



# Breathe Nairobi Messaging Framework (Output 1.G)



# Breathe Nairobi

## Messaging Framework



## Messaging Framework – Breathe Nairobi

### Pollution Source: Vehicular Emissions

Key Message: *Go green, breathe clean, live long*

Gap/Issue	Target Audience	Messages	Channels
Awareness of individual role in air pollution	Nairobi residents	<ul style="list-style-type: none"> <li>• <i>Pumua fiti ishi fiti</i></li> <li>• Vehicles are a major source of Nairobi's air pollution. Reduce your impact by limiting car use.</li> <li>• Stuck in traffic? Idling cars worsen air pollution. Turn off your engine when stationary</li> <li>• How does your daily commute affect Nairobi's air? Choose cleaner travel options to make a difference</li> <li>• Our car's emissions contribute to Nairobi's air pollution. Breathe clean, live long—choose carpooling, cycling, or public transport</li> <li>• <i>Pumua hewa safi ishi maisha marefu</i></li> <li>• <i>Hewa safi afya poa</i></li> <li>• <i>Tutembee Pamoja tupunguze hewa chafu</i></li> <li>• <i>Tutembee mbogi tufike far, tusafishe hewa</i></li> <li>• <i>Pole pole ndio mwendo chungu hewa chafu isikatize mwendo</i></li> </ul>	Radio, Social media Influencers, Caps, T-shirts, stickers I.E.C materials
Affordability of desired behaviors	Private car owners, Matatu drivers, Bodaboda riders, Garages, transport operators	<ul style="list-style-type: none"> <li>• <i>Kutumia matatu ndio form</i></li> <li>• Save money and the environment—use public transport whenever you can.</li> <li>• Carpooling reduces fuel costs and traffic—join others in making a difference.</li> <li>• Switch off your engine when idle to save fuel and cut emissions.</li> <li>• Regular vehicle maintenance saves you money and keeps Nairobi's air clean.</li> <li>• Fix small vehicle issues now to avoid bigger costs later and protect everyone's health.</li> <li>• Your actions today lead to a healthier Nairobi tomorrow—reduce emissions, save lives</li> <li>• Regular vehicle maintenance saves you money and keeps Nairobi's air clean.</li> <li>• Don't switch off while in traffic, switch the engine off</li> </ul>	Social media, TV, Radio, Car stickers, In-transit ads, Posters, Infographics, Workshops, WhatsApp groups, Community influencers,
Resistance from the industry	Vehicle assembly plants, public transport operators (Matatu Saccos)	<ul style="list-style-type: none"> <li>• Innovate with green technology—reduce costs and meet global environmental standards</li> <li>• Upgrade to fuel-efficient vehicles—save on fuel and increase profits</li> <li>• Fuel-efficient vehicles mean more savings and more trips per day</li> <li>• Eco-friendly services attract more passengers and increase profits</li> <li>• Protect our city and your business for generations to come</li> <li>• Regular maintenance reduces breakdowns and emissions—keep your fleet running smoothly</li> <li>• Sustainable manufacturing attracts global partners and new markets</li> <li>• Sustainable practices drive business success—reduce emissions, cut costs, and lead Nairobi into a cleaner future</li> </ul>	Radio, Car owner clubs, Garage campaigns, Posters, meetings, social media, trade publications, industry newsletters, and professional networks
Enforcement of regulations	National and County governments,	<ul style="list-style-type: none"> <li>• Clean air is everyone's right. Advocate for stricter emissions regulations to ensure a healthier future.</li> <li>• Strict inspection of vehicles helps reduce emissions and protect public health.</li> <li>• Partner with us for sustainability and public good</li> </ul>	Radio, Policy meetings, Workshops, Government briefings

Gap/Issue	Target Audience	Messages	Channels
	NTSA, NEMA	<ul style="list-style-type: none"> <li>Cleaner air for all reduced mortality rate</li> <li>Stricter emissions regulations will result in cleaner air for all, significantly reducing mortality rates and enhancing public health</li> <li>With air pollution causing 19000 premature deaths, enforcing stringent emission standards is crucial for a healthier Nairobi.</li> <li>Violating NEMA's Air Quality Regulations 2023 leads to penalties. Ensure your vehicle passes emissions tests at approved centers.</li> </ul>	
Awareness of policies and penalties	Vehicle owners, public transport operators	<ul style="list-style-type: none"> <li>Avoid fines and support a healthier Nairobi—maintain your vehicle to meet emission standards set by NEMA and NTSA.</li> <li>Stay informed—visit <a href="http://www.nema.go.ke">www.nema.go.ke</a> and <a href="http://www.ntsago.ke">www.ntsago.ke</a> to learn about emission standards and compliance requirements.</li> <li>Ensure your vehicle passes emissions tests to enjoy a smoother, more efficient ride and keep our air clean.</li> <li>Maintain your vehicle to meet emission standards—avoid penalties, save money, and support a healthier Nairobi. Visit [Website] to find approved service centers and learn more about emission testing</li> <li>Understand the penalties for non-compliance—fines, vehicle impoundment, and increased inspection frequency. Maintain your vehicle accordingly</li> <li>Cleaner air starts with you—maintain your vehicle according to NEMA and NTSA guidelines to enjoy a healthier environment and avoid penalties</li> </ul>	Radio, Workshops, Social media articles
Health burden and effects of emissions	Health professionals, General public, Media, Government officials	<ul style="list-style-type: none"> <li>Reducing vehicle emissions not only safeguards your health but also prevents costly medical treatments for pollution-related illnesses.</li> <li>Act today to reduce vehicle emissions and ensure a healthier tomorrow for Nairobi</li> <li>Vehicle emissions contribute to 75% of respiratory illnesses in Nairobi. Every effort to reduce emissions can save lives</li> <li>Join health professionals in advocating for cleaner air—your actions make a difference</li> <li>Cleaner air reduces healthcare costs and enhances public health—reduce emissions today</li> <li>Healthy air starts with you—maintain your vehicle and choose greener transport options to safeguard your community's health.</li> <li>Every little action helps—reduce vehicle emissions to protect your health and your community.</li> </ul>	Radio, Infographics, Posters, Health-focused campaigns

## Waste Management

### Key Message: Waste is Wealth -Taka ni Mali

Gap/Issue	Target Audience	Messages	Channels
Inadequate infrastructure for waste collection	Nairobi residents	<ul style="list-style-type: none"> <li>• My waste my responsibility (<i>Taka yangu jukumu langu</i>)</li> <li>• Zero waste quality life</li> <li>• <i>Taka ni mali</i></li> <li>• Take charge of your waste—segregate recyclables and compost organic materials to reduce pollution</li> <li>• Avoid littering—dispose of waste responsibly to maintain a clean Nairobi.</li> <li>• Maintain clean air by properly managing your waste—segregate, recycle, and compost</li> <li>• Use designated recycling points and participate in community clean-up drives to manage waste effectively</li> <li>• <i>Kaa rada na tako...oops chorea chorea</i></li> <li>• Recycle waste save Nairobi</li> <li>• Gabe less hewa safi</li> </ul>	TV, Radio, Social media, Posters, Community forums, Community influencers
Affordability of waste segregation	Schools, Markets, Waste service providers	<ul style="list-style-type: none"> <li>• Waste segregation can save costs and reduce pollution—waste is wealth</li> <li>• One man's trash is another man's treasure</li> <li>• A cleaner, more efficient waste management system means healthier communities."</li> </ul>	Radio, social media, Posters, IEC materials, Community radio
Awareness of desired behaviors	FBOs, Community members, CBOs, CSOs, Local government	<ul style="list-style-type: none"> <li>• Less waste more profit</li> <li>• Cleaner production, healthier workforce</li> <li>• Cleanliness is next to Godliness</li> <li>• Recycling and proper waste disposal will help clean our air and improve our environment.</li> </ul>	Community influencers, social media, TV and Radio, Waste segregation workshops, Community forums
Enforcement of waste regulations	NEMA NCCG	<ul style="list-style-type: none"> <li>• Stronger policies, cleaner air</li> <li>• Support the enforcement of waste regulations to create a sustainable and pollution-free Nairobi.</li> <li>• Commit to a cleaner Nairobi—enforce waste regulations to protect our children and future generations</li> <li>• Stricter waste management policies not only improve air quality but also reduce healthcare costs and enhance Nairobi's global reputation</li> <li>• Strict waste management regulations will reduce open burning and pollution—help enforce these laws.</li> <li>• Transparent waste management will reduce corruption and improve public health.</li> </ul>	Radio, Social media, Community leader's workshops Advocacy campaigns, Policy meetings, Briefs, Development partner forums
Community empowerment for advocacy	Nyumba Kumi, CBOs, Associations (WEMA, KARA), Waste recyclers, Market committees	<ul style="list-style-type: none"> <li>• Join community-led recycling initiatives to create a sustainable and clean Nairobi</li> <li>• Burning waste releases harmful emissions—proper disposal is crucial for cleaner air.</li> <li>• <i>Mchezo wetu ni Nairobi safi</i>—let's play our part in keeping our city clean.</li> <li>• Together, we can create a sustainable Nairobi—participate in waste management and advocacy efforts today</li> </ul>	Workshops, Community meetings, social media campaigns, Community screenings, songs



- 📍 Kusudi Cause Communication  
#9 Kabarnet Court
- ✉ PO Box 13776-00800 Nairobi
- ☎ +254 708 484 878
- 🌐 [www.kusudicausecomms.org](http://www.kusudicausecomms.org)