



# THE BREASTFEEDING RUN 2025 BY CAMFEB REPORT

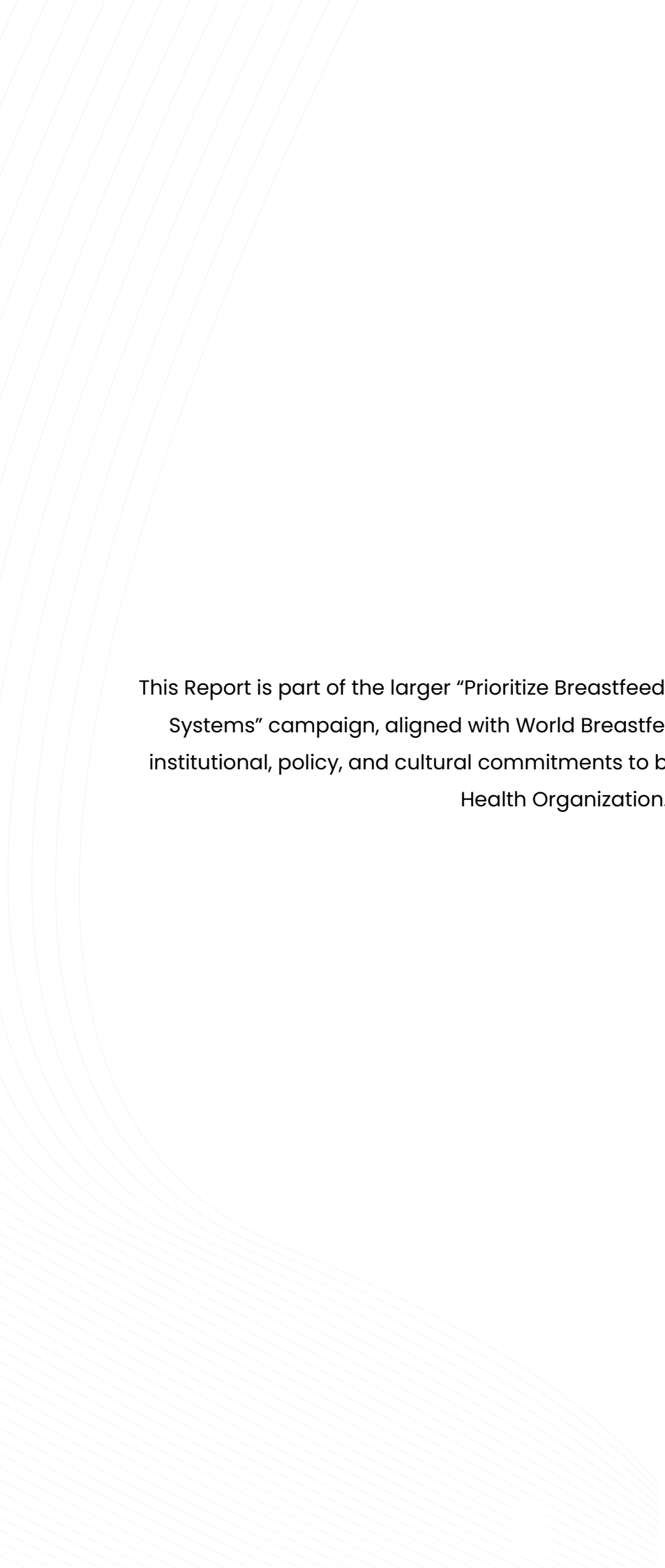
Every Step Counts for Breastfeeding Support -  
Prioritizing Sustainable Systems for Mothers and Infants

Date: Saturday, 2 August 2025

Venue: Waterfront Mall, Karen, Nairobi

Compiled and Published by:  
**Career Mothers for Exclusive Breastfeeding (CAMFEB)**

**August 2025**



This Report is part of the larger “Prioritize Breastfeeding: Create Sustainable Support Systems” campaign, aligned with World Breastfeeding Week 2025, reinforcing institutional, policy, and cultural commitments to breastfeeding support by World Health Organization.

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## ACRONYMS AND ABBREVIATIONS

APHRC	African Population and Health Research Center
BMS	Breast Milk Substitutes
CAMFEB	Career Mothers for Exclusive Breastfeeding
GRI	Global Report Initiatives
NGO	Non-Governmental Organization
NI	Nutrition International
SDG	Sustainable Development Goals
SUN-CSA	Scaling up Nutrition Civil Society Alliance
WHO	World Health Organization





## FOREWORD

It is with great pride that I present this report on The Breastfeeding Run 2025 by CAMFEB, a landmark event that reflects our shared commitment to the health and well-being of mothers and infants across Kenya. This was more than just a run; it was a clarion call for change. Together with our participants, partners, and supporters, we created a dynamic platform for advocacy, demonstrating that when communities unite behind a cause, we can spark meaningful conversations and accelerate action toward lasting impact.

At CAMFEB, we believe that empowered women and strong community networks are the foundation for thriving societies. Our mission is to promote maternal and child health by advancing exclusive breastfeeding through advocacy, education, and support systems. We are dedicated to ensuring that every mother has access to accurate information, practical resources, and supportive environments that enable her to breastfeed with confidence. By working hand-in-hand with communities, healthcare professionals, policymakers, and corporate partners, we are building a culture where breastfeeding is celebrated, protected, and normalized in every space, public or private.

The Breastfeeding Run 2025 brought this vision to life, serving as both a public health intervention and a movement for equity. From mobilizing organizations and families to showcasing innovations like the CAMFEB Lactation Pod, this event reflected our belief that sustainable change is possible when women and their champions are at the heart of advocacy.



As you explore this report, you will find impact data and participant feedback that highlight not only what we achieved together but also the opportunities ahead. Let this document serve as both a celebration of progress and a call to action to strengthen our collective efforts.

To every partner, participant, volunteer, and ally whose energy and generosity brought this event to life, we extend our heartfelt gratitude. Together, we are laying a strong foundation for healthier families, stronger communities, and a future where every child has the best start in life. May the momentum from this campaign carry us boldly into 2026 and beyond.

**Martha Mugi**

**Executive Director**

**Career Mothers For Exclusive Breastfeeding**



*Run participants with Henry Wanyoike present*





*Cool Down – Participants at The Breastfeeding Run 2025 by CAMFEB*

## **EXECUTIVE SUMMARY**

On Saturday, 2nd August 2025, Career Mothers for Exclusive Breastfeeding (CAMFEB) successfully convened the fourth annual Breastfeeding Run at the Waterfront Mall in Karen, Nairobi. The event, held under the powerful theme “Every Step Counts for Breastfeeding Support,” served as a flagship activity for the broader World Breastfeeding Week 2025 campaign, “Prioritize Breastfeeding: Create Sustainable Support Systems.” This high-visibility gathering was strategically designed to translate public advocacy into tangible action, focusing on the critical need for institutional, policy, and cultural changes to support breastfeeding mothers across Kenya.

The Run had three core purposes: to raise public awareness on the importance of exclusive breastfeeding, to advocate for breastfeeding-friendly workplaces and the implementation of supportive legislation like the Breast Milk Substitutes Act and the Breastfeeding Mothers Bill, and to mobilize resources to create practical, breastfeeding-friendly environments. The event successfully attracted 625 participants, generating KES 1,250,000 in registration fees, which provided a solid financial foundation for its operations and future initiatives. Demographically, the event resonated strongly with its primary audience, with 97% adult participation and a promising 37% male involvement, signaling a positive shift towards inclusive, community-wide support for breastfeeding.

A key achievement was the robust institutional engagement, with 267 participants representing a diverse coalition of corporate and NGO partners, including Safaricom PLC, Nutrition International, the Kenya Red Cross Society, Scaling up Nutrition Civil Society Alliance (SUN-CSA), Florensis Kenya, Standard Chartered Bank, Malteser International, Kenya Nutrition & Dieticians, So extra Uganda Limited and The Filipino Community. This demonstrated significant organizational buy-in and amplified the campaign’s reach far beyond grassroots efforts. The event’s visibility was further bolstered by effective promotional channels, with over half of all participants (56%) learning about the Run through social media.





*CAMFEB Lactation Pod*

A major highlight was the launch of the CAMFEB Mobile Lactation Pod, a practical, scalable innovation designed to meet the statutory requirements for workplace lactation stations. This tangible solution generated considerable enthusiasm among employers and policymakers alike, effectively bridging the gap between policy discussion and practical implementation. The event also garnered high-level support from the Nairobi County Health Department and the Ministry of Health, reinforcing the government's commitment to this public health priority.

In summary, The Breastfeeding Run 2025 by CAMFEB was a resounding success, achieving its goals of fundraising, awareness-raising, and coalition-building. It catalyzed essential conversations, showcased actionable solutions, and set a strong foundation for sustained advocacy and the rollout of supportive infrastructure, marking a significant step toward a future where no Kenyan mother must choose between her livelihood and her child's right to thrive.



*CAMFEB Lactation Pod*





*Venue, The Waterfront Mall*

## **1. Background Information**

On Saturday, 2nd August 2025, CAMFEB convened the eagerly anticipated Breastfeeding Run 2025 at Waterfront Mall in Karen, Nairobi, rallying participants under the powerful theme “Every Step Counts for Breastfeeding Support.” This event served as a flagship for the broader “Prioritize Breastfeeding: Create Sustainable Support Systems” campaign, harmonizing with World Breastfeeding Week 2025 to catalyze both public and institutional momentum for breastfeeding advocacy across Kenya.

Marking its fourth annual edition, the Run has evolved into a strategic platform for galvanizing public sentiment and shaping policy discourse toward a more enabling environment for breastfeeding mothers. In 2025, it notably advanced a multi-sectoral agenda aimed at bolstering infrastructure, legal frameworks, enforcement mechanisms, and cultural norms to support breastfeeding in Kenya.

Despite Kenya’s laudable progress, where exclusive breastfeeding rates rose from a mere 13% in 2003 to around 60% by 2022, surpassing the World Health Assembly’s 2025 target of 50% and exceeding the 2023 global average of 48%, this progress has stagnated in recent years. In particular, early initiation and exclusive breastfeeding rates have slipped slightly (from 62% to 60% between 2014 and 2022), underscoring persistent challenges in sustaining momentum.

Socio-cultural stigma continues to limit public breastfeeding. Deep-rooted taboos, ranging from concerns about modesty, the evil eye, to misconceptions about milk purity, discourage mothers from breastfeeding in public or institutional spaces. Against this backdrop, The Breastfeeding Run 2025 by CAMFEB emerged as a timely, high-visibility intervention aimed at confronting those norms and normalizing breastfeeding through public demonstration.

Compelling evidence underscores the critical role of workplace lactation support in sustaining exclusive breastfeeding among formally employed mothers. Studies report that mothers with access to private lactation spaces were dramatically more likely to exclusively breastfeed (84.6%) versus those without such support (55.6%). Yet, access remains dismally low, fewer than 5% of Kenyan mothers report having access to functional lactation facilities at work, highlighting a wide gap in compliance with the Health Act 2017 mandate. A survey in Central Kenya further revealed that while flexible scheduling was relatively common, fewer than 4% of women reported actually having access to lactation rooms, refrigeration, pumping equipment, or onsite daycare, all critical supports for breastfeeding at work.

Thus, the Breastfeeding Run 2025 by CAMFEB transcended symbolism to become a catalytic movement for systemic change. Drawing together government actors, private sector leaders, civil society actors, and media champions, the event pursued a comprehensive set of objectives:

- Raising public awareness on exclusive breastfeeding and the need for institutional lactation support.
- Promoting enforcement of the Breast Milk Substitutes (Regulation and Control) Act (BMS Act).
- Advocating full implementation of the Breastfeeding Mothers Bill, 2024, with its provisions on workplace accommodations.
- Mobilizing financial and in-kind resources to establish breastfeeding-friendly spaces.
- Strengthening cross-sector coordination to scale sustainable breastfeeding environments across Kenya.

Through these interlinked efforts, combining advocacy, infrastructure, and policy, CAMFEB has channeled the energy of a symbolic run into tangible, multi-dimensional outcomes. This unified strategy aims to forge a future where no Kenyan mother must choose between her livelihood and her child's right to thrive.



## 2. Participation and Engagement

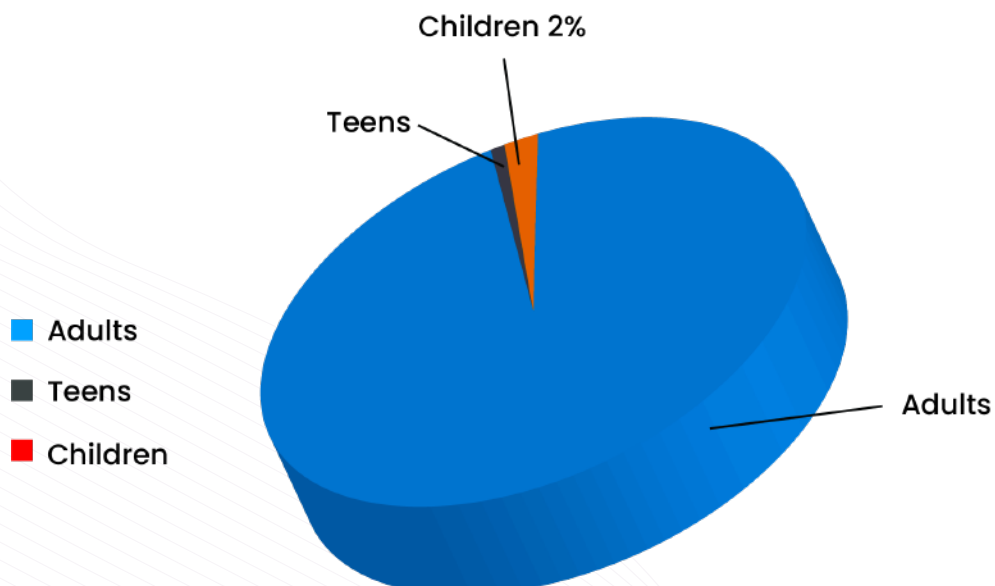


Run Participants

### Participant Breakdown:

Demographics: age, gender, running distance categories (5 km, 10 km, 15 km, 21–25 km)

### Participation Age Sets



A total of 625 participants took part, with the vast majority, 97% being adults. Teenagers aged 13–17 made up 1%, while children up to age 12 accounted for 2%. This distribution highlights that the event predominantly attracted adult participants, with youth, both teens and children, representing a small fraction of the total turnout. The data indicates the event succeeded in drawing adult attention to breastfeeding support, especially focusing on workplace accommodations and the creation of lactation spaces, aligning with CAMFEB's advocacy goals. This confirms that the event messaging resonated strongly with its primary target demographic.

That said, involving more youth could significantly amplify awareness. Young people, especially teens, leverage social media effectively and can propel campaigns further through digital activism, raising visibility, engagement, and public dialogue. Expanding youth involvement could thus extend the reach and longevity of awareness efforts.

### Participation by Gender

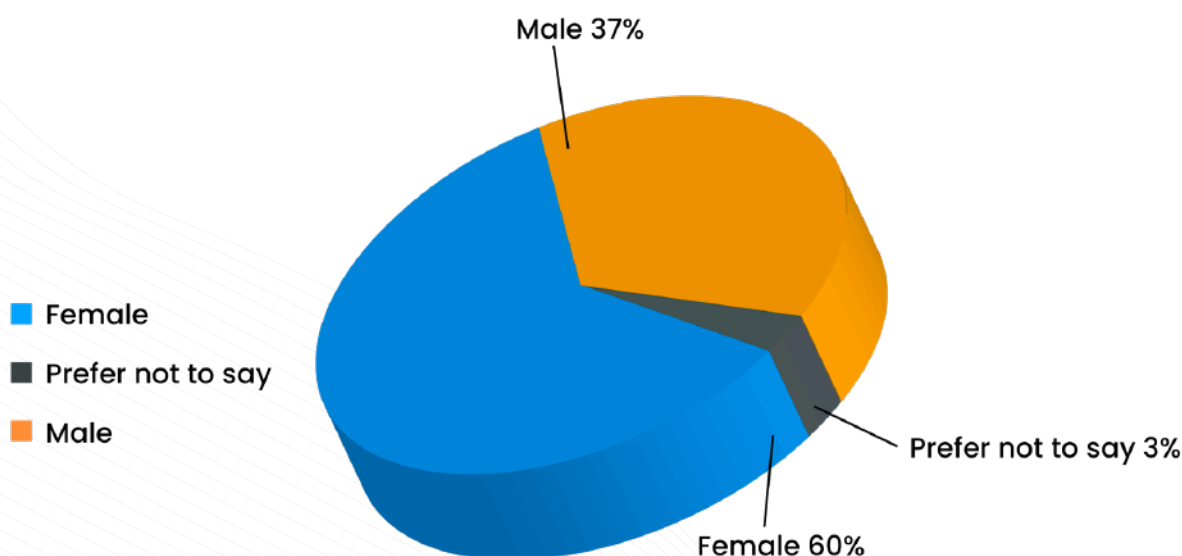


Female



Male

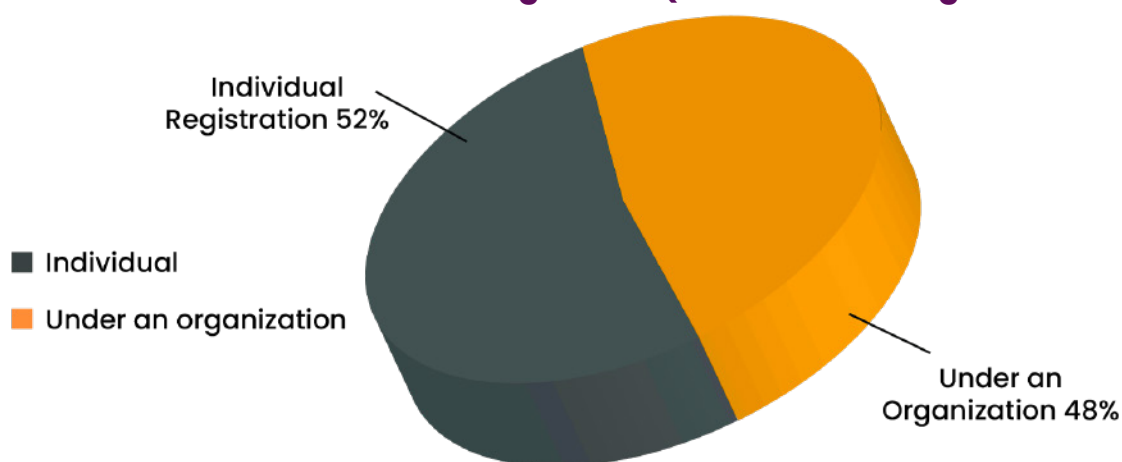
### Participation by Gender





Women made up the majority of participants, that is, 60%, while men accounted for a substantial 37%, and 3% preferred not to disclose their gender. This notable male presence marks a promising shift in the advocacy landscape, demonstrating that breastfeeding promotion is not solely a women's issue, but one with broader community and family engagement. Research confirms that when fathers are actively involved, through education or support interventions, breastfeeding initiation, exclusivity, and duration measurably improve. Furthermore, engaging men in maternal and child nutrition initiatives can advance gender equality, relieve burdens on mothers, and reinforce supportive structures within households. For long-term sustainability, this inclusive participation is a strength. It sets the stage for enduring cultural change by framing breastfeeding as a shared responsibility, a community norm rather than a solitary maternal concern.

### Number of individuals and teams registered (individual vs. organizational)



The Breastfeeding Run 2025 by CAMFEB recorded a near-even distribution of participants, with 52% registering as individuals and 48% as organizational teams. This balance is highly significant, as it highlights the event's dual strength, anchored both in personal commitment and in structured, collective effort.

From an advocacy standpoint, the 52% individual participation reflects strong grassroots ownership, with passionate citizens personally championing breastfeeding awareness. This injects authenticity and emotional resonance into the movement, ensuring that advocacy is not only institutional but also community-driven. Conversely, the 48% organizational involvement brings strategic advantages, greater reach, coordinated mobilization, and amplified policy-level engagement through networks and formal structures.

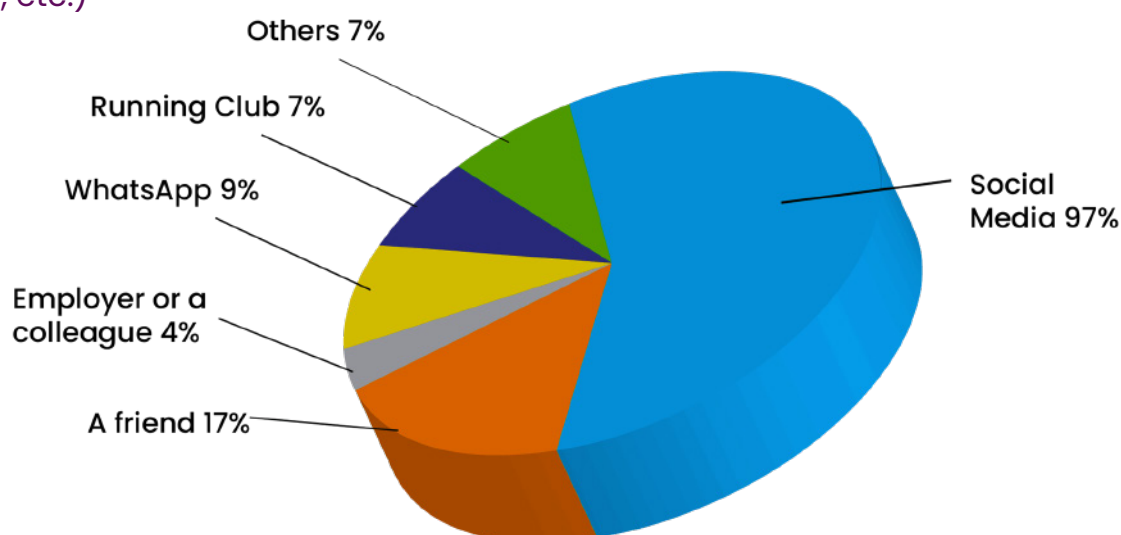
This synergy is critical for sustainability. Individual participation guarantees ongoing visibility, energy, and a sense of personal stake, while organizational investment ensures continuity, institutional memory, and the integration of breastfeeding advocacy into workplace and policy systems. Together, these dynamics position The Breastfeeding Run as a unique platform that bridges personal passion with organizational strategy, ensuring both resonance and resilience in advancing breastfeeding support.



Safaricom PLC Team

### Engagement Channels:

How participants learned about the event (social media, word of mouth, running clubs, etc.)

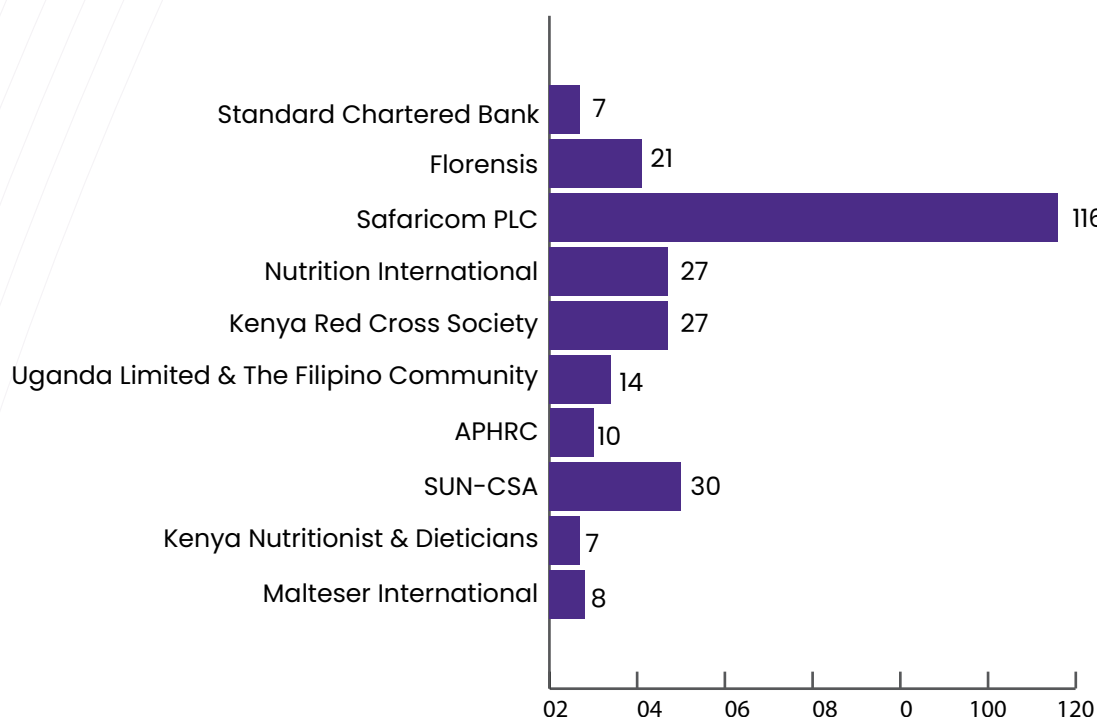


More than half of participants (56%) learned about the event via social media, followed by word-of-mouth from friends (17%), WhatsApp (9%), running clubs (7%), employers or colleagues (4%), and other sources (7%). The dominant role of social media underscores its power in generating buzz, building anticipation, and extending community reach through engaging, shareable content and real-time interaction. Meanwhile, the strong contribution from friend referrals, rooted in trust, highlights how word-of-mouth remains among the most influential and credible forms of promotion, boosting awareness in a way that far surpasses traditional advertising. CAMFEB roots for this combination, a digital front powered by social media complemented by trusted personal recommendations in order to create a resilient mix. Social platforms enable scalable and cost-effective outreach, while interpersonal channels foster emotional connection and community ownership, laying foundations for enduring engagement and advocacy.



## Corporate or NGO involvement details (e.g. sponsorship packages, team entries)

### The Breastfeeding Run 2025 by CAMFEB Registration by Institution



A total of 267 participants joined the The Breastfeeding Run 2025 by CAMFEB under institutional affiliations, including organizations like Safaricom PLC (116 participants), Nutrition International and Kenya Red Cross Society (each with 27 participants), SUN-CSA (30), Florensis (21), and others such as Malteser International, APHRC, Kenya Nutritionists & Dieticians, Arlyne Team, and Standard Chartered Bank contributing modestly. This diverse cross-section of corporate and NGO representation illustrates a robust institutional commitment to the cause, signaling strong organizational advocacy, leveraging established networks for broader visibility, and providing the structural backbone required for long-term sustainability through resource pooling and brand-backed legitimacy.

### Benefits of Corporate and NGO Participation

The corporate and NGO partnerships forged around The Breastfeeding Run 2025 by CAMFEB lend the event strategic advocacy and legitimacy. Their involvement signals shared societal values, reinforcing the credibility of the initiative and amplifying its advocacy efforts through trusted institutional voices. Beyond legitimacy, these partnerships have significantly enhanced awareness and reach. By engaging institutions with extensive networks, marketing channels, and promotional capabilities, the campaign has been able to extend its audience far beyond what grassroots efforts could achieve alone. The branding and communication platforms of these partners are poised to elevate visibility and strengthen the campaign's national presence.

At the same time, their registration and contributions provide essential sustainability and resource support, directly funding breastfeeding projects and laying the groundwork for recurrent success. Importantly, the partnerships create mutual benefit. For participating organizations, involvement in The Breastfeeding Run 2025 by CAMFEB serves as meaningful corporate social responsibility (CSR) engagement. It not only enhances brand image and fosters employee morale but also delivers tangible exposure through event materials and public recognition, aligning organizational values with a cause of lasting social impact.



*Nutrition International Kenya Team*



*Florensis Kenya Team*



### 3. Achievements of The Breastfeeding Run 2025 by CAMFEB

In a country where public spaces are more likely to host smoking zones than lactation rooms, the call for breastfeeding rights is not just a health issue, it is a justice issue. The CAMFEB-led breastfeeding campaign brought this reality into sharp focus, transforming Nairobi into a platform where policy, innovation, and community voices converged. With high-profile backing from the Nairobi County Health Department and the Ministry of Health, the campaign underscored exclusive breastfeeding as both a public health imperative and a societal responsibility, demanding urgent institutional, legislative, and corporate action.

#### 3.1 Achievements based on The Breastfeeding Run 2025 by CAMFEB Objectives

##### **Raising Public Awareness on Exclusive Breastfeeding & Institutional Support:**

CAMFEB's high-profile event cast exclusive breastfeeding as an important health issue. Government participation (Nairobi County and Ministry of Health) reinforced the campaign's core message; exclusive breastfeeding is critical for child and maternal health. By contrasting ubiquitous smoking zones with scarce lactation spaces, the Run challenged institutional norms and reframed breastfeeding as a right needing structural backing. This aligns with global emphasis on healthy workplace environments as research shows that employer-supported breastfeeding breaks increase worker satisfaction and retention. The campaign thereby engaged diverse stakeholders (policymakers, employers, health NGOs and mothers), reflecting Global Reporting Initiative (GRI) standards of multi-stakeholder approach and emphasizing maternal health as an organizational priority. This supports WHO's recommendation for exclusive breastfeeding for 6 months.

**Promoting Regulatory Accountability (BMS Act 2012):** By spotlighting Kenya's Breast-Milk Substitutes Act, the campaign underscored the government's commitment to protecting infants from inappropriate formula marketing. This emphasis resonates with WHO's International Code, which calls for regulating breastmilk-substitute marketing to protect and promote breastfeeding. Though this aspect received less media attention, the visible involvement of health authorities highlighted the need for rigorous enforcement of the BMS Act as part of Kenya's broader health and safety agenda.

**Advocating for the Breastfeeding Mothers Bill, 2024:** By contrasting absent lactation rooms with ubiquitous smoking areas, speakers highlighted systemic neglect of working mothers. The campaign amplified calls for the Breastfeeding Mothers Bill, 2024, which would require employers to provide lactation rooms, flexible breaks, baby-care facilities, and enforce anti-discrimination protections and explicit public-breastfeeding rights. These proposals align with international labor standards, for example, ILO Convention 183 grants mothers the right to breastfeeding breaks and with GRI 401 on equitable employment practices. The Breastfeeding Run 2025

by CAMFEB thus transformed an abstract policy proposal into a concrete advocacy demand rooted in women's daily work and health needs.

**Mobilizing Resources for Breastfeeding-Friendly Workplaces:** CAMFEB showcased its newly designed CAMFEB Mobile Lactation Pod, a portable, self-contained nursing pod, as a tangible solution for employers. Equipped with ventilation, padded seating, lighting and an optional refrigerator for milk storage, the pod generated enthusiasm among employers and policymakers as a practical model. This innovation addresses focus on workplace health and safety, notably promotion of worker health by translating policy commitments into real infrastructure. By highlighting the pod's scalability and utility, the campaign catalyzed interest and potential investment in breastfeeding-friendly facilities across Kenyan workplaces.

**Strengthening Multi-Sector Collaboration:** The Run's biggest strength was its inclusive coalition. By uniting government agencies, NGOs, employers and community members, the event turned breastfeeding advocacy into a collective agenda. This pragmatism by CAMFEB embodies global standards on the emphasis on stakeholder inclusion, by involving worker and community feedback in policy development. It demonstrated that creating supportive breastfeeding environments demands partnerships across sectors, integrating health, equity and workers' rights into Kenya's development agenda.



Left to Right – Martha Mugi CAMFEB, Martha Nyagaya – NI, Esther Mogusu – Nairobi County, Jacqueline Kung'u – APHRC, Caroline Arimi – MOH, Henry Wanyoike – Celebrated Athlete



Running Clubs represented





### 3.2 CAMFEB Lactation Pod Launch

CAMFEB used the Run event to unveil its newly designed Lactation pod, a portable nursing pod. This self-contained unit can be quickly installed at a workplace or public venue to provide a clean, private space for nursing mothers. The upgraded pod includes padded seating, proper lighting and ventilation, and even a compact refrigerator for to safely store expressed milk.

By showcasing this lactation pod at the Run, CAMFEB demonstrated a practical solution to a material health-and-safety need at workplaces. The pod's debut generated excitement among working mothers and employers alike, reinforcing that employer-supported nursing spaces are both feasible and beneficial. This tangible innovation helped translate policy discussions into practice, further catalyzing interest and investment in breastfeeding-friendly workplace infrastructure.

The summary table below encapsulates the key achievements of The Breastfeeding Run 2025 by CAMFEB, highlighting how the initiative catalyzed awareness, policy momentum, innovation, and collaboration.



*Lactation Pod*

**Table 1: Summary of Key Achievements**

<b>Achievement Area</b>	<b>Key Outcomes</b>
Public Awareness and Institutional Visibility	The CAMFEB Run elevated exclusive breastfeeding as a public and workplace health issue through high-level participation of county and national health officials. By contrasting smoking zones with absent lactation spaces, it highlighted institutional neglect of breastfeeding rights, aligning with GRI's stakeholder focus and reinforcing WHO's six-month exclusive-breastfeeding recommendation.
Regulatory Reinforcement (BMS Act 2012)	The Run reinforced Kenya's Breast-Milk Substitutes Act as a cornerstone of infant health policy, emphasizing the need for strict enforcement of formula-marketing regulations to protect breastfeeding. Visible backing by health authorities spotlighted this law's role in workplace health and nutrition, in line with WHO's International Code objectives.
Legislative Advocacy (Breastfeeding Mothers Bill, 2024)	CAMFEB amplified calls for legal protections by spotlighting the proposed Breastfeeding Mothers Bill. The campaign advocated mandatory lactation rooms, paid nursing breaks, baby-care facilities, and anti-discrimination measures. These demands mirror ILO Convention 183 (which grants nursing breaks) and GRI 401 on equitable employment, translating policy goals into workplace practice.
Resource Mobilization and Innovations	CAMFEB showcased its mobile Lactation pod at the Run, demonstrating a scalable solution for breastfeeding-friendly workplaces. The pod's practical design (ventilation, seating, lighting, refrigeration) captured the interest of funders and employers, highlighting the feasibility of investing in workplace lactation infrastructure.
Multi-Sector Coordination	The Run united government, NGOs, and private-sector leaders in a unified campaign, underscoring that breastfeeding support thrives through partnerships. This broad coalition reflected GRI's emphasis on inclusive stakeholder engagement, embedding maternal health into Kenya's development agenda.



## 4. Resource Mobilization

The financial strength of The Breastfeeding Run 2025 lay in its broad-based participation, where registration fees provided the backbone of resource mobilization. By ensuring full alignment between targeted and actual registrants, the event achieved complete realization of projected participant contributions. This not only demonstrated the event's credibility and appeal but also established a solid financial base to underwrite logistics, programming, and participant experience. The following section provides a breakdown of contributions, analysis of their significance, and implications for future financial planning.

### 4.1 Financial Contributions

A total of 625 participants registered and contributed towards the event. Each paid a registration fee of KES 2,000, generating an aggregate of KES 1,250,000 in direct contributions. Additionally, under the Friends of Breastfeeding sponsorship tier package, APHRC contributed an amount of KES 100,000

Breakdown and Analysis:

- Unit Contribution: KES 2,000 per participant
- Total Participants: 625
- Sponsorship tier: KES 100,000
- Gross Contribution: KES 1,350,000

This represents 100% realization of expected registration contributions, given that participation directly matched the targeted 625 registrants. The financial contributions from registrations provided a strong base for cost recovery and program delivery, covering a significant proportion of operational expenses. Compared to alternative revenue streams (e.g., sponsorship, donations, in-kind support), registration fees formed the largest single-source contribution to the event's budget.

The consistent participation levels confirm the event's high value and the strong perceived benefits among attendees. Looking ahead, consideration could be given to introducing tiered registration fees, such as standard, early-bird, or institutional packages, to optimize income generation while maintaining inclusivity. At the same time, diversification beyond participant fees will be critical for long-term sustainability, ensuring the event is not solely reliant on registration contributions.

### 4.2 Event Support and Future Planning

The success of the Breastfeeding Run 2025 by CAMFEB was significantly bolstered by generous in-kind contributions. Drawing on support from Fitness with David, led by renowned marathoner David Thuo, we benefited from professional race direction and coordination, ensuring smooth logistics and participant engagement. Additionally,

Waterfront Mall, Karen graciously donated the venue free of charge, offering an accessible, central, and welcoming setting that heightened visibility and ease of participation. Finally thank you Circle of Care for your technical support and ORS Hydration for the provision of ORS rehydration drinks that kept participants refreshed and energized throughout the event. By blending strategic infrastructure deployment, policy advocacy, accountability monitoring, and inclusive dialogue, CAMFEB is setting a foundation for sustainable, multi-sectoral progress, empowering every working mother to breastfeed with dignity and support.

#### 4.3 Post-Event Quotes

*"I will be supportive of breastfeeding moms and I will push my office to have a lactation pod"*

*"I have been creating awareness on the cause and I will bring even more people next year"*

*"Encourage mothers and female workmates to embrace breastfeeding. Also, encourage institutions to offer lactating rooms for mothers"*

*"Suggest a breastfeeding corner at work place"*

*"Champion breastfeeding benefits"*



### 5. Next Steps and Sustained Action

In Kenya, the legal landscape now firmly supports breastfeeding as a workplace right. The Health Act of 2017, in Section 71, mandates that all employers establish adequately equipped lactation stations, complete with handwashing facilities, refrigeration, electrical outlets, seating, and appropriate location, while also prohibiting the marketing of breast-milk substitutes within those spaces. Building on this foundation, the recent Breastfeeding Mothers Bill, 2024 expands protections by institutionalizing



lactation spaces, formalizing designated breastfeeding breaks, flexible work arrangements, anti-discrimination safeguards, and the right to breastfeed in public. Within this evolving policy environment, CAMFEB's strategy for rolling out mobile lactation pods over the next three to six months represents both legal compliance and forward-thinking leadership, translating policy into accessible and dignified workplace infrastructure.



*Race Numbers Stickers*

## **5.1 Short-Term Plans (3–6 Months)**

The months immediately following the Breastfeeding Run 2025 present a critical window to convert momentum into tangible impact. CAMFEB's short-term priorities are designed to establish proof of concept, foster early adoption, and lay a strong foundation for scale-up. By piloting the rollout of lactation pods in Nairobi, sensitizing employers on legal and productivity gains, and convening diverse stakeholders for dialogue, CAMFEB seeks to demonstrate that breastfeeding-supportive environments are both feasible and transformative. These early actions are not only about infrastructure and awareness, they are about signaling institutional commitment, shaping norms, and catalyzing the systems that will sustain change nationwide.

### **Strategic Rollout of Mobile Lactation Pods**

Launched during the Breastfeeding Run 2025, CAMFEB's mobile lactation pod delivers a dignified, practical infrastructure solution, offering working mothers privacy, comfort, and easy access to breastfeed or express milk. This innovation responds directly to Kenya's statutory requirement under the Health Act 2017 (Section 71), mandating employers to establish lactation stations with handwashing facilities, refrigeration, power outlets, seating, and a table, away from restrooms, while also prohibiting any promotion of breast-milk substitutes in the space.

In the immediate term, CAMFEB will pilot the rollout in Nairobi County, mobilizing partnerships with county health and labor departments to embed lactation infrastructure within workplace health strategies. By aligning with national

implementation frameworks and localized support systems, this initiative ensures workplace lactation facilities are both compliant and contextually effective. Following this pilot phase, CAMFEB intends to expand rollout to additional counties and partner organizations across Kenya.

### **Employer Sensitization and Orientation**

To operationalize the rollout, CAMFEB will conduct targeted workshops and webinars for HR teams and facility managers. These sessions will educate stakeholders on legal obligations and practical standards, drawing from Section 71 of the Health Act 2017 and the pending Breastfeeding Mothers Bill, to foster compliance through knowledge. This builds on evidence showing that workplace lactation spaces, combined with organizational policy, enhance breastfeeding duration, confidence, and supportive environments for working mothers.

### **Stakeholder Engagement Forums**

CAMFEB will orchestrate quarterly multi-sectoral forums, alternating between regional and national forums. These will convene government officials, civil society, private sector reps, labor unions, and mothers' groups to review monitoring dashboards, discuss challenges, and co-create scale-up strategies. Outcomes, action items, responsibilities, and institutional commitments, will be documented formally to ensure accountability and momentum.



*Special Guests at The Breastfeeding Run 2025 by CAMFEB*



## 5.2 Long Term Vision

Beyond workplaces, CAMFEB envisions a future where lactation support infrastructures are embedded throughout everyday environments, such as schools, public institutions, markets, and transit hubs, leveraging the scalable pod model.

Upon enactment of the Breastfeeding Mothers Bill 2024, CAMFEB will partner with regulatory bodies to embed lactation station mandates into licensing, occupational health audits, and public building regulations. Aligning with this progressive legislative effort further reinforces standard expectations and institutional adoption.

## Monitoring and Documentation

To track usage and operational performance, a card-based access system will be implemented for the pods. This will generate real-time data on utilization patterns, frequency, and user demographics, informing both adaptive management and strategic planning.

## Continuous Multi-Sectoral Dialogue

Stakeholder forums will continue quarterly, maintaining structured dialogue, presenting updated data, refining policy approaches, and cementing cross-sector engagement, ensuring that breastfeeding-supportive environments continue to expand and evolve sustainably.





*Medals*

### **5.3 Call to Action**

The momentum created by CAMFEB's advocacy and innovations must now be translated into broad-based action. Achieving sustainable, nationwide breastfeeding support requires more than isolated interventions, it demands a coalition of donors, employers, policymakers, and communities working in concert. By mobilizing financial and in-kind resources, anchoring commitments in law and enforcement, and sustaining engagement through advocacy campaigns and knowledge-sharing networks, stakeholders can collectively dismantle barriers that working mothers face every day. This is not simply an investment in maternal and child health; it is a commitment to equity, productivity, and the next generation's wellbeing.

#### **Financial and In-Kind Support**

To broaden the accessibility and equity of lactation infrastructure, CAMFEB invites donors and corporate partners to contribute both financially and in kind, providing essentials like furnishings and refrigeration to support facility installations, particularly in underserved regions and the informal sector. These contributions are not merely philanthropic but strategic; studies indicate that workplace lactation supports significantly increase exclusive breastfeeding (EBF) rates, mothers with access to on-site breastfeeding spaces in Kenya were more likely to practice EBF (84.6% vs. 55.6%). In tandem, CAMFEB will pursue philanthropic grants targeting micro, small, and medium enterprises (MSMEs) to help them establish basic but vital breastfeeding amenities, aligning with national programs that support youth-led and small-scale enterprises through grants and business development programs.



## **Policy Advocacy and Legal Accountability**

A strong legal framework must be matched with robust enforcement to transform rights into reality. CAMFEB calls on policymakers and civil society to champion the swift passage of the Breastfeeding Mothers Bill, 2024, which mandates lactation spaces, breastfeeding breaks, flexible work arrangements, anti-discrimination protections, and baby-changing facilities in workplaces and public buildings. Once enacted, integrating its enforcement into county-level labor inspections and licensing protocols is essential, enabling regulatory bodies to certify lactation station compliance and uphold mothers' rights. Meanwhile, enforcement of existing provisions under the Health Act 2017, such as Section 71's requirement for employers of more than 50 employees to provide equipped lactation stations and paid nursing breaks, can be strengthened through inclusion in regular labor audits, ensuring policy translates effectively into practice.

## **Sustained Engagement**

Sustaining visibility and institutional commitment requires consistency and shared learning. To this end, CAMFEB invites partners, corporate and civil society alike, to participate in regular editions of the Breastfeeding Run and complementary advocacy campaigns, reinforcing continuity and visibility of the movement. Complementary to these events, CAMFEB is establishing a knowledge-sharing network, a formal community of practice that brings together employers, civil society actors, government representatives, and breastfeeding advocates. This forum serves as a dynamic platform for sharing successes, tackling challenges, and surfacing innovations in breastfeeding support across sectors. Communities of practice are proven knowledge accelerators, helping stakeholders access tacit expertise, reduce duplication of effort, and generate new strategies through collective learning.

### **5.4. Post-Event Survey Insights**

The after-event survey revealed valuable insights into participant experiences, highlighting both strengths and areas for improvement.

Event organization and planning received strong praise, with participants describing the run as "well planned," "perfectly executed," and "efficient," and noting that communication and updates were clear. A minor challenge emerged around clarity of the route and coordination at specific points, suggesting room for fine-tuning.

Logistics and route management stood out positively for its well-spaced hydration stations, safe track, and appropriate timing. However, participants pointed to gaps in route markings, occasional road safety risks along busier sections, insufficient safety marshals, lack of mobile washrooms, and timing of oral rehydration salt (ORS) distribution, indicating areas for stronger logistical support in future editions.

Value for Money and Participant Experience was largely affirmed, with many participants expressing overall satisfaction. Nevertheless, some reported dissatisfaction due to missing T-shirts despite payment, and others expected more amenities to enhance their experience.

Cause awareness and community impact was the most strongly affirmed theme, with participants describing the cause as “worthy” and impactful, reminding them of the critical importance of breastfeeding. No significant negative feedback emerged under this theme, positioning it as a key strength of the event.

Social engagement networking also emerged positively, with participants valuing the opportunity to network with health professionals, improve physical fitness, and experience a sense of belonging. While no major challenges were noted, participants suggested that structured networking opportunities could expand the event’s social impact further.

**Table 2: Summary of the Thematic Framework Analysis**

Theme	Positive Feedback	Challenges / Gaps
Event Organization and Planning	Described as “well planned,” “perfectly executed,” “efficient,” “good updates.”	Minor issues with clarity of route and coordination at some points.
Logistics and Route Management	Spaced hydration stations, safe track, timing well done.	Route markings unclear, road safety risk on busy sections, need for more safety marshals, lack of mobile washrooms, ORS placement timing.
Value for Money and Participant Experience	Many participants satisfied overall.	Complaints over missing T-shirts despite payment, expectation of more amenities.
Cause Awareness and Community Impact	Cause strongly resonates (“worthy cause,” “reminds me of breastfeeding”).	No significant negative feedback here; this is a strong area.
Social Engagement and Networking	Networking with health professionals, physical fitness, sense of belonging.	None identified; could be expanded further (structured networking).



## 5.5 CAMFEB Way Forward for the Breastfeeding Run 2026

Based on 2025 participant feedback, CAMFEB will implement the following strategic enhancements to elevate the quality, inclusivity, and impact of the 2026 Breastfeeding Run:

**1. Diversified Sponsorship Packages:** CAMFEB will accept sponsorships starting from KES 50,000 to encourage broader engagement from organizations, corporates, and community groups. To attract both large and small partners, the organization will introduce tiered sponsorship packages, such as Bronze, Silver, and Gold, each offering clear, meaningful benefits like branding on event materials, on-site presence, and recognition across digital platforms. This structured yet flexible model aligns with proven nonprofit fundraising best practices that prioritize transparency and appeal to varied sponsor capacities.

**2. Early-Bird Registration Campaign:** CAMFEB will launch an early-bird registration period to drive early sign-ups, enhance planning accuracy, and secure critical early revenue. Participants registering early will enjoy incentives such as priority bib distribution, and special recognition, creating urgency and signaling value, which are established drivers for increased participation and smoother event logistics.

**3. Guaranteed Race Kits (T-Shirts for All):** Ensuring timely procurement and on-time distribution of branded T-shirts for every paid participant, CAMFEB will streamline kit collection and pre-event distribution points. This will address a key concern from the 2025 feedback and significantly improve participant satisfaction and perceived value.

**4. Improved Route Management and Safety:** To enhance course clarity and participant safety, CAMFEB will deploy clear route markings and signage and station directional volunteers at strategic points. The event will also bolster safety protocols by increasing the number of marshals and collaborating closely with traffic police to secure busy road segments. Hydration and ORS stations will be optimized for placement at critical points along the route, while mobile washrooms will be deployed at the start, mid, and finish areas to improve convenience and comfort.

**5. Enhanced Advocacy and Engagement:** CAMFEB will amplify breastfeeding awareness through prominent event branding, storytelling, and post-race media campaigns, fostering deeper emotional and educational impact. To increase inclusivity and participation, the event will offer virtual participation options—allowing those unable to attend physically to join the cause online. Virtual formats have the added benefits of creativity, extended reach, and reduced environmental impact, while a hybrid approach balances accessibility with in-person connection. Additionally, CAMFEB will introduce on-site networking sessions and wellness booths, transforming the run into a holistic advocacy platform that fosters community engagement beyond the race itself.

## 5.6 Keeping the Advocacy Flame Alive: Men-Focused Follow-Up Event

CAMFEB will keep the advocacy fire burning year-round with a new follow-up event: an all-male road race featuring 5 km, 10 km, 15 km and 21 km distances, scheduled just after International Men's Day (November 19). This focused activity aims to elevate men as breastfeeding champions, demonstrating that their support at home, in workplaces, and within communities is key to improving exclusive breastfeeding outcomes. A recent meta-analysis confirms that paternal support interventions significantly increase exclusive breastfeeding rates, helping sustain them through crucial postpartum periods

## 6. Institutional and Media Appreciation

We extend our heartfelt gratitude to our distinguished institutional partners, Safaricom PLC, Nutrition International, Malteser International, Kenya Nutritionists and Dietitians, SUN-CSA, APHRC, Arlyne Team, Kenya Red Cross Society, Florensis, and the Standard Chartered Running Club, for their vital roles in registering and participating in the Breastfeeding Run 2025. Your collaboration not only enhanced the event's logistics and turnout but also reinforced our collective dedication to advancing breastfeeding advocacy across Kenya. Equally, we warmly thank our media and promotional allies whose platforms amplified our message, spreading awareness through airwaves, digital media, and print. As we look ahead, CAMFEB welcomes and values continued partnerships with each of you throughout the implementation phase and beyond; together, we are powering meaningful, lasting change for mothers, babies, and communities.



Participants – Breastfeeding Champions





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[www.pcwsglobal.com](http://www.pcwsglobal.com)

 +254 759 086 466

 [breastfeedingrun@camfeb.org](mailto:breastfeedingrun@camfeb.org)

 [www.camfeb.org](http://www.camfeb.org)

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