WHAT:

#FICHAUCHI FINAL CAMPAIGN REPORT.

DESCRIPTION:

A GRASSROOTS AWARENESS CAMPAIGN ON PERSONAL DATA PRIVACY AND PROTECTION IN KILIFI COUNTY.

DATE:

6TH DECEMBER 2024.

To:
The Open Institute,
P.O Box 30218 - 00100,
Nairobi, Kenya

From:
Thellesi Trust,
209 State House Road,
Nairobi, Kenya

Web: www.thellesi.org
Tell: +254 711 677 835
Email: okagwe@thellesi.org/pwachira@thellesi.org

TABLE OF CONTENTS

BACKGROUND **3**

TACTICS USED TO EXECUTE THE CAMPAIGN **4**

a. Training Data Champions. 4

b. Community Engagements. 6

c. IEC Material. 7

d. Radio Talk Shows. 9

e. Social Media Influencer. 10

f. Localised Informative Content. 15

g. Street Interviews. 16

h. Murals. 17

i. Social Media Engagement. 17

MONITORING AND EVALUATION. **20**

OBSERVATIONS. **21**

RECOMMENDATIONS. **24**

BACKGROUND

The Open Institute is working in partnership with Amnesty International on a Data Governance program whose primary aim is to bring together expertise in data for human rights and data for development towards strengthening data governance in Kenya and Africa as a whole. Among the key program initiatives is to raise citizen awareness of data privacy and protection through the #FichaUchi Campaign.

#FichaUchi is Swahili for "hide your nakedness", and it is a campaign designed to demystify data privacy and protection by providing factual, age-appropriate information such as data rights and practical ways in which citizens can safeguard their data in their everyday lives, as well as highlighting the mandate of the Office of the Data Protection Commissioner. The campaign has so far had 3 phases namely:

1. **#FichaUchi Phase One (2021):** It reached 80 million accounts across social media platforms.

2. **#FichaUchi Phase Two (2023):** A scaled-up version that reached 112 million social media accounts. It also included offline engagement through radio shows and focus group discussions, achieving deeper engagement and understanding.

3. **#FichaUchi East Africa (2023):** This phase was specifically focused on Tanzania and Uganda. We ran this campaign for a month and it reached 1.1 million accounts.

Following the lessons learnt in the implementation of these previous phases, we were granted the opportunity to run #FichaUchi Phase Five, which focuses on localising the data privacy and protection conversations in Counties, starting with Kilifi. The objectives of this grassroots sensitisation campaign were spelt out as follows:

a. To educate citizens about how they can protect their personal data using practical, everyday skills.

b. Educate citizens on their data rights as per the Data Protection Act, and what they can do if their data is misused.

c. To explore deeper the said and unsaid reasons why citizens feel powerless about safeguarding their data.

d. Increase awareness of the Office of the Data Protection Commissioner and its role in protecting citizens' data.

This report captures the key activities of the campaign period (4 months), insights collected and recommendations to inform any future campaigns.

TACTICS USED TO EXECUTE THE CAMPAIGN

Unlike the previous phases that focussed on reaching audiences online, #FichaUchi Kilifi County sought to engage residents of Kilifi County on a more personalised level through community-level training done by community changemakers. We also partnered with local community radios, local content creators and targeted Facebook advertising to further reinforce the message and reach those outside the training. Below is a detailed description of how we executed this assignment:

a. Training Data Champions.

The biggest question at the time of starting this campaign was: how do we effectively engage as many residents as possible in all 7 sub counties of Kilifi County and also ensure that they remember the content of the trainings? The answer, we found, was in working with local changemakers who have some level of influence in their communities.

We began by identifying target locations, based on population density and diversity. We wanted towns with both youths and middle-aged people, in different occupations. In each sub-county, we selected 2 locations as follows: **Malindi** (Malindi Town), **Magarini** (Gongoni), **Kilifi North** (Watamu & Kiwandani), **Kilifi South** (Mwarakaya & Chasimba), **Rabai** (Ruruma & Kisurutini), **Kaloleni** (Kayafungo & Kaloleni), **Ganze** (Matano Manne & Dzifahe).

We then identified six (6) changemakers to conduct community engagements in these locations, following an evaluation criteria that among other things checked: how long they have been in community service, how long they have worked in the communities listed above, how their proficiency in conducting community trainings and their reputation in the community. We called the shortlisted individuals Data Champions.

The Data Champions were then taken through a 2-day training on the topic of Data Privacy and Protection, by Ms. Christine Ajulu of the Open Institute. She began with a pre-assessment to gauge the Data Champion's knowledge of data protection and privacy concepts, then based on her findings she customised her training to aptly fill in the gaps, then concluded with a post-assessment to gauge their readiness to engage the community on the topic. She emphasized the importance of using engaging methods while doing their training to make the training more memorable.

Training these Data Champions, as compared to going directly to the community to conduct the training ourselves is more impactful for the following reasons:

1. Local Changemakers know their communities best. They understand social and cultural nuances that an outsider would not, and they are able to use the mental models of their community members to deliver messages more effectively.

2. Local Changemakers are trusted by their communities. They live in these communities and share the same experiences. This natural rapport reduces scepticism that might arise with external trainers.

3. Engaging local changemakers helps avoid the common dynamic of "outsiders coming to fix us," which can inadvertently create dependency or divert focus from the issue at hand. Instead, it empowers communities to take ownership of their learning and solutions.

4. Once trained, these changemakers can integrate knowledge about data privacy and protection into their ongoing work and discussions within the community. This ensures that the message spreads organically over time, multiplying the impact beyond the initial training.



Data Champions training by Christine Ajulu at Maono Space, Malindi.

b. Community Engagements.

After training the Data Champions, they went out into the identified communities on an awareness creation and sensitisation campaign. We successfully conducted twelve community engagement sessions across all seven sub-counties in Kilifi, reaching 359 community members. Among the participants were 120 boda boda riders, 119 women, and 120 young people, both male and female.

Before each training, the Data Champions conducted a small survey to gain insights as to what the communities already knew, what they did not know and some of the perceptions they had on issues around the topic. Below are the findings:

1. **What is personal data?**
    - 41% (147 out of 359) had a basic understanding of personal data.
    - 59% (212 out of 359) did not know or were unsure.
2. **Do you know your data rights?**
    - 59% (212 out of 359) were unaware of their data rights.
    - 41% (147 out of 359) knew some of their data rights, particularly the right to refuse to share personal information with untrusted parties.
3. **Do you report if scams happen?**
    - 9% (32 out of 359) said they report scams, even if no action was taken.
    - 91% (327 out of 359) said they do not report scams.
4. **Do you know about the Office of the Data Protection Commissioner (ODPC)?**
    - 87% (312 out of 359) did not know about the ODPC.
    - 13% (47 out of 359) had heard of the office but didn't know its functions.

The community members were trained on what personal data is, what sensitive data is, how it can be used to harm or scam them, how we expose it, how to protect it, their rights as data subjects, and the role of the Office of the Data Protection Commissioner (ODPC) in their lives.

We have found that direct, in-person engagements are best for addressing deeply rooted cultural practices and overcoming challenges posed by low literacy levels. We were able to adopt tailored communication strategies, such as storytelling, role-playing, and other culturally resonant techniques to pass our message. These methods effectively bridged communication gaps, making the messaging relatable and accessible to the diverse community members.









Data Champions during community engagements.

The trained community members were tasked with disseminating the information further into their communities so that everyone avoids putting themselves at risk of data breaches. To facilitate this, we gave them merchandise with #FichaUchi branding.

c. IEC Material.

We distributed a variety of IEC materials, including 200 reflectors and 200 wristbands, to reinforce the campaign messaging and encourage curiosity-driven conversations. The reflectors were strategically given to 200 boda boda riders, recognizing their constant interaction with passengers and their influential role among young people in their communities.

The wristbands, designed with bright, eye-catching colors, were distributed to training participants with the goal of sparking conversations within their personal networks and spaces. To further enhance visibility, we placed stickers carrying key messages on public transport vehicles such as tuktuks and matatus, ensuring commuters were exposed to the campaign while on the move.


Miaje, umeticha uchi?
Data Yangu Ni Uchi Wangu!
KMGA 778B
KMGL 088D


Data Yako Ni Uchi Wako.


Details zako ni Uchi wako.





d. Radio Talk Shows.

Radio is a trusted and highly accessible medium across Kilifi County, particularly in rural areas with low internet connectivity. We partnered with two community radios - Lulu Fm and Shungwaya Broadcasting Services (SBS) to further push the campaign to audiences in remote areas and those less active on social media. Radio also provided an interactive format for listeners to ask questions, share experiences, and clarify misconceptions in real time. Both radios have an estimated weekly listenership of 750,000.

As with the community trainings, the topics of discussion included defining personal data, understanding how we expose our data, identifying common scams, understanding data rights under the Data Protection Act, and the work of the ODPC in our lives. In order to make sure that the sessions felt as relatable as possible, we had them hosted by the same Data Champions who did community engagements.

There were call-ins during the live shows, SMS and WhatsApp messages, where listeners asked questions, shared personal experiences and provided feedback on the campaign's relevance. Each talk show averaged 3 callers and 4 messages where listeners shared personal stories of data misuse, such as falling victim to phishing scams, providing context for the campaign's relevance.

The radio shows happened every Friday for two months (September and October) at the peak hour of 5PM. In addition, we had daily, hourly Public Service Announcements that reinforced key messages, keeping data protection top of mind.



Data Champions (Roseline Ngala & Polly Wachira) at Lulu FM studios.



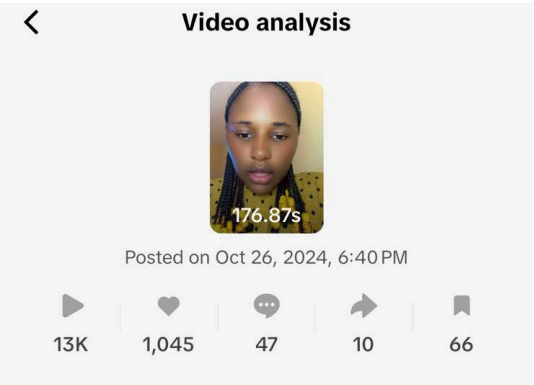


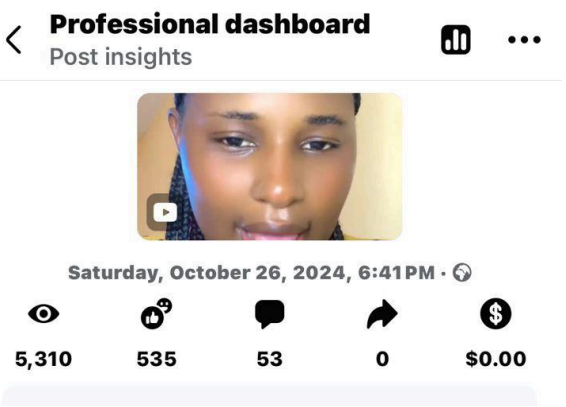
Data Champions (Tobias Mwarabu and Roseline Ngala) at SBS Radio studios.

e. Social Media Influencer.

We partnered with Ruby Kache, a prominent Giriama influencer, to amplify the campaign's reach on social media. Ruby's deep cultural connection to Kilifi's communities and her significant following on Facebook and TikTok made her an ideal advocate for the campaign. Through her engaging content, Ruby helped demystify data protection concepts by using relatable storytelling and humour. Her videos discussed common scams and practical data protection tips, resonating strongly with her audience and encouraging them to share about their own experiences.

Ruby's posts reached over **150,000** people on Facebook and TikTok, generating 5,500 of interactions, including comments, likes, and shares. Many viewers shared their own experiences with scams in the comments, sparking discussions around data privacy. We chose Ruby because of her ability to communicate in Giriama and her relatability to Kilifi residents, especially young people who are often most vulnerable to data breaches online. Find links to her videos; here, here, here, here and here.





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Professional dashboard
Post insights

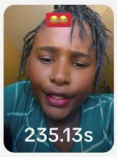


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Video analysis



Posted on Oct 7, 2024, 11:33 AM

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Top fan
Harriet Zainabu · Follow
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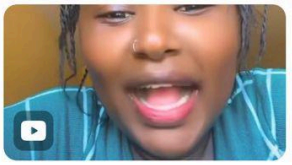


Stv Melody
Jamaa flan from kadzinuni anaitwa David rasi, Ali nitapeli zaid ya 25k aliniambia kuna job ya port.. mtajiuliza nilijuaje jina ila ilibidi niende police, don't be so desperate ju ya job, kuna waiz wanachukua advantages na hio hali.. fika offisin omba nafasi kataa ulagai. David Rasi, mungu anakuona popote ulipo na kamwe hutaishi na amani.

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Professional dashboard
Post insights

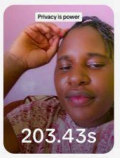


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Video analysis



Posted on Oct 3, 2024, 11:37 AM

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Jonathan Kalama
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Just now Like Reply Message Hide



Nassiri Masemo
Ukiona mtu mnachat alafu unaona anakutajia mambo promotion hapo chunga, tayari mtu ashaingia kwa account yako ujuie sio huyo unaemjua.

2m Like Reply Message Hide



James Randu
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8m Like Reply Message Hide 1 😄

In addition to posts, Ruby also conducted polls on Facebook to gauge public understanding of what constitutes personal data.

The first poll asked participants to identify personal data from the following options: ID number, phone number, name, and where they live. The results were as follows:

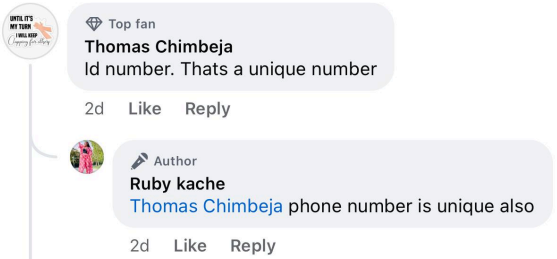
- **74% voted for ID numbers -** showing most people know this is personal data.
- **12% voted for their name -** fewer people associate names as personal data.
- **8% voted for where they live -** even fewer associate location as personal data.
- **4% voted for phone number -** despite its frequent misuse in scams and fraud.

This shows that while the majority of participants correctly identify ID numbers as personal data, there is limited awareness of the risks associated with other types of information, such as phone numbers, names, and addresses. The low percentages for these categories highlight a significant gap in understanding how they can be exploited, for example, phone numbers are commonly used in phishing scams, names can be combined with other data for identity theft, and addresses can expose individuals to targeted scams or physical risks.

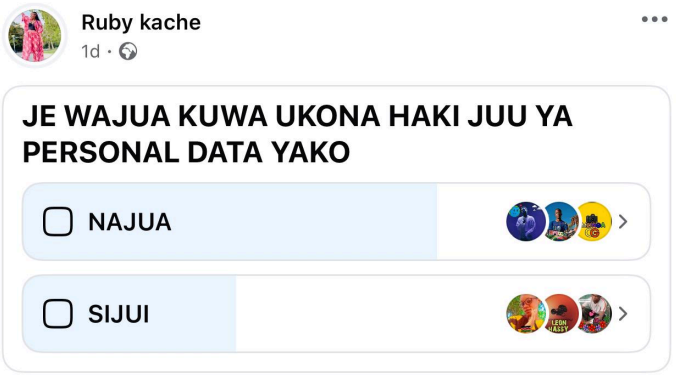




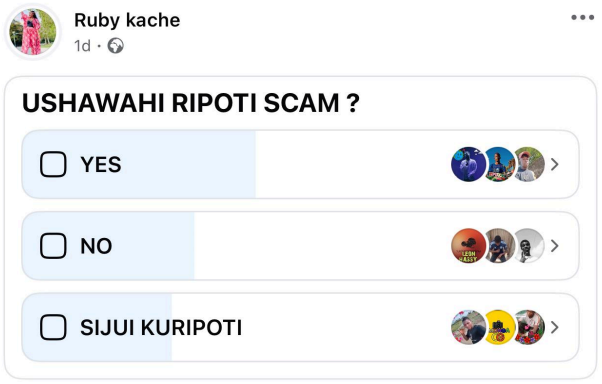




The second poll revealed that 65% of respondents claimed to know their data rights, while 35% admitted they did not. However, the poll did not ask respondents to name these rights, leaving room for the possibility that many only have a basic understanding. For instance, they might recognize the right to refuse sharing information but be unaware of other key provisions under the Data Protection Act, such as the right to access, correct, or delete personal data.

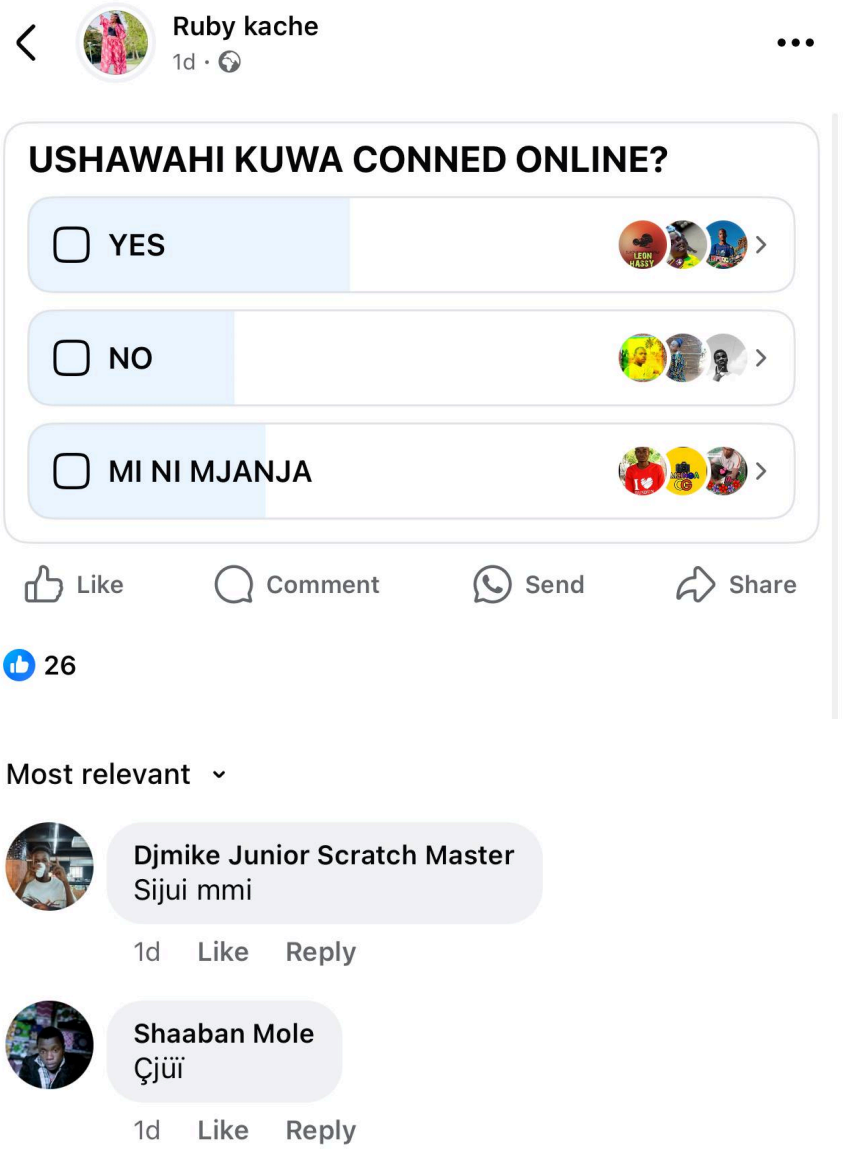


The third poll asked participants if they had ever reported a scam, revealing that **41%** had reported, **30%** had never reported, and **27%** did not know how to report scams**.** While it is encouraging that a significant portion of respondents have taken action to report scams, the data also highlights two key challenges: a substantial number of people remain passive in scam-related incidents, and an even larger group lacks the knowledge of how or where to report such cases. This shows there's a gap in both awareness and accessibility of reporting mechanisms. Many individuals may not be aware of the Office of the Data Protection Commissioner (ODPC) or other relevant authorities, while others might feel discouraged due to perceptions of inaction or inefficiency in handling such reports.





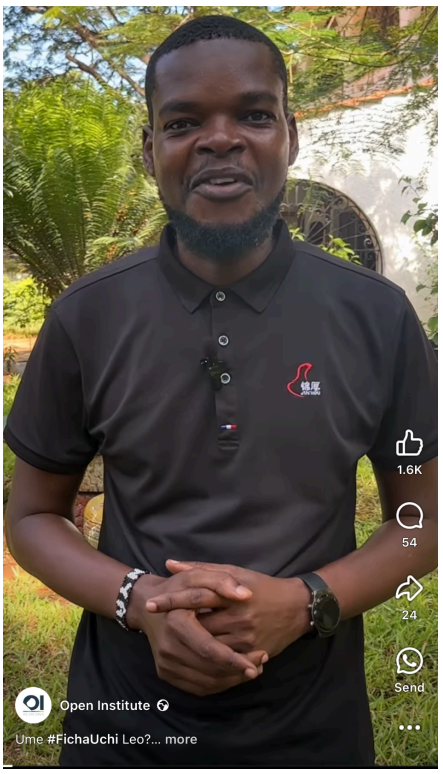
The fourth poll explored whether participants had ever been conned online, with **41%** admitting they had fallen victim and **57%** stating they had never been conned**.** The significant percentage of those who experienced online scams underscores the prevalence of digital fraud and the need for enhanced public education on recognizing and avoiding scams. On the other hand, the 57% who reported never being conned may indicate either genuine caution or a lack of awareness about subtler forms of fraud, such as phishing or unauthorized data usage.



f. Localised Informative Content.

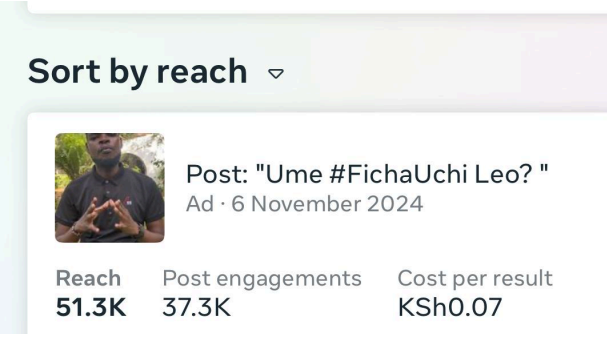
In addition to the influencer campaign, we produced a series of short educational videos in Giriama and Swahili, the dominant languages in Kilifi County. These videos were posted on Facebook and TikTok, the most popular platforms among our target audience. The videos featured scenarios of common scams, practical advice for safeguarding personal data, and the importance of understanding data rights.

The videos in Giriama performed particularly well, reaching 64K accounts on Facebook alone, with a high engagement. This approach was crucial for addressing low literacy levels and ensuring that the campaign's messages were accessible to rural communities.









Analytics from OI's Facebook page.

g. Street Interviews.

Before we launched the campaign, we conducted a series of street interviews to gather insights into Kilifi residents' understanding of data protection and privacy. These interviews involved young people, boda boda riders, and small business owners, capturing diverse perspectives on data usage and vulnerabilities.

The insights and nuances we gathered from these interviews, in addition to what we knew from the previous phases, helped us craft the messaging we used for this campaign. Most of the insights were consistent with those from the rest of the Country, but we were able to understand Kilifi-specific needs.







h. Murals.

We commissioned 2 large-scale murals in high-traffic areas in Malindi and Kilifi towns, to ensure maximum visibility for the campaign's key message: "Usianike data yako, Data yako ni Uchi wako." The murals featured bold visuals, colours and the #FichaUchi branding to attract attention and spark conversations among passersby.

The decision to use murals stemmed from their lasting impact as a form of visual communication. Unlike digital or temporary materials, murals remain in place for extended periods, continuously reinforcing campaign messages. Their location in these high traffic areas will ensure that they reach hundreds of people daily, and subliminally place the messaging in their minds.



Mural 1 installed at Maono Space, Malindi

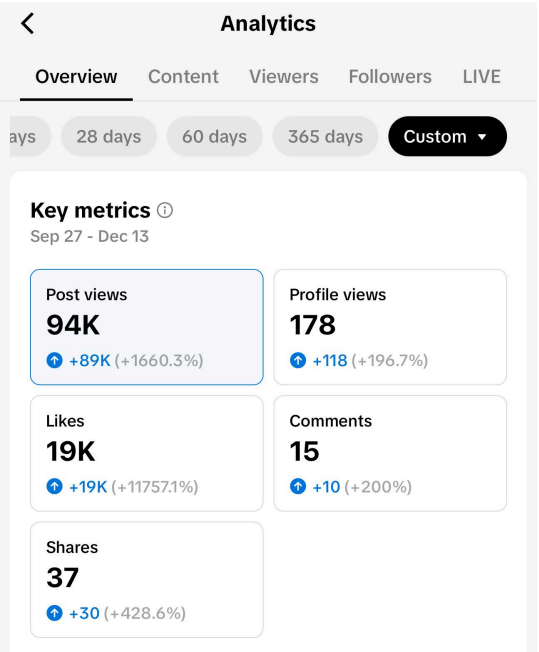
i. Social Media Engagement.

Lastly, to complement all the on-ground activities, we have been leveraging Kenya's meme culture on Facebook and Instagram to reach audiences in Kilifi who are online. We used Facebook's Geo-targeting feature to promote #FichaUchi memes in the County, and reached a total of **212,800** accounts. Additionally, we are also leveraging Maono's community to push the messages on WhatsApp - statuses and groups.

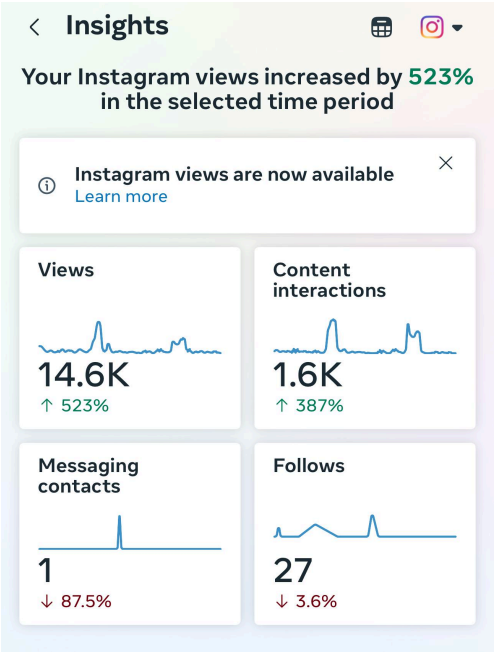
Platform	**Total Reach**
Facebook	104.2K
Instagram	14.6K
TikTok	94K
Total	**212.8K**



Campaign analytics from OI's Facebook page.



TikTok analytics .



Instagram analytics.



1.7K 2 comments 5 shares



2.6K 18 comments 1 share



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2.8K 9 comments 6 shares



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1.3K 2 comments 12 shares

MONITORING AND EVALUATION.

We went back to the communities weeks later to find out the impact of the community training and the effectiveness of the merchandise we gave. Essentially, we wanted to know if they remembered the training, what they remembered, and whether the merchandise they got sparked any reactions. Upon asking about 50 participants, we got this feedback. We found that the reflectors were good conversation starters with different people from the community, whereas wristbands caused conversations to happen with close contacts such as family, friends, and spouses.

Based on the social media reach on OI's pages, the effectiveness of vernacular content by the influencers and changemakers, the engagement rate from the community radios, the memorability of the community training sessions and the effectiveness of the IEC materials in sparking conversations offline, we are satisfied that the campaign achieved its objectives.

OBSERVATIONS.

Throughout the execution of this campaign, we documented what we were observing and the feedback we were getting. Below is a list of the insights we got:

1. Many residents, especially those with lower levels of education, struggle to safeguard their data. The lack of literacy forces them to rely on others to access services, which often involves sharing personal information, sometimes even sensitive data. They have to share their passwords, pins, IDs and Birth Certificates, which exposes them to a higher risk of data misuse or exploitation.
2. The concept of consent remains poorly understood within the community, creating a vulnerability to privacy violations and data misuse. Data Champions highlighted a common practice where outsiders, often visiting for projects or tourism, take personal information such as photographs or names and phone numbers without seeking proper consent. When community members express discomfort or pushback, they are often placated with token payments or small gifts, which undermines the seriousness of the issue. This normalization of exploiting personal data without proper permission not only erodes trust but also exacerbates the risks of data misuse, leaving rural communities vulnerable to misuse of their data.
3. In local communities, communal sharing of personal information is normalised, and this undermines privacy. For example, one participant shared that she shared her ID with her friend to register a sim card then her friend took a loan that she was unable to pay which got her into the Credit Reference Bureau as a defaulter. A deeper cultural shift is necessary to cultivate respect for personal information and privacy rights within the community.
4. Similar to the above point, participants also shared that young people often use their parents' IDs to register SIM cards (and other services), which they then use to open social media accounts and communicate with peers. This practice poses significant risks, exposing them to potential online dangers and data misuse or identity theft. Such behaviors highlight broader systemic challenges around access to government services in Kilifi County, particularly the difficulties young people face in acquiring national IDs.
5. Community members said that the local authorities do not know how to deal with cases of data breaches, perhaps because they don't understand this topic well. They said that the local police turn them away when they report about being scammed, often saying, *"Si*

wewe ndio ulipeana information yako mwenyewe? Ama?". Victim shaming was a recurring sentiment, with many authorities blaming individuals who reported scams or data misuse, an attitude that discourages victims from reporting such incidents, which in turn means that data around these incidences and how they manifest does not get recorded to inform policy decisions later.

6. Data champions highlighted several occasions when county government officials have misused citizens' data. For example, during public participation meetings, officials often request residents to fill out attendance sheets, which are later used for purposes unrelated to the original intent. This shows that there's an issue with the way data is handled at the local governance level.
7. Even though there is awareness about the threat of scams because many citizens have either been scammed or know someone who has, they do not openly talk about it. A lot of the people we asked said it is because "it is embarrassing."
8. Consistent with other Counties, residents of Kilifi understand "data" mainly as internet data bundles, revealing a lack of awareness about other forms of personal data, such as identification numbers, contact information, and digital footprints.
9. There is a general lack of awareness by citizens in Kilifi County about how they expose their personal data in their everyday lives and how that increases their vulnerability to scams. For example, we found that many people could not see the link between posting pictures about their houses and property on social media could cause them harm.
10. There is barely any knowledge of the existence of the **Office of the Data Protection Commissioner** and its work. Consequently, when one's data is misused they resign to the fact because they don't know where to file a report (reference point 5 above).

From a sensitisation campaign point of view, the following are some of the important observations we have made:

1. Videos created in local languages (vernacular) resonate strongly with the target audience and significantly enhance engagement, particularly on platforms like Facebook. This was exemplified by the success of influencer Ruby Kache's videos in Giriama, alongside those shared on the Open Institute's social media pages. These videos not only captured the attention of the audience but also fostered active participation and discussions. Localized content builds trust, creates relatability, and sparks meaningful conversations. This insight points to the critical role of culturally and linguistically relevant messaging in behavior change campaigns.

2. Partnering with local changemakers proved to be an invaluable strategy for effective community engagement. Their deep understanding of local dynamics, culture, and language enabled them to tailor messages using relatable examples and context-specific approaches. This ensured that the topic was simplified and presented in a way that resonated with community members, fostering better comprehension and active participation.
3. Using merchandise also proved to be an effective strategy as those who got them reported being frequently asked about the meaning of #FichaUchi. This curiosity opened up opportunities for informal education and engagement, turning even casual interactions into moments of awareness-building. The merchandise has been serving as both a visual representation of the campaign and a practical tool for spreading its message organically within communities.
4. The more we do this campaign and gather insights around it, the more apparent it is becoming that it would be of much greater impact if #FichaUchi became the national data privacy and protection campaign that everyone uses. We have seen various telcos, banks and Saccos running similar campaigns to #FichaUchi, and we think that because we are all saying the same thing, it would be worth the while for OI to form partnerships with these organisations and run a multi-organisation campaign.

RECOMMENDATIONS.

The following are some of the recommendations we offer from our learnings:

1. We recommend that future #FichaUchi campaigns are done at the local level, leveraging local changemakers/influencers. Replicate the success of vernacular content and localized influencer campaigns in other counties to reach more people in rural areas. This can be done by customizing materials and messaging to align with cultural nuances across different regions.
2. Make **#FichaUchi** a unified National Campaign by partnering with telcos and financial institutions like banks and SACCOs to align messaging. This will create a cohesive and impactful campaign on data privacy and protection that reaches everyone.
3. Collaborate with the ODPC to regulate data collection and handling practices by developing and enforcing standardized guidelines for individuals and organizations that collect and store personal data. For example, when accessing buildings, visitors can provide partial details, such as a phone number formatted as "07XX XXX123" or ID numbers with masked digits, to protect sensitive personal information.
4. Provide in-depth training for police and other local authorities on data privacy laws, victim-centered approaches, and actionable steps in cases of data breaches. Follow this with establishing data protection desks at police stations staffed with trained officers to address complaints and assist victims effectively.
5. Advocate for the adoption of county-level data management policies to ensure personal data collected during county meetings or service delivery is only used for its intended purpose and that the community is told why the data is being collected. This can be done by training county officials on ethical data practices.
6. Host recurring community dialogues to address normalized practices of sharing IDs, passwords, and personal details. Engage religious and cultural leaders to advocate for privacy as a shared value.

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