



MEDIA & SOCIAL MEDIA COMUNICATION CAMPAIGN REPORT

January - March 2026

Output 1.c: Quarterly communication campaign report that will detail the implementation and outcomes of the radio and social media campaign

Breathe Cities Nairobi Initiative

TABLE OF CONTENTS

TABLE OF CONTENTS.....	i
EXECUTIVE SUMMARY.....	iii
1 INTRODUCTION.....	1
1.1 Communication Objectives for the Quarter.....	1
1.2 Overview of Campaign Approach.....	1
2 SOCIAL MEDIA CAMPAIGN PERFORMANCE.....	3
2.1 Overall Social Media Performance Summary.....	3
3 PARTNER SOCIAL MEDIA PERFORMANCE BREAKDOWN.....	5
3.1 Kusudi Cause Communication Trust.....	5
3.2 GROOTS Kenya.....	5
3.3 NAPTA.....	6
3.4 SDI Kenya (Muungano wa Wanavijiji).....	6
4 MEDIA ENGAGEMENT AND COVERAGE.....	8
4.1 Media Engagement Strategy.....	8
4.1.1 Ghetto Radio – Brekkko Breakfast Programme.....	8
4.1.2 KBC Good Morning Kenya – National Television.....	8
4.1.3 Digital Amplification of Broadcast Content.....	8
4.2 Audience Response and Outcomes.....	9
5 CROSS-CHANNEL ANALYSIS.....	10
5.1 Alignment Between Social Media and Broadcast Media.....	10
5.2 Reinforcement of Community Voices Across Channels.....	10
5.3 Complementarity of Reach and Depth.....	10
5.4 Contribution to Communication Outcomes.....	10
6 CHALLENGES AND ADAPTIVE ACTIONS.....	11
6.1 Variability in Reporting Depth and Data Access.....	11
6.2 Differences in Platform Presence and Posting Volume.....	11
6.3 Access to High-Quality Visuals from Informal Settlements.....	11
6.4 Adaptive Measures Implemented.....	11
7 KEY RESULTS AND PROGRESS TOWARDS OUTCOMES.....	12
7.1 Increased Public Awareness and Understanding.....	12
7.2 Strengthened Public Dialogue and Participation.....	12
7.3 Early Indications of Behaviour-Oriented Responses.....	12
7.4 Contribution to Overall Campaign Trajectory.....	12
8 CONCLUSION AND WAY FORWARD.....	13
8.1 Overall Campaign Performance Summary.....	13
8.2 Platform and Partner Comparison Summary.....	13
8.3 Strategic Priorities for Q2 2026.....	13

9	ANNEXES.....	14
9.1	Annex 1: Individual Partner Social Media Reports.....	14
9.2	Annex 2: Broadcast Media Report	14
9.3	Annex 3: Content Calendar – March, April, and May 2026	14
9.4	Annex 4: Partner Social Media Screenshots and Analytics.....	14

TABLE OF FIGURES

Table 1:	Q1 2026 consolidated campaign reach at a glance	iii
Table 2:	Consolidated social media performance by partner – Q1 2026.....	3
Table 3:	Platform-level reach and engagement highlights	3
Table 4:	Most engaged platforms by partner	3
Table 5:	Kusudi Cause Communication – social media performance summary	5
Table 6:	GROOTS Kenya – social media performance summary	5
Table 7:	NAPTA – social media performance summary	6
Table 8:	SDI Kenya – social media performance summary	7
Table 9:	Ghetto Radio digital amplification – Q1 2026	8
Table 10:	Partner performance comparison – Q4 2025 vs Q1 2026.....	13

EXECUTIVE SUMMARY

This quarterly communication campaign report is submitted under Output 1.c of the Breathe Nairobi Initiative and covers the period January to March 2026. It consolidates broadcast media engagement and partner social media performance achieved during the quarter, presenting an integrated account of communication activities, cross-channel reach, and progress towards the initiative's short-term communication outcomes.

During the reporting period, communication efforts centred on three priority areas identified from the previous quarter's feedback: air quality policy and regulatory frameworks, enforcement of environmental regulations, and the role of air quality data in guiding decision-making. This represented a deliberate deepening of the campaign's focus – moving from broad public awareness to more substantive policy dialogue and evidence-based engagement.

Implementation followed a coordinated, multi-partner approach combining traditional broadcast media with partner-managed social media campaigns. The quarter's media strategy secured three high-impact broadcast engagements: two live talk show interviews on Ghetto Radio's Brekkko breakfast programme and a national television appearance on KBC's Good Morning Kenya. Together, these broadcast engagements generated an estimated combined audience of over 1,000,000 people, with Ghetto Radio's Brekkko programme alone attracting approximately 800,000 listeners per episode.

Broadcast content was further amplified through Ghetto Radio's own digital platforms, generating an additional 108,000 views and 79,894 impressions across Facebook, Instagram, and X, with an estimated daily digital reach of between 5,500 and 12,000 people. The KBC YouTube recording registered 53 views online during the reporting period.

Across four partner organisations – Kusudi Cause Communication, GROOTS Kenya, NAPTA, and SDI Kenya – the campaign delivered an estimated 329 social media posts, generating a combined social media reach of approximately 46,753 and 8,435 engagements across Facebook, Instagram, X, LinkedIn, TikTok, and WhatsApp. Including broadcast and digital amplification, the quarter's total estimated campaign reach exceeded 1,100,000 unique audience exposures.

Table 1: Q1 2026 consolidated campaign reach at a glance

Channel	Metric	Estimated Figure
Ghetto Radio (Brekkko) – 2 episodes	Estimated listeners per episode	~800,000
KBC Good Morning Kenya	Estimated viewers (national)	100,000 – 400,000
Ghetto Radio social media amplification	Total views across platforms	~108,000
Social media – 4 partners combined	Estimated reach	~46,753
Social media – 4 partners combined	Total engagements	~8,435
Social media – 4 partners combined	Total posts published	329
Combined campaign (broadcast + digital)	Estimated total audience reach	>1,100,000

Partner content focused on waste burning awareness, transport-related emissions, vehicular maintenance, and community-driven clean air action. SDI Kenya recorded the highest posting volume (166 posts) with strong Facebook engagement from informal settlement communities, while Kusudi achieved the strongest Instagram performance, with approximately 10,100 reach and 1,700 engagements on that platform alone. GROOTS Kenya sustained high-impact engagement with relatively low posting volume, driven by LinkedIn and Facebook, while NAPTA demonstrated effectiveness in reaching professional and policy audiences through LinkedIn.

Key strategic developments during the quarter include a significant shift towards community ownership of the clean air narrative, with champions in Mukuru, Korogocho, and other informal settlements increasingly leading content creation and peer education. Interactive formats – including polls, live call-ins, and community Q&A – generated measurable public dialogue, with radio listener call-ins raising concerns about industrial proximity to residential areas, waste management accountability, and enforcement gaps.

Overall, Q1 2026 demonstrates continued progress towards the initiative's communication outcomes through sustained multi-channel engagement, deepened policy dialogue, and growing community ownership of clean air advocacy, positioning the campaign well for the next phase of implementation.

1 INTRODUCTION

This quarterly communication campaign report is submitted under Output 1.c of the Breathe Nairobi Initiative and covers the period January to March 2026. The report consolidates broadcast media engagement and social media performance from four participating partner organisations, providing a unified account of communication activities and results during the first quarter of 2026.

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. This report brings together partner-led social media campaigns and broadcast media coverage to present an integrated view of campaign reach, thematic focus, and audience response, and situates the quarter's performance within the broader campaign trajectory.

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

Communication activities during the January to March 2026 reporting period were guided by a set of shared objectives aligned with the Breathe Nairobi Initiative's broader advocacy and community engagement goals. These objectives were informed by gaps identified during the previous quarter, particularly the limited public understanding of how air quality management systems function – including the role of regulation, enforcement institutions, and monitoring technologies.

The primary objective was to deepen public understanding of air quality governance, with specific emphasis on how policies are developed and implemented, how regulations are enforced, and how air quality monitoring data informs decision-making and policy action.

A second objective was to strengthen community-level engagement and dialogue, elevating the voices of residents, community champions, and sector actors in informal settlements and transport corridors to share lived experiences, raise concerns, and propose locally relevant solutions.

The campaign also aimed to reinforce behaviour-oriented messaging, encouraging practical actions such as improved waste handling, reduced open burning, engine idling reduction, and support for cleaner transport practices – linking everyday behaviour to broader health and environmental outcomes.

Finally, the quarter sought to sustain the visibility and thematic coherence of clean air messaging across partners and channels, ensuring continuity with previous quarters while building momentum for the next phase of implementation.

1.2 Overview of Campaign Approach

During the January to March 2026 quarter, the Breathe Nairobi communication campaign was implemented through a coordinated, multi-partner approach combining broadcast media engagement with partner-managed social media campaigns. This integrated model was designed to ensure consistent messaging while allowing partners to tailor content to their respective audiences and areas of focus.

Broadcast media formed a central pillar of the Q1 strategy, reflecting the strategic decision to use high-reach radio and television platforms to amplify policy and data-related messages to broader audiences. Two live talk show discussions were secured on Ghetto Radio's Brekkko breakfast programme, reaching an estimated 800,000 listeners each, while a national television appearance on KBC's Good Morning Kenya extended campaign reach to a wider national audience. These discussions were supported by expert voices from research institutions, regulatory bodies, and technical specialists.

Partner organisations simultaneously led targeted social media campaigns aligned to shared clean air themes, including waste burning awareness, transport-related emissions, vehicular maintenance, and community health. Content formats varied by platform and audience, ranging from short-form videos, reels, campaign graphics, and polls to community testimonials and training documentation. This decentralised model enabled partners to highlight lived experiences, sector-specific issues, and local action, while reinforcing a common narrative on clean air.

The two components – broadcast and digital – were designed to be mutually reinforcing. Broadcast content generated real-time public dialogue through listener call-ins, which was then extended and amplified through Ghetto Radio's own social media platforms and partner channels. WhatsApp groups served as a critical supplementary channel, facilitating peer learning, mobilisation, and real-time follow-up among community champions.

2 SOCIAL MEDIA CAMPAIGN PERFORMANCE

2.1 Overall Social Media Performance Summary

During the January to March 2026 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 an estimated combined social media reach of 46,753 and 8,435 engagements, across an aggregate of 329 posts published throughout the quarter.

Table 2: Consolidated social media performance by partner – Q1 2026

Partner Organisation	Period	Total Posts	Est. Reach	Engagements*
Kusudi Cause Communication Trust	Jan–Mar 2026	114	~15,020	~2,334
GROOTS Kenya	Jan–Mar 2026	25	~15,020	~1,974
NAPTA	Jan–Mar 2026	24	~6,273	~277
SDI Kenya (Muungano wa Wanavijiji)	Jan–Mar 2026	166	~10,440†	~3,850
TOTAL		329	~46,753	~8,435

*Engagements include likes, shares, comments, replies, reactions, and interactions as reported by each partner. SDI Kenya noted that access to precise reach data was lost during the quarter; the figure reported reflects the last available measurement.

Table 3: Platform-level reach and engagement highlights

Platform	Active Partners	Observed Performance Patterns
Facebook	Kusudi, GROOTS, NAPTA, SDI Kenya	Highest reach for community content, training updates, and workshop imagery from informal settlements
Instagram	Kusudi, GROOTS, SDI Kenya	Strongest engagement overall; visual and video-led posts drove the highest interaction rates
X (Twitter)	Kusudi, NAPTA, SDI Kenya	Moderate reach; strongest for advocacy, issue framing, and transport-sector messaging
LinkedIn	Kusudi, GROOTS, NAPTA	High engagement relative to reach on policy and professional-audience content
TikTok	Kusudi	Supplementary reach through short video formats
WhatsApp	Kusudi, GROOTS	High engagement relative to reach; key for peer learning, champion mobilisation, and group discussions

Across partners, visual and video-led formats emerged as the dominant drivers of reach and engagement, particularly where content featured community voices, practical guidance, and real-life examples of action. Instagram delivered the highest engagement for Kusudi with approximately 1,700 engagements on that platform alone, while Facebook provided the strongest community reach for SDI Kenya and GROOTS Kenya. WhatsApp groups played a critical supplementary role in sustaining dialogue and peer learning, particularly among community champions engaged through the waste burning awareness programme.

Table 4: Most engaged platforms by partner

Partner	Most Engaged Platform	Key Engagement Evidence
Kusudi	Instagram	~1,700 engagements; strong performance of visual and video content, particularly stakeholder-engagement posts
GROOTS Kenya	LinkedIn	1,297 engagements from 5 posts; high resonance for policy and champion-focused content

Partner	Most Engaged Platform	Key Engagement Evidence
NAPTA	LinkedIn	154 engagements; strongest relative performance for transport and professional audiences
SDI Kenya	Facebook	2,896 engagements across 58 posts; strong resonance for community workshop imagery and informal settlement content

3 PARTNER SOCIAL MEDIA PERFORMANCE BREAKDOWN

3.1 Kusudi Cause Communication Trust

During the January to March 2026 reporting period, Kusudi Cause Communication Trust implemented a sustained, multi-platform social media campaign aligned to the Breathe Nairobi Initiative's clean air objectives. Content focused on air quality policy literacy, waste burning awareness, and transport-related emissions, with messaging designed to raise awareness, prompt behaviour change, and encourage community participation.

Kusudi published a total of 114 posts across Facebook, Instagram, X, LinkedIn, TikTok, and WhatsApp, generating an estimated combined reach of approximately 15,020 and 2,334 engagements during the quarter. Instagram emerged as the highest-performing platform, accounting for 10,100 of the estimated reach and approximately 1,700 engagements, driven primarily by visual and video-led content.

Table 5: Kusudi Cause Communication – social media performance summary

Platform	No. of Posts	Est. Reach	Total Engagements
Facebook	32	~3,100	215
Instagram	32	~10,100	~1,700
X (Twitter)	32	816	66
LinkedIn	8	317	153
TikTok	10	595	100
WhatsApp	N/A	92	100
TOTAL	114	~15,020	~2,334

High-performing content during the quarter included posts from stakeholder meetings and community training sessions, which generated strong external reach – with over 90 per cent of views and interactions coming from non-followers on several top-performing posts. A stakeholder-engagement post recorded 2,488 views and 140 interactions, while a field engagement post achieved 1,518 views and 88 interactions, both predominantly driven by non-followers. This consistent ability to reach beyond the existing follower base reflects strong content discoverability and broad resonance with the campaign's themes.

LinkedIn delivered notably high engagement relative to reach, with 153 engagements from 8 posts, reflecting effective targeting of policy and professional audiences. WhatsApp served as a vital peer-to-peer exchange space, where community members shared training experiences, reinforced messaging using phrases such as 'Hewa safi, pumzi fiti', and actively disseminated campaign content within their networks.

3.2 GROOTS Kenya

During the January to March 2026 reporting period, GROOTS Kenya implemented a focused social media campaign centred on waste burning awareness, air quality policy literacy, and the strengthening of community champion voices for air quality justice. The campaign prioritised authentic, experience-led content that linked online engagement to offline action and policy advocacy.

GROOTS Kenya published 25 posts across WhatsApp, Facebook, Instagram, and LinkedIn, generating an estimated total reach of 15,020 and 1,974 engagements during the quarter. While posting volume was comparable to previous quarters, engagement levels were high – particularly on LinkedIn and Facebook – indicating strong audience resonance with the content shared.

Table 6: GROOTS Kenya – social media performance summary

Platform	No. of Posts	Est. Reach	Total Engagements
WhatsApp	10	300	300
Facebook	5	9,262	289
Instagram	5	1,122	88

Platform	No. of Posts	Est. Reach	Total Engagements
LinkedIn	5	4,336	1,297
TOTAL	25	~15,020	~1,974

LinkedIn emerged as the most engaged platform for GROOTS Kenya this quarter, with 1,297 engagements from 5 posts – a notably high engagement-to-reach ratio that reflects the strong resonance of policy-focused and champion-driven content with professional and advocacy audiences. A standout Facebook post on Clean Air Champions strengthening community voices for air quality justice reached 3,579 people and generated 64 interactions (53 likes, 8 comments, and 3 shares), with significant cross-county engagement from champions.

WhatsApp platforms continued to serve as a vibrant engagement space, with champions sharing feedback from capacity-building trainings, documenting community clean-up activities, and discussing environmental regulations and enforcement mechanisms. These exchanges reflected a meaningful shift from general awareness to informed advocacy, with champions increasingly positioning themselves as accountability actors. The growing links between champions and local environmental officers were also noted as a significant outcome of this engagement.

3.3 NAPTA

During the January to March 2026 reporting period, the National Public Transport Alliance (NAPTA) implemented a targeted social media campaign focused on clean air in Nairobi’s transport sector. Content emphasised vehicle maintenance, engine idling reduction, transport-related emissions, and the health impacts of vehicular pollution, with messaging designed to shift attitudes and promote behaviour change among transport operators and commuters.

NAPTA published 24 posts across Facebook, X, and LinkedIn, generating an estimated total reach of 6,273 and 277 engagements during the quarter. LinkedIn delivered the strongest engagement relative to reach, with 154 engagements reflecting effective penetration of professional and policy-relevant audiences in the transport sector.

Table 7: NAPTA – social media performance summary

Platform	No. of Posts	Est. Reach	Total Engagements
Facebook	8	1,980	75
X (Twitter)	8	1,480	48
LinkedIn	8	2,813	154
TOTAL	24	~6,273	~277

Standout content during the quarter included a LinkedIn poll asking followers whether they would pay more for a cleaner, well-maintained matatu, which recorded 80 per cent of respondents voting 'yes' – a strong indication of public demand for higher transport standards and a clean air premium in public transit. An anti-idling post promoting the 'Zima Engine, Okoa Afya' message generated direct engagement and prompted supportive comments, while a poll on X exploring barriers to electric boda boda adoption recorded 100 per cent of respondents citing initial cost as the primary concern. These interactive formats provided actionable audience insights while generating organic dialogue on transport emissions.

NAPTA also noted that simple, visually strong Kiswahili-language graphics generated significantly more traction than longer English-language text posts, a finding that will inform content strategy in the next quarter.

3.4 SDI Kenya (Muungano wa Wanavijiji)

During the January to March 2026 reporting period, SDI Kenya implemented an extensive social media campaign focused on community ownership of the clean air narrative, with community champions in Mukuru, Korogocho, and surrounding informal settlements taking a leading role in driving awareness and action. The quarter marked a significant transition from SDI Kenya’s earlier storytelling and issue-based messaging phase to a community-led advocacy model.

SDI Kenya published 166 posts across Facebook, Instagram, and X – the highest posting volume of any partner during the quarter – generating a derived reach estimate of 10,440 and 3,850 engagements. Facebook was the

most engaged platform, driven by strong resonance among community members who recognised peers and neighbourhoods in the content shared.

Table 8: SDI Kenya – social media performance summary

Platform	No. of Posts	Est. Reach*	Total Engagements
Facebook	58	~6,871	2,896
Instagram	64	~1,900	614
X (Twitter)	44	~1,669	340
TOTAL	166	~10,440†	~3,850

†Note: SDI Kenya reported loss of administrative access to platform analytics during the quarter. The total reach figure of 10,440 is derived by summing the last available platform-level figures (Facebook 6,871; Instagram 1,900; X 1,669) and should be treated as indicative. The figure of 14,135 reported in SDI Kenya's own summary reflects a carry-forward from Q4 2025 and has been corrected here.

Top-performing content during the quarter included posts documenting air quality regulation and advocacy training workshops in Mukuru kwa Ruben and Korogocho, which resonated strongly with residents who recognised their own communities in the imagery. A Facebook post from the Mukuru workshop generated high views and strong community pride. A post on the exchange learning exhibition at Ruben Centre similarly attracted positive engagement and calls for more such events. Community members described the campaign as progressing well and expressed enthusiasm for sustaining momentum around clean air goals.

SDI Kenya identified user-generated content (UGC) as a key strategic lever for the next quarter, with community champions increasingly leading video shoots, caption writing, and reel challenges. The organisation also plans to launch a podcast series co-hosted by community voices to deepen reach among both existing and new audiences.

4 MEDIA ENGAGEMENT AND COVERAGE

4.1 Media Engagement Strategy

The first quarter media engagement strategy was designed to directly address knowledge gaps identified in the previous reporting period, particularly around public understanding of air quality policy, enforcement mechanisms, and the role of monitoring data in driving action. The strategy focused on securing high-impact broadcast placements capable of reaching both policy audiences and communities directly affected by air pollution, using expert-led discussions to deepen public understanding of these systems.

Three broadcast engagements were secured during the quarter, comprising two live talk show interviews on Ghetto Radio and one national television appearance on KBC. These were supported by social media amplification through Ghetto Radio's digital platforms, extending the reach and lifespan of broadcast content beyond live audiences.

4.1.1 Ghetto Radio – Brekkko Breakfast Programme

Two live talk show interviews were conducted on Ghetto Radio's flagship breakfast programme, Brekkko, on 5 February and 12 February 2026. Ghetto Radio was selected for its strong reach among urban commuters, public transport operators, and informal sector workers – audiences directly exposed to urban air pollution and influential in shaping mobility patterns across the city. The Brekkko programme attracts an estimated 800,000 listeners, making it a strategic platform for engaging urban audiences on environmental and transport issues.

The first interview (5 February) focused on solutions to vehicular emissions in Nairobi, bringing together representatives from the transport sector and urban mobility stakeholders to discuss practical measures for reducing road transport emissions, improving vehicle standards, and strengthening emissions enforcement.

The second interview (12 February) focused on the role of air quality data in improving urban air quality management, with experts discussing how monitoring systems identify pollution hotspots, inform policy interventions, and support evidence-based decision-making. Experts from ECAS, ECI, and Air Quality Systems (AQS) participated across the two sessions, providing technical credibility and policy relevance.

Estimated combined broadcast reach – Ghetto Radio Brekkko (2 episodes): approximately 1,600,000 listener-episode exposures, with an estimated unique audience of ~800,000 regular listeners

4.1.2 KBC Good Morning Kenya – National Television

A national television appearance was secured on KBC's Good Morning Kenya programme, reaching an estimated audience of between 100,000 and 400,000 viewers nationwide. The discussion emphasised the importance of data, regulation, and coordinated institutional action in addressing urban air pollution, extending the campaign's reach to a broader national audience beyond Nairobi. The programme recording was subsequently made available online, where the interview registered 53 views on YouTube during the reporting period.

Combined broadcast media estimated reach (Ghetto Radio unique audience + KBC): approximately 1,000,000 – 1,200,000 people

4.1.3 Digital Amplification of Broadcast Content

To extend the reach of live broadcast discussions, Ghetto Radio amplified campaign messages across its own digital and social media platforms. Promotional posters, expert profiles, and programme announcements were shared across Ghetto Radio's Facebook, Instagram, and X accounts between 2 and 14 February 2026, with five campaign posters and four interview promotion posts published during this period.

Table 9: Ghetto Radio digital amplification – Q1 2026

Platform	Views / Reach	Impressions	Interactions
Facebook	90,935 views	70,885 users reached	Included in 416+ total
Instagram	15,417 views	~8,000 estimated	Included in 416+ total
X (Twitter)	1,800 views	~1,000 estimated	Included in 416+ total
TOTAL (all platforms)	>108,000 views	~79,894 impressions	>416 interactions

Individual promotional posts recorded between 9,953 and 11,852 views, reflecting strong audience interest in the air quality topics discussed. The campaign maintained an estimated daily digital reach of between 5,500 and

12,000 people through Ghetto Radio's platforms, significantly expanding the number of individuals exposed to messages on air pollution, transport emissions, and air quality monitoring.

4.2 Audience Response and Outcomes

The live radio discussions generated active public participation through listener call-ins, providing real-time evidence of public engagement with campaign messages. Callers raised several recurring concerns and observations, which offer valuable insight into community priorities and perceptions.

Listeners questioned the placement of industries within town centres and close to residential neighbourhoods, with one caller from Thika directly asking why the government permits industries to be constructed near where people live. Others acknowledged efforts to maintain cleanliness in the city centre while calling for improved waste collection and disposal in residential estates. Several listeners advocated for the reintroduction of community-based street cleaning programmes, with calls for transparency in how such initiatives are managed and funded. Importantly, a number of callers positively recognised Nairobi City County Government's installation of air quality monitoring devices as a meaningful step towards identifying pollution hotspots.

These interactions reinforced the importance of continued engagement between regulators, technical experts, and communities, and provided qualitative evidence that campaign messaging is resonating with public concerns around governance, enforcement, and community-level action.

5 CROSS-CHANNEL ANALYSIS

5.1 Alignment Between Social Media and Broadcast Media

Cross-channel analysis indicates strong thematic coherence and mutual reinforcement between broadcast and digital engagement during the quarter. Both channels addressed the same core priorities – air quality policy, enforcement, transport emissions, and data-driven governance – with broadcast providing depth and expert authority, and social media providing sustained visibility, rapid dissemination, and audience interaction.

Radio programming allowed for in-depth, expert-led discussion on technical and policy topics that are difficult to convey through short-form social media content. At the same time, partner social media campaigns ensured that complementary messages were being delivered consistently throughout the quarter, beyond the specific dates of broadcast engagements.

5.2 Reinforcement of Community Voices Across Channels

Community voices were amplified across both channels, though in different forms. Radio call-ins enabled real-time public participation and surfaced lived experiences and concerns that may not otherwise reach formal policy spaces. Social media – particularly WhatsApp groups and community-focused Facebook posts – extended this community dialogue, allowing champions and residents to document, share, and discuss their experiences over a sustained period.

The Ghetto Radio digital amplification further bridged the two channels, making broadcast content accessible to those unable to listen live and sustaining the conversation on social platforms beyond the broadcast window.

5.3 Complementarity of Reach and Depth

The two channels served complementary functions in the campaign's communication architecture. Broadcast media contributed scale – with Ghetto Radio alone reaching an estimated 800,000 listeners per episode and KBC extending reach to a national audience of up to 400,000 viewers. Social media contributed sustained presence and deeper engagement, with 329 posts across the quarter ensuring continuous visibility and enabling two-way interaction with audiences.

WhatsApp groups further supported depth of engagement, facilitating peer-to-peer learning, mobilisation, and follow-up that is not possible through broadcast or public social media channels alone.

5.4 Contribution to Communication Outcomes

Taken together, the quarter's cross-channel communication activity contributed meaningfully to the initiative's short-term communication outcomes. The combination of expert radio discussions, community champion content, and targeted digital messaging created multiple touchpoints through which different audience segments could access and engage with clean air messaging – whether as listeners, viewers, social media followers, or WhatsApp group participants.

6 CHALLENGES AND ADAPTIVE ACTIONS

6.1 Variability in Reporting Depth and Data Access

As in previous quarters, variability in platform analytics access and reporting depth continued across partner organisations. SDI Kenya reported the loss of access to precise reach data during the quarter, resulting in indicative rather than verified reach figures. Engagement data from TikTok and WhatsApp remained partially disaggregated across partners, limiting cross-platform comparisons. Efforts to standardise reporting templates and agreed metrics will be prioritised in subsequent quarters.

6.2 Differences in Platform Presence and Posting Volume

Significant differences in posting volume across partners reflect differing organisational capacity and content production resources. SDI Kenya published 166 posts against GROOTS Kenya's 25 and NAPTA's 24, reflecting differences in team size, content workflows, and platform focus. While high posting volume does not always correlate with higher engagement, the variation underscores the importance of tailoring expectations and support to each partner's context.

6.3 Access to High-Quality Visuals from Informal Settlements

GROOTS Kenya noted limited access to high-quality visuals and footage from remote or informal settlement areas as a constraint on content quality and production. This challenge is likely shared by other partners working in similar contexts and points to the need for investment in accessible, community-level content production capacity – including equipment access and basic digital skills support for champions.

6.4 Adaptive Measures Implemented

Adaptive measures taken during the quarter included the prioritisation of broadcast media to compensate for anticipated organic reach limitations on social platforms, the strategic use of WhatsApp as a supplementary engagement channel where public social media reach is lower, and the shift by NAPTA and Kusudi towards Kiswahili-language visual content following early evidence that localised graphics significantly outperform English-language text posts.

7 KEY RESULTS AND PROGRESS TOWARDS OUTCOMES

7.1 Increased Public Awareness and Understanding

The quarter's campaign activities contributed to measurable increases in public engagement with air quality issues, particularly around the previously identified knowledge gaps relating to policy, enforcement, and data. Radio discussions explicitly addressed these themes through structured expert dialogue, while partner social media content reinforced the same messages through accessible formats tailored to community audiences.

The high proportion of non-follower views and interactions across multiple Kusudi and SDI Kenya posts – consistently above 90 per cent on top-performing content – indicates that campaign messaging is reaching and resonating with audiences beyond the existing follower base, suggesting continued growth in public awareness.

7.2 Strengthened Public Dialogue and Participation

Live radio call-ins generated spontaneous public participation, with callers raising specific concerns about industrial placement, waste management accountability, and enforcement of environmental regulations. The diversity and specificity of listener contributions reflect genuine public engagement with the issues being discussed, rather than passive reception of broadcast content.

On social media, interactive formats – including polls, carousel posts, and comment-driven discussions – generated meaningful two-way engagement. NAPTA's matatu willingness-to-pay poll (80% 'yes') and the electric boda boda barrier poll (100% citing cost) provide actionable data on public attitudes to transport-related emissions that can inform sector-specific advocacy.

7.3 Early Indications of Behaviour-Oriented Responses

Community champions documented in partner content increasingly demonstrated behaviour-oriented responses to campaign messaging, including adoption of waste upcycling practices, door-to-door education on waste burning, and active sharing of campaign materials with neighbours and social networks. GROOTS Kenya noted that champions are beginning to engage directly with local environmental officers, creating more formalised accountability relationships at community level.

SDI Kenya reported community members adopting ground-level activities including waste upcycling workshops, with many now amplifying reach through user-generated social media posts and live sessions. These shifts indicate a transition from passive awareness to participatory action, which represents a meaningful intermediate outcome for the campaign.

7.4 Contribution to Overall Campaign Trajectory

Quarter-on-quarter analysis positions Q1 2026 as a period of continued consolidation and deepening, following the mass amplification phase of Q3 2025 and the community-focused consolidation of Q4 2025. While total social media reach in Q1 2026 (approximately 46,753) remains within the same order of magnitude as Q4 2025 (39,354), the addition of broadcast media significantly extended total campaign reach beyond digital channels. The shift towards policy literacy, community advocacy, and evidence-based dialogue marks a qualitative advancement in the campaign's communication maturity.

8 CONCLUSION AND WAY FORWARD

8.1 Overall Campaign Performance Summary

The January to March 2026 quarter delivered a strong and integrated communication campaign under Output 1.c of the Breathe Nairobi Initiative. Combining broadcast media with coordinated partner social media activity, the campaign generated an estimated total audience reach exceeding 1,100,000 people across all channels – a significant expansion of campaign visibility attributable primarily to high-impact radio and television broadcast placements.

Partner social media activity remained consistent and thematically coherent, with 329 posts published across six platforms by four partner organisations, generating approximately 46,753 reach and 8,435 engagements. Broadcast media complemented this sustained digital presence by providing depth, expert authority, and access to large urban and national audiences not reachable through organic social media alone.

8.2 Platform and Partner Comparison Summary

Table 10: Partner performance comparison – Q4 2025 vs Q1 2026

Partner	Q4 2025 Posts	Q4 2025 Reach	Q1 2026 Posts	Q1 2026 Reach	Trend
Kusudi	156	11,285	114	~15,020	↑ Reach
GROOTS Kenya	26	5,181	25	~15,020	↑ Reach
NAPTA	61	8,753	24	~6,273	↓ Reach / Volume
SDI Kenya	145	14,135	166	~10,440†	↓ Corrected
TOTAL	388	39,354	329	~46,753	↑ +28% Reach

Overall social media reach increased by approximately 19 per cent quarter-on-quarter, from an estimated 39,354 in Q4 2025 to approximately 46,753 in Q1 2026, driven primarily by strong performance on LinkedIn for GROOTS Kenya and Instagram for Kusudi. NAPTA recorded a reduction in both posts and reach, reflecting a more targeted approach to content production. SDI Kenya maintained stable reach while increasing posting volume, reflecting ongoing commitment to sustained community-level visibility.

8.3 Strategic Priorities for Q2 2026

Building on the quarter’s achievements and lessons, the following strategic priorities are proposed for the April to June 2026 quarter:

- Scale short-form video and reel content across all partner platforms, building on the strong performance of visual formats demonstrated particularly on Instagram and Facebook this quarter.
- Formalise user-generated content approaches by equipping community champions with basic production skills and frameworks, enabling them to create and share campaign content independently.
- Continue broadcast media engagement with a focus on interactive formats, including live call-in sessions, that enable real-time public participation and surface community concerns.
- Introduce more structured influencer and cross-partner collaboration, particularly around high-profile moments and campaigns, to expand reach beyond organic follower bases.
- Invest in data quality and reporting standardisation, ensuring consistent reach and engagement metrics across all partners to strengthen aggregate reporting.
- Prioritise Kiswahili-language and locally resonant content formats, based on evidence that localised graphics and messaging significantly outperform English-language text posts in community-facing channels.

9 ANNEXES

9.1 Annex 1: Individual Partner Social Media Reports

Full social media performance reports for each partner organisation, covering the period January to March 2026, are included as supporting documents to this report:

- Annex 1a: Kusudi Cause Communication Trust – [Social Media Campaign Report, January–March 2026](#)
- Annex 1b: GROOTS Kenya – [Social Media Campaign Report, January–March 2026](#)
- Annex 1c: NAPTA – [Social Media Campaign Report, January–March 2026](#)
- Annex 1d: SDI Kenya (Muungano wa Wanavijiji) – [Social Media Campaign Report, January–March 2026](#)

9.2 Annex 2: Broadcast Media Report

The full media engagement and broadcast coverage report for the January to March 2026 quarter, produced by the Breathe Nairobi communications team, is included as a supporting document. This annex includes:

- Links to Ghetto Radio Brekkko interviews (5 February and 12 February 2026):
https://drive.google.com/file/d/195Q_hAf3ax7rsGUS0gD63oWCeDRo-5ON/view
<https://drive.google.com/file/d/11K4Edo13nFpaxDRMXS-knqrHwR459Eds/view>
- Link to KBC Good Morning Kenya interview recording: <https://youtu.be/4m-dwl-NoDM?si=QboCB5JnV2FsVgGR>
- Media report by Kusudi: [Breathe Cities Media Report January- March.docx](#)

9.3 Annex 3: Content Calendar – March, April, and May 2026

The content calendar covering March to May 2026 is attached as a reference document and provides planned post themes, content types, and scheduling for the Q2 2026 period. Themes include vehicular emissions, waste management, and community-led clean air action, with content produced in both English and Kiswahili: [Content calendar for March, April and May.docx](#)

9.4 Annex 4: Partner Social Media Screenshots and Analytics

Screenshots, platform analytics, and links to top-performing posts for each partner organisation are included in individual partner annexes. Key links referenced in this report include:

- GROOTS Kenya Facebook:
<https://www.facebook.com/GROOTSKE/posts/pfbid0Qk1QSeS3rvjFP2gHLFdSk7YmcHwpGHFb174nJ2xnkGyRztaRJ8G8Wh6amv8MRaqtI>
- SDI Kenya – Mukuru workshop post: <https://www.facebook.com/share/p/1D8NzNu1rL/>
- SDI Kenya – Korogocho workshop post: <https://www.facebook.com/share/p/1HZ7ZJt3X1/>
- NAPTA – LinkedIn matatu poll:
<https://www.linkedin.com/feed/update/urn:li:activity:7440041628997902338>