

# Organisational Capacity Statement 2025



# 2024 Impact

**880,609**

couple **Years of Protection Impact (CYPs)** delivered by MSI Kenya.

**528,040**

Estimated number of **unintended pregnancies averted**

**763,382 clients**

across Kenya visited MSI service deliver points and received a service.

**1,502**

Estimated number of **maternal deaths** averted by MSI Kenya's services.

**31,020,144 GBP**

Direct healthcare **costs saved** by MSI Kenya.

**1,237,686**

People in Kenya are using a family planning method provided by MSI Kenya. (This includes contraceptives provided in past years)

**152,057**

Estimated number of **unsafe abortions averted** as a result of having accessed services provided by MSI Kenya.

**25%**

of our clients are adolescents

# Introduction

MSI Reproductive Choices Kenya (MSI Kenya) is an affiliate of the MSI Reproductive Choices registered in Kenya as a Non-Governmental Organization (NGO) operating within the country since 1985, providing access to high quality and affordable Sexual and Reproductive Health (SRH) services to all people. This year, MSI Kenya celebrates its 40th anniversary of reproductive choices in Kenya (1985-2025). MSI Kenya's bold strategy states "By 2030, no abortion will be unsafe, and everyone will have access to contraception.

Kenya has a high Maternal Mortality Rate (MMR) standing at 355 deaths per 100,000 live births<sup>1</sup> against the expected target of less than 70/100,000 live births by 2030 in the Sustainable Development Goals (SDGs). Existing estimates put a figure of 2,600 women dying from unsafe abortions annually in Kenya. A total demand for family planning of 76% among married women aged 15-49 years and a modern contraceptive prevalence rate of 57%. Additionally, At MSI we believe that everyone should have the right to choose whether and when to have children, besides post abortion services should always be accessible, safe, and affordable.

MSI reproductive choices Kenya offers services free of stigma, judgement, and discrimination, regardless of age, location, background, marital status, or economic status providing all the modern contraception, comprehensive post abortion care, sexual health counselling, gynaecological checkups, cervical cancer screening and treatment, HIV testing and care, screening, and treatment of sexually transmitted infection. We deliver services across 41 counties in Kenya through over 200 permanent staff. All our management and coordination of activities are centralized in the country support office based in Nairobi.

MSI Kenya's service delivery channels are adopted to the various county contexts to maximize opportunities for building sustainable platforms that provides lasting impact on health outcomes in Kenya. In 2024 MSI Kenya reached 763,382 through different service delivery points.

Our strategy aligns with national strategies in Kenya on reach and procurement of family planning (FP) supplies from national supply chains and delivery systems in collaboration and partnership with the Government of Kenya (GoK) Ministries, Agencies and Departments (MDA's) in Health Systems Strengthening (HSS), including the Ministry of Health (MoH), the National Council for Population and Development (NCPD), Kenya Medical Supplies Authority (KEMSA), the Council of Governors (COG) and the County Governments.

## MSI Kenya's 40th Anniversary (1985–2025)

This year, MSI Kenya celebrates 40 years of delivering high-quality sexual and reproductive health services, since its registration in 1985. To commemorate this milestone, MSI Kenya will roll out a series of service and community-focused activities leading up to a grand celebration in August 2025. The anniversary is important for:

1. **Legacy of impact:** Celebrating four decades of empowering communities through quality reproductive healthcare including contraceptive services, maternal care, and safe reproductive choices.
2. **Brand trust & visibility:** Reinforcing MSI Kenya's reputation as a trusted leader in reproductive health and rights.
3. **Achievements & innovations:** Showcasing solutions like mobile clinics, call centers, and digital health platforms.
4. **Strategic partnerships:** Highlighting key collaborations with government and private sector, especially in youth-friendly, integrated services.
5. **Appreciating people behind the mission:** Honoring the dedication of staff, providers, and partners advancing access to care.
6. **Sharing stories of impact** to educate and inspire public support for reproductive health.

<sup>1</sup> Kenya National Bureau of Statistics (KNBS) , 2019 Kenya Population and Housing Census



# Whom we serve

In line with living no one behind, MSI Kenya serves the poorest, most underserved people with a strong focus on reaching the adolescents and young people, communities living in extreme poverty and other marginalized groups like people living with HIV, people with disabilities, survivors of gender-based violence and disaster affected populations.

According to the 2022 Kenya Demographic and Health Survey (KDHS) report, 14% of married women and 19% of sexually active unmarried women have an unmet need for contraception. Additionally, 34.5% of sexually active unmarried adolescents also face an unmet need for contraception. MSI Kenya aims to address these gaps by providing programs tailored to the needs of adolescents, whose long-term health and wellbeing are affected by the lack of access to contraception. Through capacity building, MSI Kenya supports MoH and private healthcare providers to serve adolescents respectfully and without judgment.



MSI Kenya's adolescent strategy builds on targeted community mobilization, provision of adolescent friendly services, adolescent and parent Sexual and Reproductive Health (SRH) awareness creation activities, partnerships with schools, social media, service delivery, including community pop-up in pitched tents. Besides community-based events organised by community health promoters. We collaborate with schools to ensure sexually active girls pursue their education and easily access services. In 2024, 344,490 of MSI Kenya's FP and Comprehensive Post Abortion Care (CPAC) services offered were to clients aged below 25 years.

# What we do: Our services



## 1. Contraception:

Choice is the cornerstone of our work. MSI Kenya aims to ensure universal access to affordable modern contraceptive services as well as the option to choose the most appropriate method that suits one's needs. MSI Kenya provides a full range of contraceptive methods, including short-term contraception, long-acting reversible contraception (LARCs), and permanent contraception. In 2024, MSI Kenya achieved a couples years of protection (CYP) of 880,609 through its family planning services. MSI Kenya also offered 2,493 permanent family planning methods (Vasectomy and Bilateral Tubal Ligation)

## 2. CPAC

The Kenyan constitution (2010) grants women the right to access abortion services for a range of reasons, including emergency treatment, when the life or health of the mother is in danger or as permitted by any other written law. However, a lack of clinical guidance on how to operationalize this has contributed to stigma, leading to fear from both women and healthcare providers to access and provide safe abortion, even in cases that fall within the national regulatory framework. As of 2015, 49% of all pregnancies in Kenya were unintended, with 41% of unintended pregnancies ending in abortion. We estimate that 2,600 women die from unsafe abortions annually, an average seven deaths a day due to abortion related complications. MSI Kenya's CPAC services offer a continuum of care, ranging from managing complications from unsafe abortion to counselling clients. MSI Kenya also provides post-abortion family planning services to support clients prevent future unintended pregnancies thus reducing morbidity and mortality from unsafe abortions.

## 3. Other SRH services

MSI Kenya provides other diversified services to clients through its centres and maternity network. These Services include ante and postnatal care (ANC/ PNC), delivery, sexual health counselling, gynaecological check-ups, laboratory and pharmaceutical services, ultra-sounds, cervical cancer screening and treatment, and testing and treatment for HIV, PreExposure prophylaxis (PrEP) and treatment for STIs. These services position MSI Kenya as a woman's wellness provider, serving women from menstruation to menopause.



# How we do it

MSI Reproductive Choices' 2030 strategy provides for three 'Access' pillars (the what) for sustainable service provision, and 'three enabling' pillars (the how) that ensure we have the funding, partnerships, and organizational transformation necessary to deliver not only our goals, but to eliminate systemic gaps.

## Pillar 1: Leaving No One Behind

MSI Reproductive Choices is supporting a game-changing shift in national ownership of SRH while filling gaps in provision to reach those with no alternative access to care. We strongly focus on reaching adolescents, those living in extreme poverty and marginalized communities with no or limited access to public SRH services. We achieve this primarily through outreach, public sector health system strengthening and single-provider models. Through these models, MSI Kenya promotes choice through provision of all-contraceptive services and post-abortion care in government owned facilities.

### Outreach

MSI Kenya reaches the marginalized communities in hard-to-reach areas via our high-quality client-centered outreach services, ensuring that the proportion clients served meets or exceeds the national poverty level. Using the infrastructure of public health centres, outreach teams increase access to contraceptive choices in these communities where the existing public and private health clinics struggle to meet the SRH needs of women and men. In 2024, the MSI Kenya's outreach model served 33,720 clients. The outreach teams delivered a total of 129,064 CYPs. As from January, 2025 the outreach team is providing services to women, girls and men in 8 counties including Nairobi, Meru, Kajiado, Isiolo, Samburu, Marsabit, Nakuru and Narok through 2 mobile clinical outreach teams.

### Public Sector Strengthening (PSS)

Through Health System Strengthening (HSS) model, MSI Kenya ensures access, utilization and

sustainability of quality assured SRH services in the public sector. This approach focuses on strengthening public healthcare through the HSS building blocks to deliver high-quality comprehensive, and non-judgmental Family Planning (FP) and Post-Abortion Care (PAC) services. MSI Kenya partners with the government at a national, county sub-county and facility level with the goal of ensuring sustainability through total government ownership of SRH services. MSI Kenya is working collaboratively with the MoH in 205 public health facilities to strengthen health systems in 20 counties. The HSS strategy supports access for high impact clients specifically, adolescents, people living with disability and indigentsthrough delivery of quality modern contraceptive and PAC services in government facilities. This strategy is based on three pillars: Scale and impact, quality and sustainability. In 2024, the PSS channel recorded 471,160 client visitsand delivered a total of 473 580 CYPs.

### MS Ladies/Men

MS Ladies is an innovative, scalable, and cost-effective delivery intervention designed to overcome barriers to family planning access. With dedicated health service providers who expand service delivery to communities ensuring high-quality maternal and reproductive health services reach underserved women and girls all at an affordable price within their home settings. Through this channel, MSI Kenya is working with the Export Processing Zone (EPZ) to increase access to reproductive health and family planning services. This channel is also working with teen mothers in Siaya, Bungoma, Kakamega and Homa Bay Counties in their response to the triple threat which also include economic empowerment. In 2024 the channel served 27,888 clients delivering 38,586 CYPs.

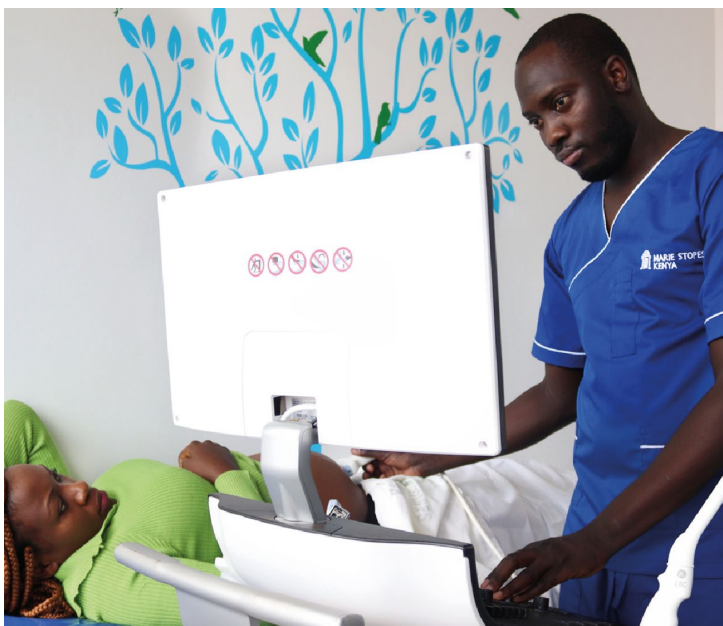
## Pillar 2:

# Strengthening Private Sector Provision

We have significantly contributed to strengthening the private sector, ensuring SRH services and choice are widely available. Our fee-paying centre and maternity network endeavor to be fully financially sustainable, operating as the quality “backbone” for diversified SRH service delivery. Key channels for this pillar are our own network of centres and maternity hospitals and the private sector network.

### Centres and Maternities

MSI Kenya has 15 Centres of Excellence and 1 maternity nursing home which provides Comprehensive Emergency Obstetric and Newborn Care (CEmOC) services. Through the key building blocks of service diversification, client foot fall marketing, accelerating health financing and ensuring a commercial mind set team, the centres has positioned itself as a woman's wellness provider, serving women from menstruation to menopause. The centres and maternity network offers quality comprehensive SRH services, including a full range of contraceptive options (family planning), maternal and child health (ANC, delivery, and PNC) and general outpatient services to men and women across nine counties. MSI Kenya charges user fees to sustain operating costs and offers subsidized services to those in need. In 2024, the centers and maternity network delivered 28,659 CYPs Serving 65,810 clients. Additionally, 343 babies were delivered in our maternity.



### Private sector network

Established in 2008, MSI Kenya's private sector provider network, 'AMUA', engages and unites otherwise fragmented private providers through social franchising to deliver high quality SRH services. The AMUA Network leverages accredited private healthcare providers to offer quality SRH services to low and middle-income clients in rural and peri-urban areas with high unmet need for FP through 60 social franchise facilities across 14 counties. Over the years, MSI Kenya has evolved its private sector strategy to address wider provider and market constraints. MSI Kenya's work with private sector is aligned with government priorities such as Universal Health Coverage (UHC), quality assurance and intersection of public financing and private sector service provision. MSI Kenya is also working with the private sector to strengthen data reporting to ensure decision making based on real time data and accurate quantification of the private sector contribution to different health indicators. Kenya's private sector network (for-profit and non-profit private sector) accounts for over 50% of all health facilities in the country. We aim to leverage our longstanding experience and connections with the public and private sector to reduce rates of teenage pregnancy and unsafe abortion through increased access to high quality, integrated SRH services. In 2024, MSI Kenya's Private Sector Network reached 164,804 clients thus delivering a total of 200,758 CYPs.

## Pillar 3:

MSI Kenya aims to deliver self-care solutions that empower women to meet their SRH needs, with a focus on enhancing social marketing capabilities and networks to ensure access to high-quality Post-Abortion Care (PAC) and contraception within a continuum of care. By offering a broad range of products, MSI Kenya strives to achieve sustainability while improving SRH outcomes.

### Commercial Sales

By strengthening its own product sales, MSI Kenya is offering to expand access with an explicit focus on expanding product distribution, client care quality and creating sustainable programmes using commercial sales. Currently, we have two products, Miscolear and Mariprist. Through the Sales Optimization, Reporting and Tracking (SORT) tool, MSI Kenya gets instant, high-quality, standardized data on sales force activities, sales and observations in the market. Through this approach, MSI Kenya not only targets pharmacies but also positions itself to sell to larger outlets such as private hospitals and distributors.





# Demand creation and behaviour change communications

## Community Mobilizing Agents (CMA)

At MSI Kenya, we use a wide range of communication channels to reach our clients including mass media, digital, contact centre, and providers, to name a few. While these are all critical to support client, individual and community behaviour change, CMAs have many unique selling points. Working with CMAs is an opportunity to establish community-based champions for MSI Kenya, our services, and the changes they can bring. MSI Kenya uses CMAs to raise awareness and generate demand for SRH services in urban and rural areas. In 2024, MSI Kenya worked with 19 CMAs for community mobilization and provision of SRH information using various strategies, including community dialogues, Teen-meetups, Inter-generation dialogues and interpersonal communication sessions across all the service delivery channels. We use Community Connect (Co'Co), a mobile application designed to help the CMAs perform their work more effectively. CMAs made a total of 18,840 referrals to the centres, PSS, and outreach sites.

## Contact Centre

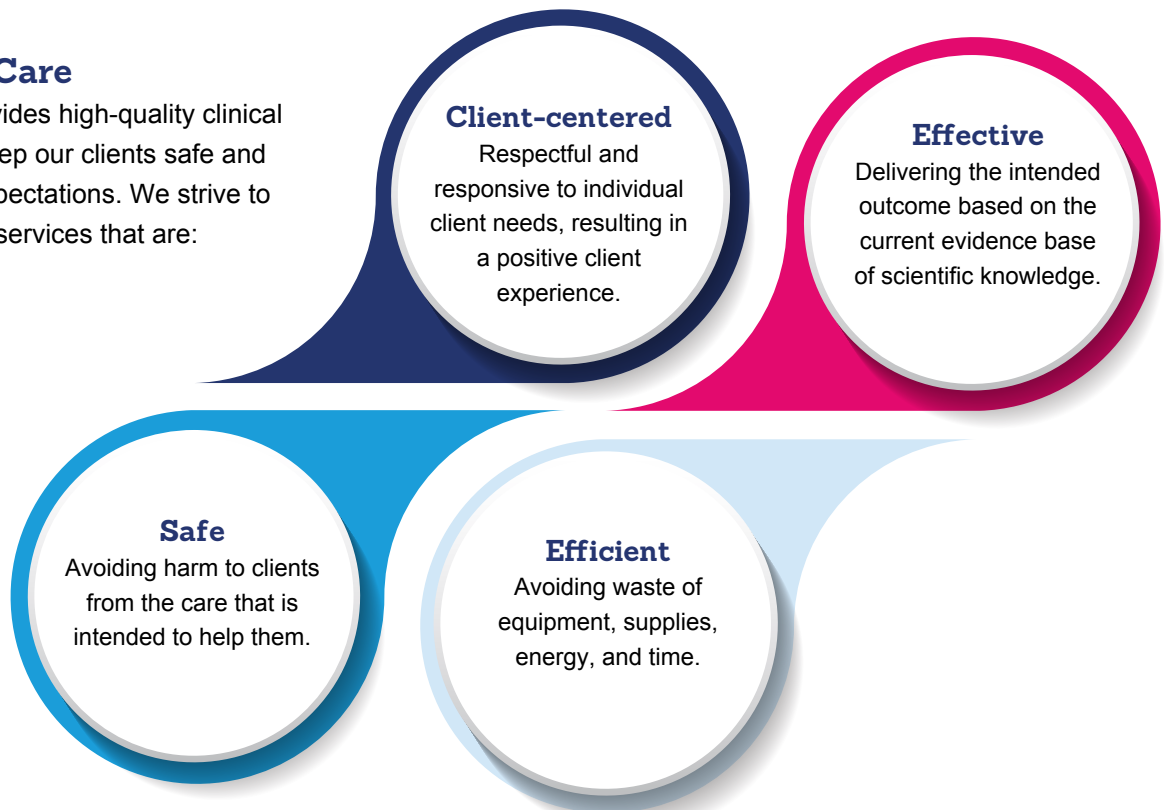
The Contact Centre is integral to MSI Kenya's activities, serving as a key enabler in reaching our operational goals and playing a pivotal role in our ability to support clients through the continuum of care. By 2030, our aim is for every woman and girl to be only one contact away from a safe provider. We have a fully operational contact centre that which helps to increase our reach and impact, connect clients with safe access points and ensure a continuum of care. It also supports improved client experience, driving word of mouth referrals to our service delivery points. Moreover, it is a rich source of actionable insights, which we use to drive our operations and become even more efficient.

With the aim of ensuring that every client is a contact away from a safe service, we have a toll-free line: 0800 720005 and a WhatsApp number of 0709819001, that are key in interacting with client. Contact centre staff are trained nurses and counsellors who provide information and advice on a range of SRH topics and provide information and advice on a range of SRH topics and referrals to MSI Kenya's service delivery points. Contact centre agents have been trained to talk about SRH with clients and refer them to MSI Kenya's service delivery sites, following scripts in both English and Swahili adapted to the local context, based on MSI guidance and standards. The contact centre also serves as a safety net in cases of post-procedure complication, with clients able to phone for advice at any point before and after a service is delivered.



## Quality of Care

MSI Kenya provides high-quality clinical services that keep our clients safe and exceed their expectations. We strive to provide clinical services that are:



We have five pillars in place to ensure clinical quality:

1. Policies and guidelines that ensure the delivery of standardized care that exceeds client expectations.
2. Clinical services in every MSI Kenya's program are governed by the most recent version of each policy and guideline as published by WHO.
3. MSI Kenya personnel are sufficient in number, competent, and caring.
4. MSI Kenya clinical services are safe, effective, and delivered by compassionate providers that meet competency requirements set by MDT.
5. Products and supplies used in all MSI Kenya services keep client safety and experience at heart. They align with the minimum standards outlined in the MSI Policy on Product Quality. Every service delivery point has a consistent supply of necessary drugs, commodities, and equipment.

MSI Kenya aims for the "Gold Standard" in MSI's quality indices, including the Clinical Quality Score (CQS), MSI Abortion Quality Index (MSAQI), and Client-Centered Care (CCC). Each service delivery team undergoes at least one internal clinical quality audit, and randomly selected facilities undergo external compliance checks by designated supervisors, with agreed action plans developed for quality improvement. All providers across channels undergo competency

assessments, ensuring their competence in service provision. On-the-job training, post-training follow-ups, and facilitative supportive supervision are conducted to ensure safety standards are maintained. Incidence management, product quality audits, client record audits, and capacity building based on training needs are also carried out across all channels to ensure continuous improvement in clinical quality.

## Advocacy and Partnerships

MSI Kenya is dedicated to advocating for Sexual and Reproductive Health (SRH) services and creating an enabling environment for all individuals, leading to increased access to these services. A core strategy involves expanding access by influencing the operating environment and eliminating unnecessary barriers to SRH services. This includes advocating for laws, policies and regulations that provide an enabling environment for the provision of SRH services. MSI Kenya also advocates for increased access to contraception for all. MSI Kenya's advocacy work also focuses on creating specific budget lines for SRH in the County Annual Work Plan (AWP) and increasing the budgetary allocation at county level and in line with the





**Workshop on the Family Reproductive Health Care Bill 2023 held with Members Of Parliament and Civil Society Organisations (CSOs) at the Englishpoint Marina Mombasa, on Friday, 27 September 2024**

National FP Costed Implementation Plan (FP-CIP) the National PAC CIP. Through the National Advocacy Technical Working Group (TWG) MSI Kenya has been advocating for increased budgetary allocation for FP by the MoH and the National Treasury, as guided by the FP 2030 Commitments and to demonstrate commitment to providing citizens with the necessary resources and support to make informed decisions about their SRH.

MSI Kenya's Partnership Engagement Strategy has strengthened advocacy efforts and service delivery. By collaborating with various stakeholders such as government agencies, NGOs, donors, and community-based organizations, MSI Kenya is able to broaden its impact and reach more individuals in need of SRH services.

MSI Kenya actively participates in the SRH sector in Kenya by collaborating with various Technical Working Groups (TWGs) and coalitions, including the National FP Advocacy TWG, the National Adolescent SRH TWG, the National RMNCAH TWG, and County-level FP TWGs, among others. MSI Kenya also collaborates with coalitions like the Kenya Health Federation (KHF), Health NGOs Network (HENNET), and the

Reproductive and Maternal Health Consortium Kenya (RMHC-K) to advocate for improved legal, policy, and regulatory frameworks on SRHR. Additionally, MSI Kenya is a member of the National Order Management Team (NOMT), which addresses the shortage of FP commodities by planning, timely ordering, and managing FP commodities from the Kenya Medical Supplies Authority (KEMSA) to all county governments. Through these partnerships and advocacy efforts, MSI Kenya continues to play a significant role in advancing SRH rights and access in Kenya. MSI Kenya also engages with decision-makers both at the national and county levels, including members of parliament and County Health Management Teams (CHMT).

In 2024, MSI Kenya achieved advocacy wins that significantly impacted sexual and reproductive health (SRH) in Kenya including:

1. Siaya County's Reproductive, Maternal, Newborn, Child and Adolescents Health (RMNCAH) Act 2024.
2. Increased budgetary allocations for sexual and reproductive health in Kilifi, Vihiga, Kakamega counties.
3. The sessional paper No. 1 on population and development spearheaded by NCPD.





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