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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF ARTS, HUMANITIES, DEVELOPMENT
STUDIES AND SOCIAL SCIENCES (SADS)
DEGREE OF BACHELOR OF ARTS IN DEVELOPMENT
STUDIES

CDV 302: DEVELOPMENT POLICIES AND ADVOCACY

DATE: 29TH JULY 2026

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

ADVOCACY FOR GENDER EQUALITY

In Kajiado County, Kenya, a local non-governmental organization (NGO) identified a significant gender gap in community development projects. Women, despite being heavily involved in agriculture and household management, had limited participation in decision-making processes. County-level development policies aimed to promote gender equality, but implementation remained weak due to cultural barriers and limited awareness. The NGO conducted a policy analysis and found that many women were unaware of their rights and opportunities under existing development policies. As a result, community resources and development initiatives often failed to address the specific needs of women and girls. This situation contributed to persistent poverty, low educational attainment among girls, and reduced economic empowerment for women. To address these challenges, the NGO designed a comprehensive policy advocacy campaign aimed at influencing county leaders and mobilizing community support.

The organization first assessed the policy environment and identified key stakeholders, including county officials, community elders, women's groups, youth representatives, and religious leaders. Through community forums and workshops, the NGO educated citizens about gender mainstreaming and the importance of inclusive development. Strategic communication methods such as radio programs, social media campaigns, and public meetings were used to disseminate information widely. Partnerships were established with local schools, health centers, and community-based organizations to strengthen the advocacy effort. The campaign also focused on presenting evidence-based recommendations to policymakers, demonstrating how gender-inclusive policies could improve development outcomes for the entire community.

The advocacy initiative faced several challenges during implementation. To mitigate these risks, the NGO engaged respected local leaders as

champions of the initiative and increased transparency in all communication activities. Monitoring and evaluation mechanisms were established to track progress, measure changes in attitudes, and assess policy implementation. These efforts helped build trust among stakeholders and ensured that advocacy activities remained aligned with community needs. After two years of sustained advocacy, significant progress was achieved. The county government revised several development policies to include mandatory gender representation in local development committees. Women's participation in community decision-making meetings increased substantially, and more women gained access to leadership positions within community organizations. Educational campaigns also contributed to greater awareness of gender rights and the benefits of inclusive governance. Development projects began incorporating gender-sensitive planning approaches, resulting in improved access to resources, training opportunities, and financial services for women.

Required:

- a) Assess the effectiveness of policy advocacy strategies used by the NGOs to promote gender equality in Kajiado County.

(5 marks)

- b) Explain **five** challenges the NGO could have encountered during the advocacy campaign.

(10 marks)

- c) Describe the policy analysis process undertaken by the NGO to address gender inequality in the community.

(10 marks)

QUESTION TWO

- a) An international NGO launched a program to improve girls' access to education in rural parts of Kenya, where many girls dropped out of school because of poverty and early marriages. The NGO recognized that many families prioritized educating boys while girls were expected to perform domestic duties or get married at a young age. Elaborate on **five** strategies that can help the NGO to create stronger policies that increase school enrollment, retention, and academic success among

girls in rural Kenya.

(5

marks)

- b) Before 2003, many children could not access education because of high school fees and poverty. As a result, school enrollment rates were low, especially in rural and marginalized areas. After winning the elections, the elected government implemented the Free Primary Education policy. The policy removed tuition fees in public primary schools, enabling millions of children to enroll in school. Explain the role of **government** in the policymaking process. **(10 marks)**

QUESTION THREE

- a) A government identified several weaknesses in the education system, including an overemphasis on examinations, limited practical skills, and unemployment among graduates. In response, the Ministry of Education initiated the development of a curriculum that sought to improve the quality and relevance of education in the country. During the policy formulation stage, education experts, curriculum developers, teachers, parents, and government officials worked together to generate policy options and draft the new education policy. Discuss **five** criteria that policymakers may have used in selecting the new curriculum policy. **(5 marks)**
- b) In 2017, the government introduced a public policy banning the use, manufacture, and importation of plastic carrier bags. The policy was developed to address environmental pollution caused by plastic waste in rivers, streets, and drainage systems. The Ministry of Environment and Forestry was given the responsibility of implementing the policy. Enumerate **five** activities undertaken during the implementation stage. **(5 marks)**

QUESTION FOUR

A local civil society organization, Youth Future Initiative (YFI), based in Nairobi, launched an advocacy campaign aimed at influencing the county

government to increase funding for youth employment programs. The organization had strong research showing rising youth unemployment but limited financial and human resources to sustain a long-term campaign. Despite presenting evidence to county officials, YFI's advocacy efforts were weak due to inadequate funding for outreach activities. In view of this excerpt:

- a) Elaborate **five** strategies for enhancing their resource mobilization.
(10 Marks)
- b) Enumerate five benefits of resource mobilization in policy advocacy.
(5 Marks)

QUESTION FIVE

The Nairobi City County government introduced a new waste management policy aimed at improving sanitation, reducing pollution, and promoting recycling. The policy required households and businesses to separate waste into organic, recyclable, and general waste categories. Although the policy was well-designed, early implementation faced challenges because many residents were unaware of the new requirements, and there was limited public participation during the rollout. The county government implemented a multi-channel communication strategy.

- a) Propose **five** communication channels that were implemented to improve understanding and compliance in the county.
(10 marks)
- b) Discuss **five** consequences of ineffective communication.
(5 marks)

QUESTION SIX

- a) The residents of Riverbend District had faced severe water shortages for many years. Most households relied on seasonal rivers and unsafe water sources, leading to frequent outbreaks of waterborne diseases such as cholera and typhoid. Critically analyze **five** ways a resident association can raise awareness and mobilize support for a water project in the Riverbend District.

(10 marks)

- b) The town of Greenfield was experiencing a growing waste management crisis due to rapid urbanization and population growth. Streets were often littered with garbage, drainage systems were blocked, and illegal dumping sites had become common in residential areas. Residents frequently complained about health risks associated with poor sanitation, including increased cases of waterborne diseases. Community leaders and environmental organizations became concerned about the negative effects of waste accumulation on public health and the environment. As a result, one of the environmental organizations launched an advocacy campaign aimed at improving waste management practices and influencing policy implementation. Enumerate **five** outcomes of the advocacy campaign.

(5 marks)