to eradicate poverty, unemployment and underdevelopment. Article 260 of the Constitution of Kenya 2010 (CoK 2010) defines a youth as “the collectivity of all individuals in the Republic who have attained the age of eighteen years; but have not attained the age of thirty-five years”. This Policy will thus refer to the above definition as it addresses youth issues in the County. It is divided into six chapters.

Chapter one provides a background of the youth and the trends of handling issues affecting them. This includes youth demographics as at Kenya National Bureau of Statistics Report 2015, the challenges youths face, the purpose of the policy and methodology used during preparation.

Chapter two provides the framework within which the Policy has been developed and will be used during implementation. It identifies the vision, mission and goal of the directorate of youth, policy objectives, expected outcomes of the policy as well as the principles and values that will guide implementation of this Policy.

Chapter three provides the foundational documents that guides programme implementation in line with the policy recommendations. Such documents include the Constitution of Kenya 2010, various International treaties and conventions to which Kenya is a signatory, Kenyan Laws and Policies that govern youth issues as well as County documents.

Chapter four provides for various intervention strategies that will be employed to address the issues that affect the youths in the County. This chapter identifies strategic areas within which both the Government and other development partners will design their programmes, the priority target groups to be zeroed in on during project design and implementation and finally the rights and obligation of all users of this Policy.

Chapter five spells out the means through which the Bungoma County Youth Policy will be implemented and how various programmes and partners will be coordinated. It provides for the supporting strategies such as stakeholder participation, Legal and institutional framework, capacity building as well as public awareness and education.

Chapter six is guideline on the best industry practices that all implementing institutions will adopt. They include trade and entrepreneurship capacity building framework, various national and county policies and code of practice as well as inter-relations among partners in financing and communication strategies. The County Youth Policy also provides for direction of policy review.

CHAPTER ONE INTRODUCTION

1.1 Background

Bungoma County Youth Policy forms part of a global trend where governments are formulating youth policies that respond to the changing conditions of youth in the 21st Century. While this policy speaks to the particular needs and circumstances of youth in Bungoma County, it locates them within the Kenyan, African and the global community. As countries worldwide engage in a process of continuous policy renewal, the County Youth Policy seeks both to contribute to this process and be informed by it. It is within this context that Kenya's democracy and its social development approach to public policy created an enabling environment in which the lives, work and prosperity of youth are placed at the centre of the country's growth and development. This is geared towards ensuring global and regional integration as well as addressing the challenges and demands of the 21st Century. All these, seek to promote the developmental state in Kenya, protect democracy, support economic development, moral and spiritual regeneration, wealth creation and distribution, and to provide the strategic leadership in the fight to eradicate poverty, unemployment and underdevelopment. Article 260 of the Constitution of Kenya 2010 (CoK 2010) defines a youth as "the collectivity of all individuals in the Republic who have attained the age of eighteen years; but have not attained the age of thirty-five years".

1.2 Demographics

Understanding both the age as well as anticipated population growth of the County assists in planning for the anticipated demand for services and opportunities. According to the KNBS Population census 2009, the County had a population of 1,374,627 people with a projection of 3.1 percent annual growth rate. In Bungoma the youth population form 26.6% of the total population and accounts for 28.86% of the labor force. It thus needs sustainable investments programmes that encompass skills-based Income Generating Activities (IGA) training to enhance their productive capacity.

1.3 Challenges Facing the Youth

The youth face various challenges ranging from unemployment, lack of access to credit facilities, drug and substance abuse, teenage pregnancies among others. This has been presented in Figure 1 below.

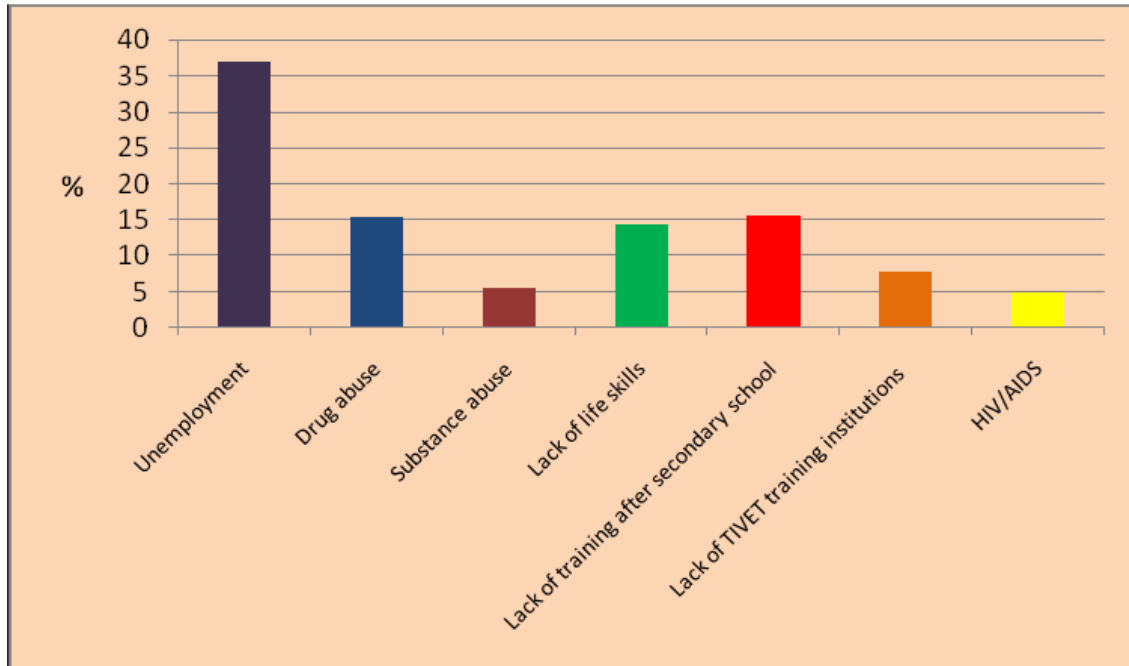


Figure 1: Challenges Facing the Youth in Bungoma County

1.4 The Rationale

In general, Public Sectors around the globe are going through a transformation period, thus change is not only inevitable, but a warranted reality if government is to embrace the new culture of change which is commonly referred to as “change management.” It is important to note that successful governments are those that premise themselves on the basic tenets and best practices of Public Service which call for the yearning transformation aimed at changing the way government does its business. This policy represents a systematic response of the Directorate of Youth Affairs to the broader and long-term development goals of various international development treaties and agencies, the Republic of Kenya and the County Government of Bungoma as contained in the Constitution of Kenya 2010, ILO declarations, UN Declaration of Human Rights 1948, African Youth Charter 2006, UN

Convention on the Rights of Persons with disabilities, the Kenya National Youth Policy 2006, Kenya National Youth Council Act 2006, TVET Act 2013, Kenya Vision 2030, the Medium Term Plan II, Sustainable Development Goals, Youth Enterprise Development Fund Regulations, County Integrated Development Plan (CIDP) 2013 - 2017, Executive Order No. 3, County Youth and Sports Sector Plan 2013 - 2022 and Bungoma County Youth Empowerment Fund Policy and Regulations.

Through the policy, the department seeks to position itself in becoming a responsive, efficient, effective, demand-driven and stakeholder-oriented institution that shall contribute to the building of a creative, innovative, competitive, healthy and disciplined labor force of the present and the future. The rationale of the County Youth Policy is thus to:

- I. Identify challenges facing the youth in the county and propose strategic policy interventions designed to address them, thus speeding up further development of youth;
- II. Defining the targets for the interventions;
- III. Addressing the continuous needs of the youth by focusing on areas where supplementary action is required;
- IV. Ensuring mainstreaming of youth development in programmes run by different key role players;
- V. Positioning policy implementation in the context of institutional responsibilities and processes;
- VI. Mapping the process through which progress on policy implementation will be assessed;
- VII. Specifying the monitoring and evaluation mechanism for the purposes of accountability and continuous improvement of interventions

CHAPTER TWO THE POLICY

2.1. Policy Context

The Kenyan concept of youth development is influenced by the historical conditions that have shaped the country, and its democratic goals. It is based on the principles of social and economic justice, human rights, empowerment, participation, active citizenship, the promotion of public benefit, and distributive and liberal values. Youth development therefore determines future and is at the core of its development agenda hence the youth should be considered as beneficiaries and as agents of change and not as passive recipients of government services. The shaping of youth as active and productive citizens is critical for the economic growth of the County and the nation at large. The policy proposals made here are intended to create the conditions through which County Government of Bungoma would seize the opportunity to capture the demographic dividend through comprehensive effort, resulting in overall development and inclusion of youth.

Looking ahead, this policy shall respond to the social and economic forces that shape global, regional and national development in the 21st Century. In the context of our democracy, our commitment to human rights and our social development approach to public policy, youth need to be placed at the centre of County development. In addition, strong collaboration between government, civil society, the private sector, communities, families and individuals, is crucial in creating opportunities for youth to enable them to deal with the challenges of poverty, unemployment and inequality. The development of youth will be aligned to the government's approach to addressing poverty and underdevelopment, and be used as a mechanism for promotion of social adjustment, social cohesion, and economic emancipation attained through comprehensive, integrated, cross-sectoral and sustainable policies and programmes that seek to bring about tangible improvements in the quality of their lives.

2.2. Vision and Mission Statements

2.2.1. Vision

To promote youth participation in democratic processes as well as in community and civic affairs and ensuring that youth programmes engage the youth and are youth centred

2.2.2. Mission

Identifying ways of empowering the youth in order to exploit their potential and promoting a culture of social entrepreneurship among the youth of Bungoma

2.3. The Goal

The main goal therefore is “to develop the full potential of youth and to 'promote' their active participation in County Development.”

2.4. Policy Objectives

In line with the Directorates vision and mission, the policy objectives will be:

- I. To institutionalize and facilitate youth participation in the formulation and review of legislative policies and general decision making machinery.
- II. To create more educational and training opportunities for youth at all levels and to re-orient and encourage the youth to use basic scientific and technological principles in order to stimulate innovative approaches to development.
- III. To promote a healthy living among the youth through the provision of appropriate awareness in Family Life Education Programmes.
- IV. To create greater awareness among the youth of the dangers of HIV/AIDS and STDs, and also provide and promote the care of infected persons
- V. To provide appropriate social, vocational, physical and mental programmes for the support of the youth with special needs

- VI. To institute and promote environmental education and active participation in environmental conservation among the youth.
- VII. To promote, preserve, and develop the variety of ethnic cultural heritage in Bungoma County
- VIII. To provide and sustain adequate recreational and sporting facilities for the youth in communities and schools for healthy minds and healthy bodies
- IX. To promote youth involvement in civic education
- X. To Promote access to information on all matters pertaining the youth
- XI. To promote collaboration and coordination among stakeholders both in the public and private sector
- XII. To set up and maintain data bank for easy and quick retrieval of information pertaining to the youth
- XIII. To mobilize internal and external resources for the development of youth
- XIV. To provide the medium for the youth to establish facilities for social empathy

2.3. Policy Outcome

The desired outcome of the above stated policy goal is to produce: empowered youth who are able to realise their full potential and understand their roles and responsibilities in making meaningful contribution to the development of a prosperous Bungoma County.

2.4. Mandate

- I. In order to achieve the stated objectives as outlined in the Executive Order no.3, the Directorate of Youths shall oversee:
 - II. Promotion of Youth Health
 - III. Nurturing Youth artistic talent
 - IV. Promoting Youth Agriculture and Environmental protection
 - V. Mainstreaming Gender Concerns in Youth Programmes
 - VI. Providing Guidance and Counseling services for Youth.
 - VII. Managing Youth Enterprise Funds

- VIII. Developing Youth Employment programmes.
- IX. Management of recreational facilities.
- X. Mobilizing financial resources for youth programmes and activities.
- XI. Monitoring and coordinating mobilization and development programmes.

2.5. Values and Principles

The County Youth Policy will be used to prioritize various activities aimed at creating an enabling environment for the youth to fully achieve their aspirations. An all-inclusive and multi-sectoral approach in programming of youth initiatives are essential for national development. The policy is consistent with the international as well as the Country's national laws and development priorities.

2.5.1. Values

The policy promotes the following values:

- I. Inherent worth and inborn dignity of youth: Service provision that reflects respect for the worth and dignity of youth as human beings who should be supported to unleash their inherent strengths and potential thus countering the view of widespread deficiency and pathology-oriented perception.
- II. Empowerment of youth as assets for county development: Interventions that raise the confidence of youth so that they can contribute meaningfully to their own development and to the broader society.
- III. Youth as instruments and agents of their own development: Youth are social beings belonging to a network of structures as family and community which are essential to their development. It is critical that these support systems are strengthened to ensure proper development of youth.
- IV. The promotion of social and economic inclusion as well as integration of youth into the mainstream of society and the economy.
- V. Intentional youth-focused interventions that prioritize addressing the needs of youth effectively.
- VI. The promotion of moral and spiritual regeneration in line with the African values

2.5.2. Principles

The key principles that underlie the policy are:

- I. **Respect of cultural belief systems and ethical values:** The policy respects the cultural, religious, customary and ethical backgrounds of the different communities and conforms to universally recognized human rights, without discrimination based on gender, race/origin, age, ethnicity, creed, political affiliation or social status.
- II. **Equity and accessibility:** The policy subscribes to the principles of equal opportunities and equitable distribution of programmes, services, and resources. It also endeavours to promote access to socio-economic opportunities for the youth.
- III. **Gender inclusiveness:** The policy underscores the need to promote a gender-inclusive approach to the development of youth. It seeks to promote gender equity and equality, including working to eliminate gender discrimination and violence.
- IV. **Good governance:** The policy seeks to promote the values of good governance, a just and tolerant society, promotion of transparency and accountability and a spirit of nationhood and patriotism. In addition, the policy serves as a channel to promote values of conscientiousness, inclusiveness, selflessness, volunteerism and pursuit of good conduct
- V. **Mainstreaming youth issues:** The needs, opportunities and challenges facing the youth are concerns for the whole society. The youth policy aims at ensuring that youth issues are reflected in all sectors of national development, on both the micro and macro levels, within the public, private sectors and civil society. It emphasizes affirmative action for the youth as a strategy of participation and empowerment.
- VI. **Sustainable development:** youth's assets, potential, capacity and capability must be maximized so that they can respond effectively and efficiently to life's challenges without compromising the ability of future generations to meet their own needs.

CHAPTER THREE

LEGISLATIVE AND POLICY FRAMEWORK

The formulation of the County Youth Policy 2020 is informed and based on the following key legislative and policy frameworks:

3.1 The Constitution of Kenya (2010)

The Constitution of Kenya has elaborate provisions touching on youths. Some of the highlighted provisions include:

Article 27 provides that every person is equal before the law and has the right to equal protection and equal benefit of the law. It further prohibits any form of discrimination either directly or indirectly on any ground, including age.

Article 43 provides for the right to economic and social rights including proper health, housing, food, security and education.

Article 55 is specific to youths. It requires the State to 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.

3.2 International Treaties & Conventions

3.2.1 International Labor Organization (ILO) Conventions

A number of ILO Conventions make far reaching provisions on the protection of youth in employment. The Convention concerning the Night Work of Young Persons Employed in Industry seeks to regulate the employment of youths for night duties. The ILO Recommendations concerning the conditions of employment of young persons in mines, adopted in 1975 is also important in regulating the use of youth labour in hazardous environments.

3.3 United Nations (UN) Universal Declaration of Human Rights 1948

The UN Declaration of Human Rights recognizes the inherent dignity and equal and inalienable rights of all human beings as the foundation of world freedom, justice and peace. Article 1 declares the freedom and equality in dignity and rights of

human beings. Article 2 reiterates the entitlement of everyone to rights and freedoms that include among others, the right to life, liberty and security.

3.3.1 African Youth Charter 2006

The African Youth Charter is a policy framework developed by the African Union (AU) that prescribes responsibilities to Member States for the development of the youth. It underlines the rights, responsibilities and freedoms of the youth while paving the way for development of programmes and strategic plans for youth empowerment. The Charter aims at ensuring that youths are constructively and actively involved in the development agenda of Africa. Article 10 grants youth the right to social, economic, political and cultural development. Article 11 allows them the right to participate in all aspects of society. Article 23 emphasizes the need to eliminate discrimination against girls and young women.

3.3.2 UN Convention on Persons With Disabilities (PWD) rights

The Convention promotes, protects and ensures the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities as well as promoting respect for their inherent dignity. Article 4 requires State Parties to take legislative, policy and administrative steps to ensure the full realization of all human rights and fundamental freedoms for all persons with disabilities without discrimination of any kind on the basis of disability. Article 6 specifically addresses the need for equal treatment of women with disabilities.

3.4 National Laws & Policies

3.4.1 Second Medium Term Plan 2013 - 2017 (MTP II)

The Second Medium Term Plan 2013 - 2017 outlines the policies, programmes and projects that the government of Kenya intends to implement within the five-year period for accelerated and inclusive economic growth, higher living standards, better education and health care, increased job creation especially for youth, commercialized agriculture to provide higher rural income and affordable food. The medium plan is derived from the Kenya Vision 2030 that has three pillars. Youth programmes are within the Social Pillar of Vision 2030. In the MTP II, the aim of the

programmes designed for youths is “*Equity in access, control and participation in resource distribution for improved livelihoods of women, youth and vulnerable groups*”. The MTP II outlines various challenges the youths face and proposes youth skills development and youth empowerment it identified flagship projects. This will thus guide formulation of intervention strategies for implementation of this policy.

3.4.2 Kenya National Youth Policy (KNYP)2006

This document recognizes the youth as a key resource in nation building. It provides for rights, responsibilities and obligations of the youth and the society at large as it endeavours to address various challenges that affect the youth through eight priority strategic areas that include: employment creation; health; education and training; sports and recreation; environment; arts and culture; media; as well as empowerment and participation. The National Policy proposes the establishment of a National Youth Council (NYC) through an act of parliament that will ensure effective implementation.

3.4.3 National Youth Council (NYC) Act 2009

The Act provides for the establishment of the National Youth Council whose main objective is to regulate and coordinate youth activities while providing a platform within which youth issues are fully addressed. The NYC Act 2009 was intended to operationalize the KNYP 2006

3.4.4 Technical Vocational Education and Training (TVET) Act 2013

TVET Act 2013 provides for the establishment of a technical and vocational education and training system. It provides for the governance and management of institutions offering technical and vocational education and training; coordinating assessment, examination and certification, promote access and equity in training as well as assess standards, quality and relevance.

3.4.5 Kenya Vision 2030

Kenya Vision 2030 identifies various challenges that face the youth such as include limited opportunities for educational advancement and technical training, limited opportunities for employment, high levels of poverty, lack of finance or access to credit, disproportionate exposure to high health and social risk (e.g. HIV/AIDS,

drug and substance abuse, and crime), and lack of opportunities and mechanisms to participate in decisions that affect their lives. Consequently, it advocates for full integration and harmonization of issues affecting the youth into every aspect of public policy and across all ministries and Government agencies. Under the Vision, specific policies and interventions have been proposed that will be implemented to fully develop their potential as well as prepare and engage them in the socio-economic development of the country. They include fundamental areas such as capacity building and empowerment to equip youth to engage in productive activities, creating employment opportunities, providing the youth with the necessary support, supporting initiatives that mould character, strengthening programmes to advance youth health and well-being and, giving the youth a voice to articulate their issues as well as participate in decision making.

3.4.6 County Integrated Development Plan (CIDP)

The County Integrated Development Plan 2013-2017 supports sustainable livelihoods by supporting community empowerment programmes, pro-youth investment and giving out-of-school youth opportunities to get real work experience through comprehensive internship programmes. It considers the youth a resource and potential wealth for the county and nation at large hence prioritizes pro-youth programmes that include affordable credit, expanding post-secondary training opportunities, provision of life-skills training and availing pro-life information, knowledge and attitudes to enable the youth make informed choices.

3.4.7 Executive Order No. 3

The Executive Order No. 3 mandates the department of Education Youth and Sports to participate in development of youth policy. It outlines various programmes that the directorate of youth needs to implement to address various issues facing the youths such as managing and promoting youth enterprise, providing essential infrastructure for youth development as well as promoting research for youth development. This policy will thus rely heavily on the programmes indicated in the Executive Order.

3.4.8 Bungoma County Youth and Sports Sector Plan 2013 - 2022

The Bungoma County Youth and Sports Sector Plan 2013 - 2022 has highlighted the various challenges the youths face and addressed these challenges through the mandate given to the directorate of youth that include promotion of youth health, nurturing youth artistic talent, promoting agriculture and environmental protection, mainstreaming gender concerns in youth programmes, developing youth programmes among other programmes.

The sector plan clearly articulates the roles of the youth in the society that majorly champions youth inclusion in development programmes as well as their rights and civic responsibilities. The programmes that the sector proposes revolve around youth skills development and empowerment. The policy will thus be guided by these proposals as it addresses youth issues in the County.

3.4.9 Bungoma County Youth Empowerment Fund Policy and Regulations

The Bungoma County Youth Empowerment Fund (BUCOYEF) policy and regulations enabled the establishment of a Fund whose broad objective is to provide affordable credit services to youth owned micro-enterprises and inculcate an entrepreneurial culture amongst the youths in the County.

The Fund is guided by three main principles that include: Public participation and financial inclusiveness; Protection of the interests of the marginalized, persons with disability, women and youth; and Promotion of local ownership and sustainability.

These principles and the objective of the Fund will form a basis under which programmes on creation of employment opportunities will be addressed especially in the informal sector. In addition, the Fund is a key stakeholder in the policy implementation hence its inclusion in programme design and implementation.

CHAPTER FOUR

POLICY IMPERATIVES AND INTERVENTIONS

4.1. Introduction

Youth are not a homogenous group since they are diverse and have diverse needs. In the same manner, there should be equally diverse and unique interventions designed to address those needs. It is crucial therefore that mainstream policies and programmes across all different sectors should work collaboratively if the needs of youth are to be effectively addressed.

4.2 Priority Strategic Areas

The policy imperatives and interventions are identified below:

4.2.1. Youth - Education & Training

Education and training is critical in ensuring holistic development of a youth. Youths in Bungoma County face challenges in accessing education and training. The challenges include ill equipped training institutions, lack of finances, inadequate training programmes in areas like career and talent development.

To address these challenges, the county government *shall ensure that youths access holistic education and training* by employing the following strategies:

- I. Conducting youth clinics
- II. Conducting mentorship programs for primary, secondary and college students
- III. Establishing youth public libraries
- IV. Conducting youth career empowerment initiatives like motivational talks, career workshops
- V. Establishing sponsorship schemes e.g. a county educational foundation
- VI. Establishing performance reward schemes
- VII. Advocating for reserve for the local students in the national schools within the county
- VIII. Establishing more adult education centers
- IX. Participating in curriculum review to meet dynamic and emerging industry needs

- X. Collaborating with the department of education to promote and strengthen vocational training and education
- XI. Establishing and equipping Youth Empowerment Centers in every ward
- XII. Establishing a County research fund and research and innovation Centers

4.2.2. Youth & Employment

The challenges facing youth include; slow economic growth, corruption, nepotism and demand for experience by potential employers, inadequate job opportunities, employment clinics, vocational training centres, capacity building on employable skills and cottage industry, lack of established youth Sacco's, county youth internship programmes, poor participation in agribusiness activities, unspecialised module based training skills, lack of youth employment disaggregated database, corporate partnership and no mainstreamed youth programmes. The county government *shall ensure that youth access employment opportunities* through implementation of the following strategies:

- I. Establishing an advocacy program for youth consideration in county jobs
- II. Conducting Employment clinics
- III. Ensure fair access to employment opportunities based on qualification
- IV. Partner with corporates in creating employment for the youth
- V. Capacity building for the youth on employability skills
- VI. Establishing youth SACCOs
- VII. Establish a county youth internship program
- VIII. Strengthening the cottage industry
- IX. Strengthening vocational training centers
- X. Encouraging module based trainings for skill specialization
- XI. Advocating for mainstreaming of youth programs in all county departments
- XII. Establishing a youth employment disaggregated database
- XIII. Encouraging youth participation in agribusiness activities
- XIV. Establishing a revolving fund for youth programs and expansions
- XV. Construction of affordable business premises for the youth

XVI. Introduce waivers for business startups for the youth

4.2.3. Youth & Social Entrepreneurship

The challenges facing youth include high initial costs of starting businesses, limited access to business/procurement opportunities, poor security for businesses, ineffective affirmative action programmes, limited access to funds/grants, poor access to information, inadequate entrepreneurial skills, inadequate county social entrepreneurship and capacity building programmes, poor entrepreneurial culture.

The county government *shall ensure the youth participate fully in the social entrepreneurship* through the following implementation strategies:

- I. Establish a county social entrepreneurship program
- II. Develop a county social entrepreneurship training manual
- III. Conduct capacity building programs for the youth groups
- IV. Entrepreneurship clinics
- V. Encourage formation of youth cooperatives and other related activities
- VI. Establish a youth fund for issuing loans and grants
- VII. Strengthen youth devolved funds
- VIII. Sensitize the youth on accessing the existing devolved funds
- IX. Encourage youth to establish SMEs
- X. Ensure proper security for businesses
- XI. Ensure implementation of the thirty percent rule of procurement
- XII. Work with the national government to enable county youths to access the youth enterprise development fund.
- XIII. Establishing an annual County youth entrepreneurship summit

4.2.4. Youth & Health

Health is a major issue among the youth. Those most affected are young women aged 25-29 and young men aged 30-34 years that forms the most productive group of people in the society. Apart from the common health problems like malaria, tuberculosis and the more conservative sexually transmitted diseases, the exponential spread of HIV/AIDS and drug abuse have become issues of major concern. Reports from the National AIDS Control Council (NACC), 2016 indicate that HIV-death

related occurrence are higher among youths between the ages of 15 - 25 years standing at 46%. Reproductive health is one of the issues with the greatest impact on the youth. Some related problems include teenage pregnancies (70%) and abortion.

The fact that many of the youth use pregnancy control drugs, which are available over the counter, makes them more susceptible to HIV/AIDS and sexually transmitted infections. Additionally, the current health facilities are not youth-friendly.

The County Government *shall invest in preventive and curative health services for the youth*. In collaboration with the private sector and civil society, the following strategies shall be employed:

- I. Incorporate the youth in efforts to fight the spread of diseases in order to take into account the youth dimension to diseases and target this group effectively;
- II. Promote and support youth campaigns aimed at encouraging a change in sexual behaviour and discouraging drug and substance abuse, and negative peer influence;
- III. Establish homes and promote community-based welfare programmes to help youth orphaned.;
- IV. Establish guidance and counselling units managed by the youth in all schools and other learning institutions;
- V. Promote and enhance affordable or free counselling programmes on health-related issues, especially peer to peer counselling
- VI. Encourage parents to take a lead role in teaching and counselling their children on responsible sexual behaviour;
- VII. Promote and support programmes on personal hygiene and physical fitness and mental health;
- VIII. Improve the technical and institutional capacity of youth organisations/CBOs to enable them to effectively advocate and promote health programmes for youth;
- IX. Promote partnerships between the government, CSOs and the private sector to work with the youth;
- X. Improve access to voluntary counselling and testing (VCT) services for all youth.

- XI. Enhance the youth's capacity in leadership and advocacy to enable them to manage youth health programmes.
- XII. Promote research in youth health areas and make the findings accessible.

4.2.5. Youth Crime & Substance Abuse

There are factors in young people's personality, development and environment which can predispose them both to drug and alcohol misuse and to anti-social behaviour. Strong connections exist between the risk factors, including childhood abuse and neglect, drug and alcohol abuse among family members. There also seem to be causal links from young people's alcohol and drug use to crime. The link between drinking and alcohol-related aggression, crime and disorderly behaviour is determined to a significant effect by other factors, such as expectations, inherent aggression and the social environment. This policy provides for prevention strategies that starts in the early years, but also addresses the needs of young people already involved in risky behaviours *to address crime and anti-social*

- I. Promote and support evidence-based drug education programmes;
- II. Encourage inter-agency cooperation to ensure the range of factors that can lead to drug use and offending are addressed;
- III. Initiate early interventions with families, particularly with juveniles whose family members use drugs;
- IV. Establish affordable rehabilitation centres to reduce drug dependency through rapid intervention with drug users and effective drug treatment programs;

4.2.6. Youth - Community Service and Volunteerism

Youth community service and volunteerism is a great pillar in youth development. The following challenges face youth in Bungoma County exploitation and abuse, negative perception by the youth towards volunteerism, poorly coordinated community service and volunteerism programs

The county government *shall enhance community service* through;

- I. Establishment of a county youth volunteerism program

- II. Partnerships with corporates in conducting community empowerment programs
- III. Provide incentives to encourage volunteerism among the youth.
- IV. Establish a county youth service

4.2.7. Youth & Environment

Global warming remains a global environmental threat whose impacts go further in endangering the future of humanity and general health. Degradation of environment through pollution and poor waste management are major challenges for Bungoma County which need immediate remedy. With an increase in depletion of water catchment towers, diminution of fish and other marine stock, pollution of rivers and destruction of plants and animals, the youth cannot be assured quality life in future. The County Government *shall be on the frontline in environmental conservation and management* by adopting the following strategies:

- I. Establish a county youth & environment program (tree nurseries, go-green campaigns, trees for jobs, mass clean-ups, cut one plant two campaign)
- II. Sensitize the community on agro-forestry & indigenous trees
- III. Establish a county waste recycling program
- IV. Encourage environmental friendly energy sources
- V. Identify and tap entrepreneurship opportunities that are environment related
- VI. Capacity building in environmental conservation and climate change
- VII. Establish a disaster prevention and management programs
- VIII. Strengthen youth CBOs engaged in environmental conservation
- IX. Establish programs for water catchment areas
- X. Establish conservation programs for natural ecosystems within the County

4.2.8. Youth & Governance

Youth and governance is an essential factor in ensuring the youths of Bungoma County realize meaningful development, challenges facing the youth in governance include lack of resources, lack of National ID to participate in choosing leaders, low level of

education that can't allow them to participate in the governance process, lack of awareness among the youth on governance issues, non-inclusion of youth in decision making process. The county government *shall ensure that youths participate fully in governance* through the following implementation strategy:

- I. Establish youth leadership training programs
- II. Encourage youth participation in elective processes
- III. Encourage youth participation in budgetary processes
- IV. Establish a youth-community civic education programs
- V. Establish a county youth council (County Youth Council - CYC)
- VI. Ensure youth representation at all levels
- VII. Establish exchange programs on governance issues

4.2.9. Youth - Leisure and Recreation

Leisure and recreation is an important element in ensuring the youth development agenda is realized in Bungoma County. Challenges facing the youths in leisure and recreation include; inadequate recreation facilities, inadequate talent academies/clinics, lack of proper coordination and facilitation of recreation activities, inadequate county teams, poorly developed tourist sites. The County Government *shall ensure that youths are meaningfully engaged in leisure and recreation* through the following implementation strategies;

- I. Establish a youth talent search & development programs
- II. Establish a County Talent Development Academy
- III. Establish a county youth sports league
- IV. Establish county sports teams
- V. Conduct annual talent events

4.2.10. Youth in Peace Building and Conflict Management

The youth have an important role in realizing peace in the County and Kenya through peace building, healing and reconciliation process. The youth are considered the pillars of any society hence the County Government *shall fully involve them in the societal issues to foster peace* through the following strategies:

- I. Establish a youth peace building program
- II. Capacity building on conflict management and resolution
- III. Establish a county youth peace network
- IV. Enhance peace building, knowledge and skills to the youth
- V. Build trust between the youth and governments
- VI. Promote intergenerational youth exchange program

4.2.11. Youth, Information and Communication Technology and Innovation

Information and Communication Technology (ICT) may arguably be the most powerful tool for social and economic change. Due to lack of access to ICT especially in rural areas, the challenges that the youth face include inability to fully exploit their careers, business and education opportunities; lack of adequate finances as well as inadequate skills in ICT. To mitigate the above problems, the County Government *shall take advantage of benefits associated with ICT to foster youth development* by adopting the following interventions to enhance access to information and communication;

- I. Establish a Bungoma County Youth Empowerment Network (**BUCOYEN**) website
- II. Encourage youth utilization of ICT in entrepreneurship
- III. Establish youth online thematic platforms
- IV. Establish youth ICT centers
- V. Establish an association of youth ICT professionals
- VI. Establish a youth social media platforms
- VII. Conduct quarterly trainings for the youth on ICT skills
- VIII. Digital Ajira program

4.2.12. Youth Arts and Culture

Art is an expression of a people's beliefs, values, appreciation, beauty and culture while Culture is a definition of a people - their lives, values, aspirations and beliefs. Culture reflects the livelihood of a people. It is by a culture that one can judge a community - their joy, pain, hope, beliefs and values. It does not exist in a vacuum. It has to spread among a people and it has to have acceptable standards.

Culture is dynamic. The youth in Kenya find themselves at a crossroads between the Western culture and the remnants of traditional culture. Kenya, therefore, faces the challenge of preserving our culture to be passed on to future generations.

The County Government shall *preserve and promote culture and art*, through the following proposed strategies:

- I. Establish more cultural centres to promote material and non-material aspects of our culture;
- II. Establish community resource centres to provide information on culture.
- III. Facilitate forums for adults and the youth to exchange ideas and views;
- IV. Promote and protect local arts and culture;
- V. Lobby for more coverage of youth issues and of role models for the youth by the media;
- VI. Make theatres and cultural centres affordable and accessible to the youth;
- VII. Invest in training and empowering young artistes;
- VIII. Enforce laws stopping proliferation of obscene literature and material.

4.2.13. Youth & Access to Information

The media surrounds the youth every minute of every day in terms of education, entertainment, connecting to people, information and new worlds. Media challenges facing the youth in Bungoma County include: lack of radio and television programs to address youth issues, lack of a media resource centre where the youth can learn, lack of a youth magazine and space on the national dailies for youth issues. To address the above challenges, the policy proposes that the County Government shall *establish media platforms where the youth can learn and address their issues* by adopting the following strategies:

- I. Establish a youth radio and television air-time programs for youth to articulate their issues
- II. Establish information Centres within the County
- III. In collaboration with stakeholders, organize annual media training clinics for the youth
- IV. Establish a youth publication platform

- V. Establish county youth platforms for dissemination of information from the County Government

4.3. Priority Target Group

This County Youth Policy recognises various challenges facing youth from diverse backgrounds. It also acknowledges that problems experienced by individual categories of targeted youth groups are unique, multifaceted and require involvement of various services providers across different sectors. While it emphasizes development of all youth, it also acknowledges the reality of limitation of resources and as a result prioritises the efforts and intervention that should give second chance to the most marginalized and excluded youth groups such as:

- I. Young women
- II. Youth with disabilities;
- III. Unemployed youth
- IV. School aged out of school youth
- V. Youth in rural areas
- VI. Youth at risk i.e. youth living with chronic diseases, youth heading households; youth in conflict with the law, and youth abusing dependency creating substances, youth at risk of being subjected to all forms of abuse

This policy further advocates for cooperation of the government clusters in ensuring youth development. An inter-cluster plan of action stating who is responsible for what, and the criteria on which decisions are to be based is needed if greater impact is to be made in giving attention to the specific needs of each target group.

4.3.1. Young women

In Bungoma county, young women face specific challenges and particular difficulties in our society today. They are more likely to be vulnerable and unemployed than males, since they tend to have fewer occupational opportunities

in a patriarchal society resulting from historical gender stereotypes which lead to gender imbalances. Other challenges include women as victims of gender based violence, repressive culture, rape and defilement, early marriages and reproductive health issues as well as being vulnerable to sexually transmitted infections.

This policy advocates for specific gender focused interventions targeting young women that will promote gender parity. These include but are not limited to education and capacity building programmes, sensitization against gender based violence on women and children, enable them access finances for start up of enterprises, sensitization on the constitution and the rights of the girl child, ensuring gender parity on all youth programmes

4.3.2. Youth living with disabilities

Youth with disabilities should participate equally in society alongside their ‘able-bodied’ peers. This could be achieved if disability is approached as a human right and developmental issue. The youth with disabilities, similarly require support and assistance to ensure that they have access to a variety of resources. At present, they are unable to compete with their peers due to discrimination, stigma, lack of necessary support facilities, lack of appropriate equipment to accommodate individuals with special needs in schools, work places and within the community, lack of resources especially for youth with disabilities living in rural areas.

Kenya has ratified the UN Convention on the rights of people with disabilities thus it is expected to outlaw all provisions in legislation and policies that discriminate against persons with disabilities. The efforts by the County Government of Bungoma in addressing the needs of people with disabilities are noted such as: making provision for the creation of equal educational opportunities and delivery of services as well as support facilities for persons with disabilities within the school, workplace and the broader community. Carry out sensitization against discrimination and stigmatization of youth with disabilities.

There is, however, a need to ensure the creation of an enabling environment for youth with disability through recognition of their unique needs by providing the necessary support by mainstreaming disability issues at local level and prioritizing issues affecting youth with disabilities.

4.3.3. Unemployed youth

Unemployment brings with it a number of social problems including: crime, drug/substance abuse, poor health, loss of self-esteem and the confidence needed to participate in the broader society. Unemployed youth struggle to participate meaningfully in the economy and require assistance in dealing with the wide range of concerns and problems they experience in finding employment.

Efforts at implementing employment and skills development programmes will be up scaled as a means to ensure participation into labour market. This policy recognises the need to intensify the current interventions which seek to address youth unemployment by capacity building for skill and talent development, encourage internship programmes, provision of finances for business start-ups, bringing other key role players across different sectors on board in order to jointly address these problems. It specifically targets the private sector by mobilising resources to support initiatives that seek to develop the youth and emphasises on intensified measures that will target these group to enable them to participate in the social and economic mainstream.

4.3.4. School-aged-out of school youth

There is no reliable data on school-aged-out of school youth due to the fluid nature of the lives of these youth and their reluctance to engage with authorities. However, they can be described as those who have dropped out of school prematurely and are unskilled. Since most of these youth lack basic literacy and numeracy skills, they remain marginalised from economy. They are mostly unemployed since they do not have the minimum qualifications, lack adult supervision, have poor level of general welfare and well-being and experience increased levels of stress. They are also

exposed to high risk behaviour such as HIV infection, rape, alcohol and drug abuse, violence, exploitation, and often run a risk of being in conflict with the law.

On the other hand, the Vocational Education and Training Centres which could absorb these youth, receive less attention compared to universities in terms of research, policy and planning. There is a need to focus the County's efforts and give specific attention to the opportunities that provide unskilled and uneducated youth with second chance opportunities. This implies strengthening families and other primary socialization agencies, establishing early intervention measures aimed at curbing the problem in its early stages, instituting rehabilitation, after care and reintegration services for those youth who have already fallen prey. Of particular importance is the concerted and coordinated approach in program for the purposes of integration, maximization of impact, accountability and sustainability.

4.3.5. Youth in rural areas

Young women and men in rural areas face particular constraints with regard to accessibility and availability of services and facilities resulting in fewer opportunities and less information than in urban areas. There is also a great concern over the rural-urban migrants who are predominantly young as a result of a number of patterns including under-development of rural areas, lack of opportunities and slow pace of land reform. In some cases, these youth, particularly if they are unskilled, end up being destitute and those who are educated and skilled leave their areas/communities under-resourced in search of lucrative offers. This reproduces the cycle of rural impoverishment and exacerbates the urban bias with regard to current development initiatives.

Interventions shall specifically address the situation of youth in rural areas in respect of access to services and creation of opportunities as well as employment. The County Government shall invest in rural development, appropriately skill youth from these areas and create mechanisms of attracting and retaining them to be of service to their communities by developing the infrastructure in rural areas and provision of

incentives to investors in rural areas.

4.3.6 Youth living with HIV and AIDS

There is still a challenge of caring for those who are infected and affected by HIV. The youth are a powerful change agent and could help change the epidemic around as reflected by the latest statistics of the KDHS report. The challenges facing the youth in this category include stigma, discrimination, lack of familial support and lack of proper medical attention among others. A concerted coordinated effort is necessary to curb the challenges faced by such youths.

4.3.7 Youth headed households

These youth (including children) are vulnerable and at risk because they are living alone since their biological mother, father or both parents have died or unable to take care of them due to ill health or have abandoned them. These circumstances could be the result of inability of parents to fulfil their role and responsibility of caring and protecting their children due to illness and subsequent death. As a result, youth in such circumstances may be forced to assume responsibility not only for themselves, but also for their younger siblings and or for their sick parents, thus consequently running households. Thus, they are at greater risk of abuse, exploitation, and dropping out of school, thus being excluded from services, such as school feeding and school health programmes.

4.3.8 Youth abusing dependency creating substances

This category of youth is at risk owing to exposure to unhealthy lifestyle of abusing dependency creating substances. Substance abuse poses risks to the individual's health and to society at large. Currently, the County lacks reliable and comprehensive statistics on substance abuse given that use of many of the substances is illegal and under-reporting will thus be common. Government interventions shall include measures seeking to address the challenges facing these youth, coordination amongst implementers and institutionalisation of

interventions by having dedicated people to coordinate initiatives, inadequate budget as well as sustainability and continuity measures of such programmes.

4.4 Rights, Obligations and Responsibilities

The policy acknowledges that all citizens irrespective of age enjoy human rights as contained in the Bill of Rights in the CoK 2010. These rights are the cornerstones of our democracy and affirm the democratic values of human dignity, equality and freedom. This policy promotes the rights of youth and encourages them to accept the accompanying responsibilities.

The policy therefore, confirms that different role players in the youth sector should inform, guide and advise youth on their rights and responsibilities. In addition to human rights stated in the Constitution, the policy stresses the need to create an enabling environment by providing opportunities that will enable youth to fulfil those responsibilities. These opportunities should nurture the talents of youth and develop their capabilities and enable youth to build a secure future for themselves.

CHAPTER FIVE

POLICY IMPLEMENTATION AND CO-ORDINATION

5.1. Introduction

Policy implementation has to be decisive and timely. A clear education and communication strategy have to precede and parallel the implementation process where all members of the public obtain a clear understanding of the issues, their roles and responsibilities and the proposed schedules.

The policy will be implemented by the County Department of Education, Youth and Sports through the Directorate of Youth. The Department will work in close coordination with other public sector agencies, private sector and non-governmental organizations in the implementation.

5.2. Supporting Strategies for Policy Implementation

Policy implementation will be achieved through the following strategies and its components:

- (i) Legal and Institutional Framework Development
- (ii) Private Sector Participation
- (iii) Community Participation,
- (iv) Public Awareness and Education
- (v) Capacity Building

5.2.1. Legal Framework and Institutional Framework

(i) Legal Framework

The county government will adopt a legal framework appropriate to achieving the objectives and implementation of the actions identified in the policy. Framework legislation will therefore be adopted that establishes:

- I. The overall role of the Department and its sections in the running of the different youth programmes;
- II. Institutional framework for the implementation of this policy;
- III. The establishment of a public/private framework for a proper engagement

in the funding, establishment and implementation of youth programmes in the County.

- IV. The responsibility of the County Government agencies establishment, funding, support and implementation of the different youth development strategies in the County.
- V. Economic incentives and measures that will encourage the private sector to invest in youth programmes.

(ii) Institutional Framework

Public institutions at the national, county and local levels have responsibilities for the successful implementation of youth programmes.

- I. National Level - at the national level, the County Government will work closely with the Ministries of Sports, Culture and Arts, Commerce, Tourism and East Africa Region, Industrialization and Enterprise Development and that of Labour, Social Security Services in the establishment and implementation of different programmes.
- II. County Level - at the county level, the County Executive Committee (CEC) member in charge of Youths will be the overall office in the implementation of this policy.

The County Department of Education, Sports, Youth and ICT will ensure that it is appropriately organized in accordance with the requirements of the legal components of this policy as they are implemented. In particular, the Department, through the Directorate of Youth, will address its institutional capacity to oversee the policy implementation.

The Department will work closely with other Department in the county, agencies and entities in the public and private sectors to implement this policy.

5.2.2. Private Sector Participation

The County Government will support the participation of the private sector, local and international donors and well-wishers in the running of youth empowerment programmes.

The county government will also engage the private sector in sourcing for financial and technical support in the implementation of this policy. The County Government will set out a framework that encourages the private sector to:

- I. Establish and implement the different youth development programmes in the county.
- II. Participate in community mobilization, awareness and advocacy programmes around youths.
- III. Involve youths on volunteer, internship or full time job basis in their entities.

In particular, the Department will work with other public and private stakeholders to ensure that the participation of private sector organizations in the Youth sector is undertaken in the context of:

- I. Private sector service organizations being considered a tool through which the objectives of this policy may be met;
- II. Legal, institutional and financial frameworks supportive of private sector service organization participation in the Youth sector;
- III. Equitable application of legal obligations;
- IV. Consideration of the social impacts associated with the participation of private sector service organizations in youth affairs.

5.2.3. Community Participation

Youths are part of the community. Therefore, the different youth empowerment projects are to be based in the community. They therefore must meet local community needs and priorities if they are to be effective. Accordingly, youth programme and intervention decisions must be informed by community perspectives. This approach encourages participation and enhances the efforts of the Department of youth as it seeks new innovative ways to improve the lives of the youth.

5.2.4. Public Education and Awareness

Education and awareness also form the foundation of policy tools where all the stakeholders understand the need for retirement of existing habits so as to embrace new and innovative approaches offered by the policy. A series of direct and sustained county education and community participation programmes will be developed to engage all target groups.

Public meetings, workshops and seminars will be organized targeting parents, community leaders, community based organizations and religious leaders on the need for all stakeholders' involvement in youth development programmes. The private sector will also be encouraged to participate as partners in these community awareness activities. The Department will therefore work with donors, non-governmental organizations, community organizations and other stakeholders in order to understand and respond to youth priorities in different developmental programmes and projects. In this context, the Department will work to ensure:

- I. A participatory approach where all stakeholders have the opportunity to participate in decision-making;
- II. Two-way communication, in which information and ideas are exchanged between government and community stakeholders at the county and local levels;
- III. Public awareness programmes that effectively communicate the importance of the different youth development interventions in the society;
- IV. Communication with target audiences that use communications tools appropriate to those audiences;
- V. Ongoing feedback mechanisms that include responses to complaints and information;
- VI. Monitoring and evaluation of communication programmes and interventions.

5.2.5. Capacity Building

Implementation of this policy will require broad-based capacity building at the level of county institutions, sub-county entities, private sector and non-governmental organizations. The Department will consult with stakeholders and provide capacity development opportunities at county and local levels through which all stakeholders can acquire the knowledge and skills necessary for the effective implementation of this policy.

CHAPTER SIX

PARALLEL SUPPORT FOR IMPLEMENTATION

6.1. Introduction

Implementation of the Youth policy will follow best industry practices in relevant aspects of policy implementation. The implementation of this policy will also require the involvement of all relevant government ministries and agencies. Accordingly, the county government shall address implementation through the incorporation and integration of elements of this policy into existing and proposed sectoral policy by way of revision where applicable, as well as facilitating implementation through the drafting and amendment of relevant legislation.

The implementation of this policy shall be coordinated by the county Department of Education, Youth, Sports and ICT in consultation with key public and private sector entities. It is envisaged that the implementation of this policy will lead to the development of relevant plans, programmes and projects implementable over defined time periods.

6.2. Supporting actions and instruments

Implementation of the above policy will require supporting actions from:

- I. Trade and Entrepreneurship capacity building framework;
- II. Related National and County policies and Codes of Practice;
- III. Financing mechanisms;
- IV. Legislation; and
- V. Communication strategy

6.2.1. Trade and Entrepreneurship Capacity Building Framework

The successful empowerment of youths will depend largely on capacity building in matters of trade and entrepreneurship. Training, Business funding and entrepreneurship capacity building policies and plans will incorporate the objectives of the Youth policy, to ensure that Youths have relevant skills to utilize the funds availed for business development.

6.2.2. Related National and County Policies and Codes of Practice

Relevant policies will also lend support to the implementation process. Policies such as

- I. National Education Policies,
- II. The National Youth Policy and Laws
- III. The County Entrepreneurship and Industrial Support Policies,
- IV. The County Welfare Policies, will form an integral part in the implementation of this policy.

6.2.3. Financing Mechanisms

County Government will ensure sustainable financing of the establishment youth programmes through:

- I. timely allocations of budgeted financing for capital, operations and research and development expenditures to county government agencies responsible for the establishment and implementation of youth programmes;
- II. involving the youths themselves in fundraising and resource mobilization for their different programmes
- III. enabling public sector/private sector partnerships in youth programmes;

6.2.4. Legislation

The existing legislative framework will be revised and laws and regulations will be developed to support implementation of the Youth Policy. The County Government will take steps to:

- I. address the statements in the County Youth Policy through the revision of any existing laws and enacting other relevant laws and regulations;
- II. Give legislative support to the objectives of the policy by developing new laws and regulations. New legislation will include:
 - a. The Bungoma County Youth Development Act;
 - b. The Bungoma County Youth Council Act;

6.2.5. Communication Strategy

A policy is restricted if it does not move from rhetoric to a realistic implementation stage. It has to facilitate development and implementation of related plans, programmes and projects. It has to receive buy-in and support from the general population through an engagement process that elicits interest and participation by all stakeholders. It has to clearly convey the benefits of the policy so that they can be identified, received and accepted. It also has to stimulate a change in behaviour where there is a desire to develop a best practices approach. A communication strategy will be developed to effectively convey the vision, goal and objectives of the policy and also detail the roles and responsibilities expected of the stakeholders it guides. It will be a tool to lend support to the implementation process. The strategy will address but not be limited to the following objectives:

- I. Build awareness of the policy among a wide group of stakeholders;
- II. Secure the commitment of a defined group of stakeholders to the vision and goals of the policy;
- III. Influence specific policies and policymakers to act on the key issues in a timely basis;
- IV. Encourage participation by all stakeholders within the population.

6.3. Policy Review

The established policy will be revisited every two years so as to test the success of the vision, goals and objectives targeted during implementation. The monitoring and evaluation will be done against a series of criteria that would effectively measure the level of success so that lessons learnt are documented, modifications needed are addressed and responses to current demands are fulfilled.

This activity will ensure that:

- I. An elaborate policy implementation plan is established;
- II. The review is done every five years against a set of targets and performance indicators in the implementation plan;
- III. The policy implementation and system development adhere to relevant laws and international conventions and treaties;

- IV. Information and data gathering from the review are adequately documented for future reference and reported to the appropriate evaluation committees established by the County Assembly and the Executive.
- V. There is an established feedback mechanism so that all stakeholders can be informed through the appropriate communication media regarding the status of policy implementation, system improvements and future development.
- VI. Measurable initiatives are established to influence societal attitude changes through comprehensive education and awareness programmes.

ANNEXES

Annex I: Acronyms

AIDS	Acquired Immune Deficiency Syndrome
AU	African Union
AYC	African Youth Charter
BUCOYEF	Bungoma County Youth Empowerment Fund
BUCOYEN	Bungoma County Youth Empowerment Network
CBO	Community Based Organization
CECM	County Executive Committee Member
CIDP	County Integrated Development Plan
CoK	Constitution of Kenya
CSO	Civil Society Organizations
CYC	County Youth Council
HIV	Human Immuno-Deficiency Virus
ICT	Information, Communication and Technology
IGA	Income Generating Activities
ILO	International Labour Organization
KDHS	Kenya Demographic Health Survey
KNBS	Kenya National Bureau of Statistics
KNYP	Kenya National Youth Policy
MTP	Medium Term Plan
NACC	National AIDS Control Council
NYC	National Youth Policy
PWD	Persons with Disabilities
SDG	Sustainable Development Goals
SME	Small and Micro Enterprise
STD	Sexually Transmitted Disease
TVET	Technical Vocational Education and Training
UN	United Nations
VCT	Voluntary Counselling and Testing

Annex II: List of Committee Members