



MEDIA CAMPAIGN REPORT FOR OCTOBER - DECEMBER 2025

Output 1.c: Media campaigns to share information, updates, and interactive content related to air quality regulations

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	3
1 INTRODUCTION.....	4
1.1 Communication objectives for the quarter.....	4
1.2 Overview of campaign approach.....	4
2 SOCIAL MEDIA CAMPAIGN PERFORMANCE.....	6
2.1 Overall social media performance summary.....	6
3 PARTNER SOCIAL MEDIA PERFORMANCE BREAKDOWN.....	7
3.1 Kusudi Cause Communication Trust.....	7
3.2 GROOTS Kenya.....	8
3.3 NAPTA.....	8
3.4 Muungano wa Wanavijiji (SDI-Kenya).....	9
4 MEDIA ENGAGEMENT AND COVERAGE.....	11
4.1 Media engagement strategy.....	11
4.1.1 Community radio activation.....	11
4.1.2 National broadcast engagement.....	12
4.1.3 Digital amplification of media content.....	12
4.2 Audience response and outcomes.....	14
5 CROSS-CHANNEL ANALYSIS.....	16
5.1 Alignment between social media and broadcast media.....	16
5.2 Reinforcement of community voices across channels.....	16
5.3 Complementarity of reach and depth.....	16
5.4 Feedback loops and sustained dialogue.....	16
5.5 Contribution to communication outcomes.....	16
6 CHALLENGES AND ADAPTIVE ACTIONS.....	17
6.1 Variability in partner platforms and reporting depth.....	17
6.2 Differences in engagement intensity across channels.....	17
6.3 Coordination across multiple partners.....	17
6.4 Balancing reach and depth of engagement.....	17
6.5 Adaptive measures implemented.....	17
7 KEY RESULTS AND PROGRESS TOWARDS OUTCOMES.....	18
7.1 Increased public awareness.....	18
7.2 Strengthened public dialogue and participation.....	18
7.3 Early indications of behaviour-oriented responses.....	18
7.4 Contribution to overall campaign trajectory.....	18
8 CONCLUSION.....	18
8.1 Overall campaign performance summary.....	18
8.2 Platform comparison summary.....	19
8.3 Quarter-on-quarter trends (Q3 to Q4).....	19

8.4	Interpretation of results	20
8.5	Condensed content and audience insights	20
9	ANNEXES.....	21
9.1	Annex 1: Individual partner social media reports	21
9.2	Annex 2: Media monitoring and coverage report	21

EXECUTIVE SUMMARY

This quarterly communication campaign report is submitted under Output 1.c of the Breathe Nairobi Initiative and covers the period October to December 2025. It consolidates partner social media performance and media monitoring and coverage achieved during the quarter, presenting an integrated account of communication activity, cross-channel reinforcement, and progress towards the initiative's short-term communication outcomes.

During the reporting period, communication efforts focused on waste burning, transport-related emissions, community health impacts, and the shared responsibility of citizens and institutions in advancing cleaner air. Implementation followed a coordinated, multi-partner approach that combined partner-managed social media campaigns with earned media and community radio outreach, supported by digital amplification through media partner platforms.

Across four partners, the campaign delivered 388 social media posts, generating an estimated 39,354 reach and 7,573 engagements. SDI-Kenya recorded the highest posting volume (145 posts) and strong engagement on Facebook and Instagram, while Kusudi delivered sustained multi-platform activity (156 posts) with Instagram as the highest-performing channel for engagement. GROOTS Kenya achieved high engagement with relatively low posting volume, driven primarily by Facebook and WhatsApp mobilisation. NAPTA maintained steady performance on policy-facing platforms, with LinkedIn providing the strongest engagement relative to its other channels.

Media engagement complemented digital delivery through a two-week community radio activation on Ghetto Radio (1 to 16 October 2025), which featured PSAs, presenter-led discussions, and live call-in sessions that amplified community experiences and enabled real-time public participation. A national broadcast feature on KBC English Service Breakfast Club (21 October 2025) extended reach and positioned transport-related emissions and green public transport within broader policy discourse. Digital amplification by Ghetto Radio sustained engagement beyond live programming through social media posts and discussion excerpts.

Cross-channel analysis indicates strong thematic coherence and reinforcement between broadcast and digital engagement. Social media provided sustained visibility and rapid dissemination of action-oriented messaging, while radio added depth through public testimony, dialogue, and accountability discussions. WhatsApp groups supported peer learning, clarification, and mobilisation, strengthening community ownership of clean air narratives.

Quarter-on-quarter analysis shows a clear shift from Q3's mass amplification, which included influencer activity and extended total visibility to approximately 29 million, to Q4's partner-led consolidation phase. While total reach in Q4 was lower due to the absence of influencer amplification, engagement was more concentrated within core audiences and reflected deeper interaction around lived experience, practical action, and local accountability.

Overall, the quarter demonstrates continued progress towards the initiative's communication outcomes through sustained digital presence, strengthened public dialogue, and early indications of behaviour-oriented responses, supported by effective integration of social media and radio-based engagement.

1 INTRODUCTION

This quarterly communication campaign report is submitted under **Output 1.c** of the Breathe Nairobi Initiative and covers the period **October to December 2025**. The report consolidates social media performance from participating partner organisations and media monitoring and coverage achieved during the quarter, providing a unified account of communication activities and results.

The purpose of Output 1.c is to document how coordinated communication efforts across digital and traditional media channels contributed to increased public awareness, engagement, and dialogue on air pollution, its health impacts, and available solutions. During the reporting period, communication activities focused on waste burning, transport-related emissions, community health, and the role of citizens and institutions in advancing cleaner air.

This report brings together partner-led social media campaigns and earned media coverage to present an integrated view of campaign reach, thematic focus, and audience response. It also situates the quarter's performance within the broader campaign trajectory, allowing for high-level comparison with the previous quarter to assess continuity, shifts in emphasis, and emerging patterns in public engagement.

Detailed partner analytics and media evidence are provided in the annexes, while the main report focuses on consolidated findings, cross-channel analysis, and progress towards the initiative's short-term communication outcomes.

1.1 Communication objectives for the quarter

The communication activities implemented during the October to December 2025 reporting period were guided by a set of shared objectives aligned with the Breathe Nairobi Initiative's broader advocacy and community engagement goals.

The primary objective was to **increase public awareness** of air pollution as a public health and environmental issue, with specific emphasis on waste burning and transport-related emissions as key contributors to poor air quality in Nairobi.

A second objective was to **strengthen public engagement and dialogue**, particularly by elevating community voices and lived experiences from informal settlements and transport corridors. This included creating platforms for residents, community champions, and sector actors to share perspectives, raise concerns, and propose solutions.

The campaign also aimed to **reinforce behaviour-oriented messaging**, encouraging practical actions such as improved waste handling, reduced open burning, and support for cleaner transport practices. Communication content was designed to link everyday practices to health outcomes and collective responsibility.

Finally, the quarter sought to **sustain visibility and coherence of clean air messaging** across partners and channels, ensuring thematic alignment and continuity with previous quarters while supporting emerging policy and institutional processes related to air quality management.

These objectives informed both partner-level social media activity and the design of media engagement efforts during the reporting period.

1.2 Overview of campaign approach

During the October to December 2025 quarter, the Breathe Nairobi communication campaign was implemented through a coordinated, multi-partner approach that combined social media engagement with earned media and community radio outreach. This approach was designed to ensure consistent messaging while allowing partners to tailor content to their respective audiences and areas of focus.

Partner organisations led social media campaigns aligned to shared clean air themes, including waste burning awareness, transport-related emissions, community health, and citizen participation. Content formats varied by platform and audience, ranging from short-form videos, animations, and images to testimonials and informational posts. This decentralised model enabled partners to highlight lived experiences, sector-specific issues, and local action, while reinforcing a common narrative on clean air as a shared responsibility.

Traditional media engagement complemented digital activity, with a strong emphasis on community radio and selective national broadcast platforms. Radio programming provided space for in-depth discussion, live public participation, and amplification of community concerns, while digital amplification by media partners extended the reach and lifespan of broadcast content.

At the reporting level, social media performance data from all participating partners and media monitoring outputs were consolidated to provide a unified view of campaign delivery under Output 1.c. Detailed analytics and evidence are presented in the annexes, while this report focuses on aggregated performance, thematic analysis, and progress towards communication outcomes.

This integrated approach ensured continuity with previous quarters, strengthened cross-channel reinforcement of key messages, and supported sustained public visibility and engagement on air quality issues.

2 SOCIAL MEDIA CAMPAIGN PERFORMANCE

2.1 Overall social media performance summary

During the October to December 2025 reporting period, social media communication under the Breathe Nairobi Initiative was implemented by four partner organisations, each delivering platform-specific content aligned to shared clean air themes. Collectively, partner activity generated **39,354 estimated reach** across digital platforms, supported by consistent posting and varied content formats.

Table 1: Consolidated social media performance by partner

Partner organisation	Reporting period	Total posts	Total estimated reach	Total engagements*
Kusudi Cause Communication Trust	Oct–Dec 2025	156	11,285	2,599
GROOTS Kenya	Oct–Dec 2025	26	5,181	2,045
NAPTA	Oct–Dec 2025	61	8,753	249
Muongano wa Wanavijiji (SDI-Kenya)	Oct–Dec 2025	145	14,135	2,680
Total		388	39,354	7,573

*Note: Engagements include likes, shares, comments, replies, and interactions as reported by each partner.

Combined partner efforts ensured continuous presence throughout the quarter, with content distributed across Facebook, Instagram, X, LinkedIn, TikTok, and WhatsApp, depending on organisational focus and audience reach.

Table 2: Platform-level reach and engagement highlights

Platform	Key partners active	Observed performance patterns
Facebook	Kusudi, GROOTS, NAPTA, SDI-Kenya	Strong reach and engagement for community updates, commitments, and visual content
Instagram	Kusudi, GROOTS, NAPTA, SDI-Kenya	Highest engagement for short-form video, Reels, and visual storytelling
X	Kusudi, NAPTA, SDI-Kenya	Moderate reach, stronger performance for advocacy and issue framing
LinkedIn	Kusudi, GROOTS, NAPTA	Higher engagement on policy and transport-focused content
TikTok	Kusudi	Supplementary reach through short video formats
WhatsApp	Kusudi, GROOTS	High engagement relative to reach, supporting discussion and mobilisation

Across partners, visual and video-led formats emerged as the dominant drivers of reach and engagement, particularly where content featured community voices, practical guidance, or real-life examples of action. WhatsApp groups, while generating lower reach figures, played a critical role in sustaining dialogue, peer learning, and mobilisation, particularly for waste management and public participation topics.

Table 3: Most engaged platforms by partner

Partner	Most engaged platform	Engagement evidence
Kusudi	Instagram	1,578 engagements driven by visual and video content
GROOTS Kenya	Facebook	1,652 engagements from limited but high-impact posts
NAPTA	LinkedIn	78 engagements, strongest relative performance
SDI-Kenya	Facebook and Instagram	2,382 combined engagements across both platforms

The combined data reflects strong thematic coherence, sustained posting activity, and meaningful audience interaction during the quarter, providing a solid quantitative and qualitative foundation for

deeper partner-level analysis in the sections that follow. Social media content consistently addressed waste burning, transport-related emissions, community health impacts, and citizen-led action.

Engagement patterns indicated growing audience maturity, with users not only reacting to content but also seeking clarification, sharing lived experiences, and engaging in dialogue around solutions. WhatsApp groups functioned as important engagement spaces for deeper discussion and mobilisation, complementing the broader reach achieved on public-facing platforms.

Compared to the previous quarter (July to September 2025), overall digital visibility in October to December 2025 reflects a shift from large-scale amplification to partner-led consolidation and community engagement. In Q3, the campaign achieved exceptionally high aggregate reach, driven largely by micro-influencer amplification, which extended total visibility to approximately 29 million users, alongside 17,768 engagements across partner and influencer channels.

In Q4, influencer activity was not implemented, and reporting focused exclusively on partner-managed platforms. As a result, total estimated reach for the quarter stood at **39,354**, with **7,573 engagements**, generated entirely through organic partner content. While this represents a lower overall reach compared to Q3, engagement during Q4 was more concentrated within community-based audiences and reflected deeper interaction around lived experience, practical actions, and local accountability.

This shift indicates a maturing communication phase, in which the campaign moved from broad awareness generation to sustained dialogue, peer learning, and behaviour-oriented messaging, while maintaining strong thematic coherence across partners and platforms.

3 PARTNER SOCIAL MEDIA PERFORMANCE BREAKDOWN

3.1 Kusudi Cause Communication Trust

During the October to December 2025 reporting period, Kusudi Cause Communication Trust implemented a sustained social media campaign aligned to the Breathe Nairobi Initiative’s clean air objectives. The campaign focused primarily on transport-related emissions, waste burning, and public health, with content designed to raise awareness, prompt reflection, and encourage practical action.

Kusudi published a total of **156 posts** across Facebook, Instagram, X, LinkedIn, TikTok, and WhatsApp platforms, generating an estimated **11,285 reach** and **2,599 engagements** during the quarter. This level of activity ensured consistent visibility throughout the reporting period and contributed to cross-partner thematic reinforcement.

Table 4: Kusudi social media performance summary

Platform	Number of posts	Estimated reach	Total engagements
Facebook	41	3,792	811
Instagram	47	3,845	1,578
X	28	1,842	132
LinkedIn	22	1,278	78
TikTok	6	348	
WhatsApp	12	180	
Total	156	11,285	2,599

Note: Engagement data for TikTok and WhatsApp was not fully disaggregated in platform analytics and is therefore reflected in aggregate engagement totals only.

Instagram emerged as the most engaged platform for Kusudi, driven by visual and video-led content, including short clips, campaign graphics, and transport-focused messaging. Posts featuring practical guidance on reducing emissions and highlighting lived experiences generated particularly strong interaction.

WhatsApp groups played a complementary role by facilitating discussion, information sharing, and mobilisation among targeted networks, while LinkedIn supported engagement with policy-oriented and professional audiences, particularly on transport and regulatory issues.

Overall, Kusudi's contribution during the quarter strengthened campaign consistency, reinforced key clean air narratives, and supported sustained digital engagement across multiple audience segments.

3.2 GROOTS Kenya

During the October to December 2025 reporting period, GROOTS Kenya implemented a focused social media campaign centred on waste burning awareness, community health, and grassroots mobilisation. The campaign prioritised amplifying the voices of community champions and linking online engagement to offline action, particularly within informal settlements.

GROOTS Kenya published a total of **26 posts** across WhatsApp, Facebook, Instagram, and LinkedIn, generating an estimated **5,181 reach** and **2,045 engagements** during the quarter. Although posting volume was relatively low compared to other partners, engagement levels were high, indicating strong audience resonance with the content shared.

Table 5: GROOTS Kenya social media performance summary

Platform	Number of posts	Estimated reach	Total engagements
WhatsApp	17	300	300
Facebook	3	3,884	1,652
Instagram	3	264	60
LinkedIn	3	917	33
Total	26	5,181	2,045

Facebook emerged as the most engaged platform, with limited but high-impact posts generating substantial interaction. Animated and testimonial-style content on waste management and clean air champions' commitments performed particularly well, prompting discussion and peer sharing.

WhatsApp groups functioned as a critical engagement and mobilisation space. Champions actively shared reflections from trainings, highlighted ongoing clean-up activities, and discussed local radio engagements, translating digital interaction into tangible community action. These exchanges also supported peer learning and increased confidence among champions to curate and disseminate their own content.

Overall, GROOTS Kenya's digital activity during the quarter demonstrated the effectiveness of depth-over-volume engagement, with strong interaction achieved through authentic, community-led storytelling and action-oriented messaging.

3.3 NAPTA

During the October to December 2025 reporting period, the National Public Transport Alliance (NAPTA) implemented a targeted social media campaign focused on clean air in the transport sector, with particular emphasis on public transport standards, emissions reduction, and sustainable urban mobility. The campaign sought to connect everyday transport experiences with broader public health and environmental outcomes.

NAPTA published a total of **61 posts** across Facebook, Instagram, X, and LinkedIn, generating an estimated **8,753 reach** and **249 engagements** during the reporting period. Content performance was strongest on platforms frequented by professional, policy, and sector stakeholders.

Table 6: NAPTA social media performance summary

Platform	Number of posts	Estimated reach	Total engagements
Facebook	17	2,455	66
Instagram	10	1,345	59
X	15	1,569	46
LinkedIn	19	3,384	78
Total	61	8,753	249

LinkedIn emerged as the most engaged platform, reflecting strong audience interest in policy-oriented and evidence-based content. Posts featuring short videos, infographics, and polls on cleaner transport standards and emissions reduction generated meaningful interaction and discussion.

A notable engagement highlight was a poll exploring public willingness to pay for cleaner, well-maintained public transport, which indicated strong support for higher transport standards. Educational infographics translating transport emissions data into accessible visuals also contributed to informed dialogue on the links between mobility systems, air quality, and public health.

Overall, NAPTA's social media activity during the quarter reinforced the campaign's transport-focused advocacy, strengthened evidence-led messaging, and supported constructive engagement with policy and sector stakeholders.

3.4 Muungano wa Wanavijiji (SDI-Kenya)

During the October to December 2025 reporting period, Muungano wa Wanavijiji SDI-Kenya implemented a high-volume social media campaign focused on waste burning awareness, environmental justice, and community-led clean air action within informal settlements. The campaign prioritised amplifying lived experiences and positioning community members as credible advocates for healthier urban environments.

SDI-Kenya published a total of **145 posts** across Facebook, Instagram, and X, generating an estimated **14,135 reach** and **2,680 engagements** during the quarter. This represented the highest posting volume among partners and ensured sustained visibility throughout the reporting period.

Table 7: SDI-Kenya social media performance summary

Platform	Number of posts	Estimated reach	Total engagements
Facebook	52	6,981	1,931
Instagram	54	3,981	451
X	39	3,173	298
Total	145	14,135	2,680

Facebook and Instagram emerged as the most engaged platforms, driven primarily by video-led storytelling and visually strong content. Short-form videos featuring Community Health Promoters, youth groups, and residents explaining practical waste management actions performed particularly well, translating complex clean air issues into relatable, everyday messages.

Educational animations and action-oriented posts encouraging composting and proper waste disposal also generated consistent engagement, reflecting audience interest in practical solutions. While engagement on X was comparatively lower, the platform supported issue framing and advocacy messaging that complemented higher-engagement platforms.

Overall, SDI-Kenya’s digital activity during the quarter strengthened the campaign’s community-centred narrative, reinforced the visibility of informal settlement perspectives, and demonstrated the effectiveness of sustained, authentic storytelling in driving engagement on clean air issues.

4 MEDIA ENGAGEMENT AND COVERAGE

4.1 Media engagement strategy

Media engagement during the October to December 2025 quarter was designed to deepen public understanding of air pollution while amplifying community voices and linking local experience to broader policy conversations. The strategy prioritised **community radio** as the primary channel for public participation, complemented by **national broadcast exposure** to situate community concerns within wider transport and environmental policy discourse. Digital amplification by media partners supported continuity and extended the lifespan of broadcast content.

4.1.1 Community radio activation

Community radio was the central pillar of media outreach during the quarter. A two-week activation was implemented from **1 to 16 October 2025** through **Ghetto Radio**, combining public service announcements, promotional spots, presenter-led discussions, and live call-in talk shows.



- Ghetto Radio 2nd October 2025
- Ghetto Radio 29th July 2025
- Promo Ad during the period

https://drive.google.com/file/d/1WsOuvuVEpSMfxq4DOJgUdeCUVXdPVYcA/view?usp=drive_link

Programming addressed key campaign themes, including waste burning, inadequate waste collection, vehicular emissions, and associated health impacts. Live call-in segments enabled residents to share firsthand experiences from neighbourhoods such as Mathare, Mukuru, Kibera, and Njiru. Participants described the daily effects of open dumping and waste burning, exposure to polluted air, and respiratory challenges affecting children and other vulnerable groups.

Beyond articulating challenges, callers expressed strong willingness to participate in solutions. Many indicated readiness to engage in neighbourhood clean-ups, adopt safer waste practices, and collaborate with local leaders if provided with adequate support and clear guidance. This level of participation demonstrated both high audience reach and depth of engagement, positioning community radio as a trusted and accessible platform for clean air dialogue.

4.1.2 National broadcast engagement

To complement community-level engagement, the campaign secured national visibility through a feature on the **KBC English Service Breakfast Club** on **21 October 2025**. The programme convened representatives from the public transport sector to discuss green public transport, emissions from ageing vehicle fleets, and the need for cleaner and better-regulated mobility systems.



KBC Coverage: <https://podcast.kbc.co.ke/podcast/green-public-transport/>

This national platform connected community experiences of pollution to systemic transport and regulatory issues, reinforcing the link between urban mobility, public health, and air quality. The discussion broadened the campaign's reach beyond local audiences and contributed to policy-relevant discourse on cleaner transport solutions.

4.1.3 Digital amplification of media content

Broadcast content was actively amplified through digital channels, primarily via Ghetto Radio's social media platforms. Quotes from studio discussions, images, short video clips, and simplified messages on pollution sources and health impacts were shared across Facebook, Instagram, and X. These posts sustained engagement beyond live broadcasts and provided space for additional commentary, reflection, and peer discussion.

Online responses mirrored on-air discussions, with users raising concerns about waste burning, vehicular emissions, and children's exposure to polluted environments. The interaction between broadcast and digital channels created a feedback loop, reinforcing message recall and extending the reach of media engagement.

4.1.3.1 Instagram

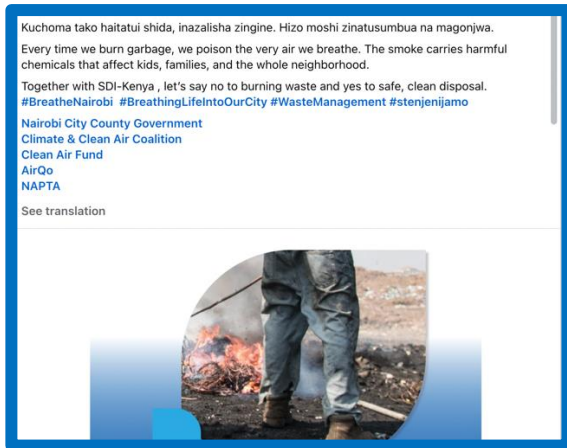
1. <https://www.instagram.com/p/DPQXpuNDeO-/?igsh=MWw3NXpicGFjN2RndA==>

2. https://www.instagram.com/p/DPV7j8AEpGw/?utm_source=ig_web_copy_link&igsh=MTI2OWFp cmU5bm1jOQ==
3. https://www.instagram.com/p/DPd9-A E9H7/?utm_source=ig_web_copy_link&igsh=bTBlcG10OGE3ZXE1
4. https://www.instagram.com/p/DPf0h kAS93/?utm_source=ig_web_copy_link&igsh=ZWJqYm5x d3Rld28z
5. https://www.instagram.com/p/DPi51BqjL5Y/?utm_source=ig_web_copy_link&igsh=MTExdzIOYm 5sa3ltNQ==
6. <https://www.instagram.com/p/DPoRJk3ALQo/?igsh=ZzltMGszMnJqZGc1>
7. https://www.instagram.com/p/DPwUltj1Nk/?utm_source=ig_web_copy_link&igsh=emtmMmJhM GZzeGFz
8. https://www.instagram.com/p/DPx2D5VAYdb/?utm_source=ig_web_copy_link&igsh=ZXZxd2dxc nk5Njk4
9. https://www.instagram.com/p/DP09OarAZmO/?utm_source=ig_web_copy_link&igsh=aHlwbG0 QcmV2ZmR0



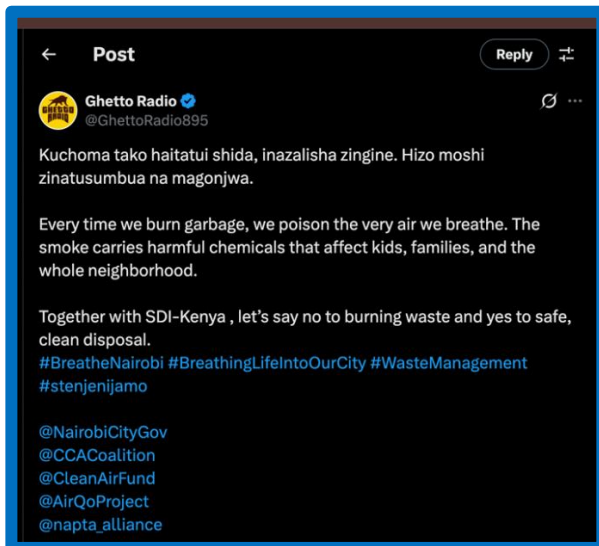
4.1.3.2 Facebook

1. <https://www.facebook.com/share/p/1CTADJLEW4/>
2. <https://www.facebook.com/photo?fbid=1258186659674029&set=a.598226009003434>
3. <https://www.facebook.com/share/p/1AJ1axgyVJ/>
4. <https://www.facebook.com/share/p/1FWKF2JtxN/>
5. <https://www.facebook.com/share/p/17Cegi3TY3/>
6. <https://www.facebook.com/share/p/18Yorjh1F5/>
7. <https://www.facebook.com/share/p/1BpyChf7da/>
8. <https://www.facebook.com/share/p/1TusKAshfa/>
9. <https://www.facebook.com/share/p/1BjGaGC84Z/>
10. <https://www.facebook.com/share/p/1BgZHPha6v/>



4.1.3.3 X

1. <https://x.com/GhettoRadio895/status/1973266634380083397?f=AOyYPJRtCGHLK-KOWSxIFQ&s=19>
2. <https://x.com/GhettoRadio895/status/1974049285458252007>
3. <https://x.com/GhettoRadio895/status/1975180489301348522>
4. <https://x.com/GhettoRadio895/status/1975440959132365151>
5. <https://x.com/GhettoRadio895/status/1975875066882847083>
6. <https://x.com/GhettoRadio895/status/1976630041468445148?f=IIIHBF3mxjhUUxiqcwRWXg&s=19>
7. <https://x.com/GhettoRadio895/status/1977761998919360858>
8. <https://x.com/GhettoRadio895/status/1977977674221158751>
9. <https://x.com/GhettoRadio895/status/1978415557021258175>



4.2 Audience response and outcomes

Media engagement during the quarter resulted in high levels of direct participation and qualitative engagement. Communities demonstrated increased confidence in voicing concerns, clearer understanding of pollution drivers, and growing interest in practical and collective solutions. Early indications of behaviour-oriented responses were observed, including commitments to reduce waste burning, report illegal dumping, and organise local clean-up initiatives.

Overall, media engagement strengthened the campaign's layered communication approach by combining grassroots participation with national visibility and digital reinforcement. This integration enhanced public awareness, deepened dialogue, and supported sustained momentum for clean air advocacy across Nairobi.

5 CROSS-CHANNEL ANALYSIS

5.1 Alignment between social media and broadcast media

During the October to December 2025 quarter, strong alignment was observed between partner-led social media activity and broadcast media engagement. Core messages on waste burning, transport-related emissions, and health impacts were consistently reinforced across platforms, ensuring continuity and clarity of the clean air narrative. Issues raised during radio programming were reflected in social media content, while online discussions often referenced or expanded on topics introduced through broadcasts.

5.2 Reinforcement of community voices across channels

Both digital and broadcast channels prioritised community perspectives, positioning residents and community champions as credible sources of knowledge and advocacy. Social media platforms amplified these voices through videos, testimonials, and images, while radio call-in segments provided space for deeper, real-time engagement. This cross-channel reinforcement strengthened audience trust, increased relatability of messages, and supported a shift from abstract awareness to lived experience.

5.3 Complementarity of reach and depth

Social media channels delivered frequency and visual appeal, enabling sustained visibility and rapid dissemination of messages to diverse audiences. Broadcast media, particularly community radio, added depth by facilitating extended discussions, public testimony, and collective reflection. Together, these channels balanced reach and depth, ensuring that clean air messaging was both widely accessible and meaningfully engaged with.

5.4 Feedback loops and sustained dialogue

The interaction between channels created feedback loops that extended the lifespan of campaign content. Topics raised on air generated follow-up discussions online, while questions and concerns expressed on social media informed subsequent broadcast conversations. WhatsApp groups played a key role in this process by supporting peer-to-peer learning, clarification, and mobilisation at community level.

5.5 Contribution to communication outcomes

The integrated use of social media and media engagement contributed to increased public awareness, more confident public dialogue, and early signs of behaviour-oriented responses. By aligning platforms and reinforcing messages across channels, the campaign strengthened coherence, maintained momentum, and advanced progress towards the initiative's short-term communication outcomes.

6 CHALLENGES AND ADAPTIVE ACTIONS

6.1 Variability in partner platforms and reporting depth

One of the key challenges during the reporting period was the variation in platforms used by partners and the depth of available analytics. Partners prioritised different channels based on audience and organisational focus, resulting in uneven data availability across platforms. To address this, reporting was standardised around agreed core indicators such as total reach, total engagements, and posting volume, with detailed platform analytics provided in annexes where available.

6.2 Differences in engagement intensity across channels

Engagement intensity varied across platforms, with high-volume interaction observed on Instagram, Facebook, and WhatsApp, and comparatively lower engagement on X and LinkedIn for some partners. Rather than treating this as underperformance, the campaign adapted by recognising the distinct roles of each platform, using high-engagement channels for community dialogue and mobilisation, and policy-facing platforms for issue framing and advocacy.

6.3 Coordination across multiple partners

Coordinating messaging and reporting across multiple partner organisations required continuous alignment to ensure thematic coherence and avoid duplication. Regular check-ins and shared thematic guidance were used to maintain consistency in clean air messaging, while allowing partners flexibility to reflect local context and lived experience.

6.4 Balancing reach and depth of engagement

The absence of influencer-led amplification during the quarter resulted in lower aggregate reach compared to the previous reporting period. However, this shift also presented an opportunity to deepen community-level engagement. Adaptive actions focused on strengthening storytelling, practical messaging, and two-way engagement, particularly through WhatsApp groups and community radio integration.

6.5 Adaptive measures implemented

To respond to these challenges, the campaign applied a layered communication approach that combined social media, broadcast media, and community engagement. Emphasis was placed on visual and video-led content, amplification of community voices, and cross-channel reinforcement of key messages. These adaptive actions supported sustained visibility, improved data integrity, and stronger alignment with the initiative's communication objectives.

7 KEY RESULTS AND PROGRESS TOWARDS OUTCOMES

During the October to December 2025 reporting period, communication activities under Output 1.c contributed meaningfully to the Breathe Nairobi Initiative's short-term outcomes of increased public awareness, strengthened public dialogue, and early shifts towards behaviour-oriented action on air quality.

7.1 Increased public awareness

Partner-led social media campaigns and media engagement activities ensured sustained visibility of clean air issues across diverse audiences. With a combined estimated digital reach of **39,354** and repeated exposure through community radio and national broadcast platforms, audiences demonstrated clearer understanding of key pollution drivers, particularly waste burning and transport-related emissions. Content that translated technical concepts into accessible visuals and lived examples supported improved awareness of the health impacts associated with poor air quality.

7.2 Strengthened public dialogue and participation

Communication channels facilitated more confident and sustained public dialogue on air quality. Social media interactions extended beyond passive reactions, with users asking questions, sharing experiences, and engaging in solution-oriented discussions. Community radio call-in segments further enabled residents to articulate concerns, reflect on shared challenges, and propose local responses. This two-way engagement strengthened community ownership of the clean air agenda and increased willingness to participate in advocacy and collective action.

7.3 Early indications of behaviour-oriented responses

While behaviour change is a longer-term objective, early indications were observed during the quarter. Community members expressed commitments to reduce waste burning, report illegal dumping, and participate in clean-up activities. Youth groups and community champions demonstrated increased initiative in organising local actions and disseminating clean air messaging within their networks. These responses suggest that communication efforts are beginning to influence practical decision-making at community level.

7.4 Contribution to overall campaign trajectory

Compared to the previous quarter, communication activity in Q4 reflected a consolidation phase characterised by deeper community engagement and sustained dialogue rather than large-scale amplification. This progression supports a maturing campaign trajectory in which awareness is increasingly complemented by participation, accountability discussions, and early action. Overall, Output 1.c made a clear contribution to advancing the initiative's communication outcomes during the reporting period.

8 CONCLUSION

The October to December 2025 quarter marked an important phase of consolidation for communication activities under Output 1.c of the Breathe Nairobi Initiative. Through coordinated partner-led social media campaigns and sustained media engagement, the campaign maintained strong visibility on air quality issues while deepening public dialogue and community participation.

8.1 Overall campaign performance summary

During the October to December 2025 reporting period, the Breathe Nairobi Initiative recorded consolidated communication performance across four implementing partners through organic, partner-

managed channels. In total, partners published **388 social media posts**, generating an estimated **39,354 reach** and **7,573 engagements** across digital platforms.

Unlike the previous quarter, which included large-scale influencer amplification linked to the International Day of Clean Air for Blue Skies, Q4 performance reflects a consolidation phase focused on sustained partner visibility, community engagement, and dialogue-oriented communication. Results therefore represent depth of interaction rather than mass amplification, with engagement driven primarily by community-centred storytelling, practical guidance, and sector-focused advocacy.

8.2 Platform comparison summary

Table 8: Platform-level performance overview (partners only)

Platform	Relative posting volume	Relative reach	Relative engagement	Key role in the campaign
Facebook	High	High	High	Community mobilisation, commitments, and visual storytelling
Instagram	High	Moderate–High	High	Strongest platform for short-form video and Reels
X	Moderate	Moderate	Lower	Advocacy, issue framing, and public discourse
LinkedIn	Moderate	Moderate	Lower	Policy, transport, and professional audience engagement
TikTok	Low	Low–Moderate	N/A	Supplementary visibility through short video
WhatsApp	Low	Low	High relative to reach	Dialogue, clarification, and mobilisation

This platform mix illustrates a balanced communication ecosystem, where high-reach platforms supported visibility, while lower-reach channels such as WhatsApp played a critical role in deepening engagement and sustaining dialogue.

8.3 Quarter-on-quarter trends (Q3 to Q4)

The transition from July–September 2025 (Q3) to October–December 2025 (Q4) reflects a clear shift in the scale, structure, and emphasis of the Breathe Nairobi communication campaign.

In Q3, the campaign combined partner-led digital communication with extensive influencer amplification around the International Day of Clean Air for Blue Skies. This resulted in exceptionally high overall visibility, with partner accounts reaching approximately 186,198 users and influencer activity extending total reach to approximately 29 million users, alongside 17,768 partner engagements and 20,168 total verified engagements after de-duplication.

In Q4, influencer amplification was not implemented, and reporting focused exclusively on organic, partner-managed channels. As a result, total estimated reach declined to 39,354, with 7,573 engagements generated entirely through partner platforms. This reduction in aggregate reach reflects a deliberate structural change rather than reduced campaign effectiveness.

Despite lower overall reach, engagement quality in Q4 remained strong and more concentrated within core audiences. Partners recorded higher proportions of comments, discussion, and clarification-seeking behaviour, particularly on Facebook, Instagram, WhatsApp, and community radio-linked digital spaces. This indicates a shift from broad awareness generation in Q3 towards deeper dialogue, reflection, and community-level interaction in Q4.

Platform dynamics also evolved between the two quarters. While Q3 performance was heavily boosted by influencer-led activity on X, Instagram, and TikTok, Q4 engagement was driven primarily by community-centred storytelling, short-form video, and practical messaging delivered directly by partner organisations. WhatsApp and community radio integration played a more visible role in sustaining participation and mobilisation during Q4.

Overall, the quarter-on-quarter trend demonstrates a maturing campaign trajectory, moving from peak amplification towards consolidation, authenticity, and sustained civic engagement. Q4 builds on the visibility achieved in Q3 by strengthening community ownership of the clean air agenda and reinforcing the foundations for longer-term behaviour change and accountability.

8.4 Interpretation of results

The Q4 results indicate a maturing communication trajectory for the Breathe Nairobi Initiative. While overall reach was lower than in Q3 due to the absence of influencer amplification, engagement quality improved, with more evidence of dialogue, clarification-seeking, and community reflection across platforms.

The shift towards organic, partner-led communication strengthened authenticity and community ownership of the clean air agenda. Social media and broadcast media functioned as complementary channels, with digital platforms sustaining visibility and community radio adding depth, legitimacy, and real-time participation. Taken together, the results suggest that the campaign has moved from broad awareness generation towards sustained engagement, accountability discussions, and early behaviour-oriented responses.

8.5 Condensed content and audience insights

Content performance during the quarter confirmed that visual and video-led formats continued to outperform static or text-heavy posts. Short videos, Reels, animations, and testimonial-style content generated the strongest engagement, particularly when grounded in lived community experience or practical guidance.

Audience responses consistently linked air pollution to health, daily urban life, and responsibility, with recurring focus on waste burning, transport emissions, and service delivery gaps. WhatsApp discussions and radio call-ins revealed strong public appetite for clarity on participation processes and solutions, as well as willingness to take action at community level.

Overall, audience engagement in Q4 reflected increasing maturity. Rather than passive consumption, users demonstrated greater confidence in questioning, sharing experiences, and proposing solutions. This confirms a shift from awareness towards participation and civic ownership of the clean air conversation.

9 ANNEXES

9.1 Annex 1: Individual partner social media reports

Social Media

9.2 Annex 2: Media monitoring and coverage report

Media Coverage