

Mothers' Day Movement and Kenya Connect Announce Campaign to Break the Cycle of Teen Pregnancy

Announcing Mother's Day Campaign to Break the Cycle of Teen Pregnancy to keep girls in school in rural Kenya

Greenwich, Connecticut Mar 16, 2022 ([IssueWire.com](http://www.IssueWire.com)) - Mothers' Day Movement (<http://mothersdaymovement.org/>), founded in 2010 by women who want to help women worldwide, and Kenya Connect, a non-profit organization working to educate and empower a region in Kenya, are pleased to announce a joint fundraising [campaign](#) to coincide with Mother's Day 2022.

Kenya Connect has been working to address skyrocketing teen pregnancy in rural Kenya during the pandemic as girls as young as 14 have become pregnant. As a result, these girls often do not complete their education, thus perpetuating the cycle of extreme maternal poverty. Kenya Connect has found that the lack of food and basic supplies like menstrual products has led to some girls exchanging sex for basic necessities while others have been forced against their will to have sex. Through a comprehensive approach, Kenya Connect is providing teens, both girls and boys, the opportunity to create healthy families rather than perpetuate maternal poverty. "While communities in the US and abroad suffered tremendously during the pandemic, we were drawn to Kenya Connect after learning more about the organization and realizing that the resources from this campaign could make a profound, positive impact on these girls and their futures and their community," explains the Mothers' Day Movement team.

The program centers around an educational empowerment program, which includes accurate sexual reproduction information, confidence building, anti-bullying, violence prevention, healthy relationships, life and career planning, and mentorship. Concurrently, parents are learning how to talk to children about sexual health and relationships, and they are also being provided support for income generation projects. Kenya Connect is also developing a media campaign on reducing teen pregnancy via the local radio station and through WhatsApp. In addition, girls will be issued locally made Wings Poa Reusable Sanitary Pad kits so they can stay in school. The goal is to have Kenya Connect's 62 partner public schools serve as advocates for reducing teen pregnancy and sexual violence while empowering the next generation for a brighter and healthier future.

About Mothers' Day Movement:

Mothers' Day Movement grew out of a 2010 [column](#) in The New York Times by Nicholas Kristof, where he made the case for moving the apostrophe in Mother's Day so it honors not just one mother, but underserved mothers everywhere. Over \$28 billion is spent on Mother's Day in the United States annually, and our goal is to shift a portion of Mother's Day gift-giving to a carefully selected charity in honor of the women they love. Since 2011, the group has raised over \$850,000, in women's health, education, infant and maternal mortality, clean water, and human trafficking. For more information, please visit mothersdaymovement.org and follow on Facebook, Twitter, LinkedIn and Instagram (@mothersdaymovementmdm).

Media Contact: info@mothersdaymovement.org

About Kenya Connect:

Since 2002, Kenya Connect has been improving education in the rural public schools in the Machakos District (18,000+ students) in Kenya. It has been breaking down barriers to education by providing innovative teacher professional development/empowerment and enrichment classes for students in 62 primary and secondary schools. With the mission to engage and empower students to succeed in the 21st century, Kenya Connect has developed a multi-pronged approach to support students, teachers, and parents. For more information, please visit KenyaConnect.org and follow on Facebook, Instagram, and Twitter.

Media Contact: Sharon Runge, sharon@kenyaconnect.org

Media Contact

Mothers' Day Movement

info@mothersdaymovement.org

Source : Kenya Connect

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