



**Polycom
Girls**



UNFPA



MEDIA REPORT INTERNATIONAL WOMEN'S DAY 2025



Taekwondo Self Defense & Personal Safety Session

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A)INTRODUCTION

Femicide and gender-based violence (GBV) have reached crisis levels in Kenya, posing a significant threat to the safety and well-being of women and girls. Recent reports from **Africa Data Hub** and the **2024 Kenya Security Report** indicate a disturbing rise in cases, prompting urgent action from both the government and civil society. In response, **self-defense training** has emerged as a crucial tool in empowering women and girls with the skills to protect themselves and assert their right to safety.

On **March 7, 2024**, in partnership with **UNFPA Kenya**, **Polycom Girls** commemorated **International Women’s Day** under the theme *‘Accelerate Action’* with a **Taekwondo Self-Defense and Personal Safety Session** at **Rowland Camp**. The initiative aimed to equip adolescent girls and young women with **essential self-defense skills and awareness**, reinforcing their ability to respond to threats and advocate for their own safety.

This report highlights the media coverage of the event.

B)MEDIA COVERAGE



A)DIGITAL PLATFORMS – NEWS PLATFORMS

- ❖ <https://nipashebiz.co.ke/polycom-girls-unfpa-kenya-commemorates-international-womens-day-with-self-defense-training-against-gbv/>

- ❖ <https://www.capitalfm.co.ke/sports/2025/03/08/polycom-girls-and-unfpa-empower-kenyan-girls-with-self-defense-training-amid-rising-gbv-cases/>
- ❖ <https://www.standardmedia.co.ke/national/article/2001513367/girls-learn-taekwondo-to-protect-themselves-amid-rising-gbv-cases>
- ❖ <https://pamojafm.co.ke/news/taekwondo-a-self-defense-strategy-for-women-against-femicide-and-gender-based-violence-in-kenya/amp/>
- ❖ <https://www.kenyanews.go.ke/women-undergo-self-defense-training-to-combat-gbv/>

B)YOUTUBE

- ❖ <https://youtu.be/BkP52Z4in8Y?feature=shared>
- ❖ <https://youtu.be/DPqbpPFibXM?si=k9HA2f15ilnT694M>

C)RECOMMENDATIONS

Media Equipment – To improve coverage, Polycom Girls should consider investing in a video camera. This will enable them to capture footage for media outlets unable to attend events, ensuring broader reach and visibility.



4th March 2025

MEDIA INVITE

Subject: Invitation to International Women’s Day Commemoration – Taekwondo Self-Defense & Personal Safety Session

Femicide and gender-based violence have reached crisis levels in Kenya, claiming the lives of countless women and girls. The situation has become so urgent that a **special government committee** was appointed to address the escalating violence. In light of this, self-defense knowledge has become a crucial skill for women and girls, especially in vulnerable settings, empowering them to protect themselves and assert their right to safety.

In partnership with **UNFPA Kenya**, Polycom Girls will commemorate **International Women’s Day on 7th March 2024** under the theme ‘**Accelerate Action**’ with a **Taekwondo Self-Defense and Personal Safety Session** at **Rowland Camp**.

This event will serve as a powerful platform to raise awareness on the **prevention and response to gender-based violence** while equipping adolescent girls and young women with essential self-defense skills. **Led by national Taekwondo coaches**, the session aims to empower participants with the confidence and techniques needed to **protect themselves, deter potential threats, and advocate for safer communities**.

We invite your media house to cover this critical event and help amplify the message on the urgent need to combat gender-based violence and femicide in Kenya.

Event Details: □ **Date:** 7th March 2024
□ **Venue:** Rowland Camp
□ **Time:** 9am

Your presence and coverage will contribute to increasing public awareness and fostering a collective commitment to ending gender-based violence.

❖ **For media inquiries and confirmation of attendance, please contact:**

☐ **Marvel - 0700522110**

☐ **Email: mariapowerson@gmail.com**

We look forward to your participation.

**Best regards,
Marvel. Communications Consultant.**



**PRESS STATEMENT
FOR IMMEDIATE RELEASE**

7th March, 2025. Nairobi, Kenya.

**POLYCOM GIRLS AND UNFPA KENYA COMMEMORATE INTERNATIONAL
WOMEN’S DAY WITH SELF-DEFENSE TRAINING TO COMBAT GENDER-BASED
VIOLENCE**

Femicide and gender-based violence (GBV) have reached crisis levels in Kenya, claiming the lives of countless women and girls. According to Africa Data Hub, Kenya recorded approximately 127 femicide cases, while the 2024 Kenya Security Report revealed over 7,100 reported cases of GBV since September 2023. The alarming rise in cases prompted the Kenyan government to form a special committee to address the crisis. In response to this urgent issue, self-defense knowledge has become a vital tool for women and girls, equipping them with the skills to protect themselves and assert their right to safety.

On **7th March 2024**, in partnership with **UNFPA Kenya**, **Polycom Girls** commemorated **International Women’s Day** under the theme ‘**Accelerate Action**’ with a **Taekwondo Self-Defense and Personal Safety Session at Rowland Camp**. This initiative aims to empower adolescent girls and young women by providing them with essential self-defense skills and personal safety knowledge.

During the event, **Jane Anyango, Founder of Polycom Girls**, emphasized the importance of preventative measures: “We are creating a space where girls can learn to take care of themselves, say no to violence, and advocate for their safety. This is about empowering them with knowledge, confidence, and self-protection skills.” She pointed out that the day’s session had 120 girls, but the numbers would increase as the program gets introduced to other counties.

Caroline Murgor, GBV and Gender Advisor for UNFPA Kenya, highlighted the ‘**Sports for Protection**’ program which they have been running, has been instrumental in escalating awareness about GBV among young people. “Through this initiative, young people learn how to protect themselves from violence while also becoming champions of change in their communities.” She further noted that addressing femicide and GBV must be **holistic**, involving both men and boys as allies in creating a safer society.

Caroline Ambani, Taekwondo Coach Specializing in Self-Defense, reiterated that self-defense is not about fighting but about **empowerment and safety**. “Femicide is rampant. I believe that by equipping girls with self-defense skills, we can contribute to reducing these tragic cases. It is crucial that they learn how to protect themselves and stay safe.”

Master Benson Voiya, Chairman of the Nairobi Taekwondo Association, stressed the importance of training women in self-defense, as they are disproportionately affected by GBV. **Daniel Ochieng Maboso**, a representative from one of the schools engaged in Polycom’s programs, underscored the challenges girls face, including **unsafe home environments, lack of sanitary pads, and cultural barriers**. He called for **greater incorporation of self-defense training in school curriculums**.

In her speech ,UNFPA Deputy Representative, Pilar de la Corte Molina pointed out that “Every ten minutes, a girl or woman somewhere in the world dies in the hands of an intimate partner or as a result of gender-based violence. While self-defense training builds confidence, the real solution lies in **policy-making, community engagement, and working with stakeholders to create an environment where women and girls are treated equally**.”

The Taekwondo self-defense sessions are serving as a powerful **platform for advocacy, awareness, and action** in addressing gender-based violence and femicide. **We call upon the media to amplify this crucial conversation and urge the government, communities, and institutions to take stronger action in protecting women and girls.**

END

For media inquiries, interviews, or coverage requests, please contact:
Marvel - 0700522110.