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THE JIM IN KENYA

The world needs to get the Sustainable Development Goals (SDGs) on track, including rebuilding systems in the aftermath of the COVID-19 pandemic. The Joint Investment Mechanism (JIM) is a new, results-driven funding model established by UNICEF and the Bill & Melinda Gates Foundation to accelerate progress towards the SDGs. It kicked off in 2021, and the first phase is set up to run through 2025.

JIM funding is 100% flexible, so UNICEF country offices on the ground can determine where funds will have the greatest impact for children. In Kenya, the JIM's flexible support will enable UNICEF to provide much needed services to infants, adolescents and mothers. The situation for children living within Kenya has deteriorated rapidly due to the COVID-19 pandemic, desert locusts, recurrent waterborne disease outbreaks, flooding and a drawn-out recovery from the 2019 drought. **In many regions, access to basic social services is limited for vulnerable populations, particularly women and children.**

JOIN US AND MAKE A DEEP IMPACT

The JIM's impact is driven by four core approaches: Scale, Integrate, Adapt, and Innovate. Grounded in these four approaches, UNICEF's team in Kenya is poised to make deep impact thanks to the JIM. In the years ahead, 95% of pregnant women living with HIV will receive antiretroviral medicine to reduce the risk of mother-to-child transmission. With a more trained workforce, 82% of live births will be attended by a skilled health professional. Using the integrated community approach, 90% of children under the age of one will be vaccinated against measles. Join the Bill & Melinda Gates Foundation and UNICEF to fund the JIM, and your gift will have triple the impact.

TOGETHER WE CAN REBUILD AND ACHIEVE THE SDGS

- **SCALE:** Beyond the frontline services the JIM enables, the UNICEF team will also collaborate with the government to enact policies and county-level budgets that guarantee resources for community health facilities. The team will also support public financing for children to support everything from nutrition to protection needs.
- **INTEGRATE:** To address a myriad of maternal and child health needs, UNICEF will train almost 500 frontline health workers in more integrated care. This includes a focus on nutrition, including encouraging breastfeeding and complementary feeding, as well as birth registration, family planning, and immunization efforts.
- **ADAPT:** The COVID-19 pandemic caused a shortage of health workers in Kenya. Combined with hesitancy to seek health services, health facilities remain underutilized. The JIM will reinvigorate the health workforce and better coordinate across primary and community health systems.
- **INNOVATE:** Securing progress towards gender equality is a major priority in Kenya. To further progress, UNICEF is co-creating culturally appropriate media messaging on sexual and reproductive health, harmful practices, and gender-based violence. Working alongside youth advocates, UNICEF can help adolescent girls thrive.

If you can help ensure this vital project succeeds, please contact Kelly Procida at kprocida@unicefusa.org.