



BRAVE Western Conducts Training of Trainers



BRAVE Steering Committee Meeting



BRAVE Finalizes the Swahili Manual and Popular Version

The BRAVE FOCUS is a monthly newsletter of the BRAVE Movement. This issue, No. 0005, focuses on the BRAVE activities in the month of January 2016;

- ◆ BRAVE held a steering committee meeting in Nairobi where the team analysed the activities of BRAVE in the previous year.
- ◆ BRAVE Western conducted two Training of Trainers (ToTs) workshop in Busia and Vihiga counties during this month.
- ◆ BRAVE received an invitation to attend interviews in NTV, KTN and KBC on violence, how to tackle it and how it affects human psychology. BRAVE also presented its activities and achievements in 2015 and its plans for 2016 in countering radicalisation and violent extremism in the country.
- ◆ Consultants were engaged in editing of translating BRAVE Training Manual and Resource Guide into Swahili. At the same time consultants concentrated on editing the popular version of the English MANSKIT.
- ◆ BRAVE Secretariat held several sittings with Design Village, developers of BRAVE website, to discuss, among other things, the progress of the website, the second phase online campaign (Be BRAVE), and making of television commercials (TVCs).
- ◆ Over this month, the online media campaigns reached over 12,000 people. This is considered low compared to the previous successes in the other months. Over this period Facebook posts, the interaction levels were over 10,000 post, 71 comments and 21 shares. The home page was viewed the most over this period with the timeline next and the photo gallery also seeing a good number of people viewing it. With the drop in postings, twitter has been affected too. There has been a drop in the number of people online and topics BRAVE is riding on.

Prepared by:

BRAVE Secretariat

Steering Committee Meeting

Venue: BRAVE Secretariat

Date: 16th January, 2016



Steering Committee members during their meeting at the BRAVE Secretariat, Nairobi

On 16th of January 2016, BRAVE held a steering committee meeting in Nairobi to analyze BRAVE's activities for 2015 and the upcoming plans for 2016.

BRAVE TRAINING OF TRAINERS (ToT)

Venue: Funyula Testimony Junior Academy, Busia

Date: 17th January 2016

Theme: BUILDING RESILIENCE AGAINST VIOLENT EXTREMISM

Sheikh Abdallah Ateka, the BRAVE Coordinator of West Kenya, has planned and implemented BRAVE activities in counties of Western region; these are Kakamega, Busia, Vihiga and Bungoma. With his leadership, BRAVE Busia held a training workshop on 17th January, 2016 on radicalization and violent extremism. Thirty seven (37) participants from the 7 sub-counties of Busia County attended. Participants comprised of Imams, Youth and Women. The topics tackled during the event include;

- **BRAVE Introduction**
- **Early Warning**
- **Problems Leading To Extremism and Terrorism**



Muslim participants during the Busia workshop

BRAVE TRAINING OF TRAINERS (ToT)

Venue: Idavaga Secondary School, Vihiga County

Date: 24th January 2016

Theme: BUILDING RESILIENCE AGAINST VIOLENT EXTREMISM

On 24th of January 2016, BRAVE Western held a training workshop in Vihiga County that constituted of 61 participants from region. The participants constituted of religious leaders, youth, women, elders and professionals.

The topics presented included;

- **BRAVE Introduction**
- **Objectives of BRAVE**
- **Radicalization and Violent Extremism**



Muslim participants attending the BRAVE Vihiga workshop

Finalisation of the Swahili Manual and Popular Version

Date: January 2016

Venue: Nairobi



BRAVE Secretariat frequently engaged with its consultants to ensure the actualisation of the final BRAVE Training Manual and Resource Guide into Swahili and the bridged English Manual. During this month thorough editing of translated document and graphical elements were looked into. Designers also worked on the proper layout and design before commissioning it to print.

Television Interviews

Date: January 2016

Venue: Nairobi

BRAVE was invited to the media to address matters on violence, how to tackle it and how it affects human psychology. The audience also got to know the programs and achievements of BRAVE in 2015 and its future plans. Among the stations that highlighted BRAVE in this month include;

- KBC
- KTN
- NTV

Online Media Campaign

Date: January 2016

Venue: Nairobi

Jihad For All
Published by Dub Steps (P) · 20 January at 10:20 · 🌐

"It's only the religion that is the difference, so I ask my Muslim brothers to take care of the Christians so that the Christians also take care of us... and let us help one another and let us live together peacefully"
Inna lillahi wainnailaihi rajiun
<http://www.bbc.com/news/world-africa-35352763...>

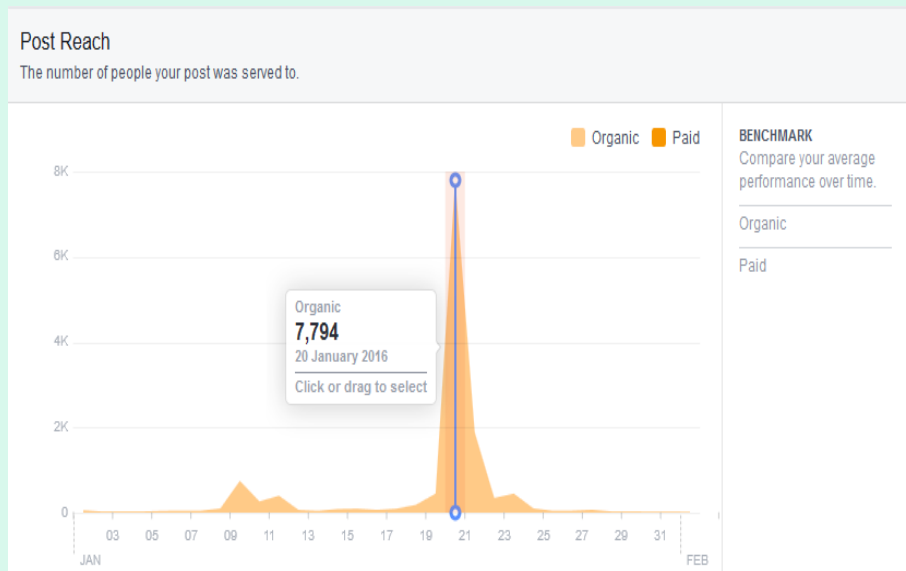
Kenyan Muslim who shielded Christians in al-Shabab attack dies - BBC News
A Muslim teacher who refused al-Shabab attackers' order to split from Christians when they attacked a bus in Kenya dies in surgery almost a month after he was...
BBC.COM

10,127 people reached [Boost Post](#)

105 Likes 29 Comments 24 Shares

The online campaign for January 2016 has been a low stretch. From the beginning of 2016, the number of posts/uploads for Jihad For All were reduced to a minimum of 4 a month. This is because BRAVE is introducing the second phase of the programme, The BeBRAVE campaign. This drop in posts has also had a significant rebound effect to the rest of the page's metrics i.e. Likes, reach and engagement. With only 10 new likes per day to the page, this is a low show from what the BRAVE page used to get every month. The average number of likes a day in this month dropped by 2% compared to December 2015. The BeBRAVE campaign is ready to take its course and create a new pace for the movement.

Reach - Over this month, BRAVE had a reach of over 12,000 people. This is not considered low though compared to the previous successes of the brand it is low. The spikes below are seen from the post on 20th January as the highest likes, shares and reach of the month.



Post Results - Over this period the post that got the most traction gathered over 10,000 post reach, 71 comments and 21 shares
Page Viewed- The home page was viewed the most over this period with the timeline next and the photo gallery also seeing a good number of people viewing it.

Projected activities for February 2016:

The following are projected activities for February 2016:

- Induction for National Committees; i.e. Steering Committee, Reference Committee and Advisory Committee
- Training of Trainers of Sheikhs and Imams from Council of Imams and Preachers of Kenya (CIPK) in Mombasa
- Training of Trainers ustadhas (female madrasa teachers) and women religious scholars in Mombasa
- Training of students of Islamic University College in Kikambala, Mombasa
- Training of students of Islamic College (Mahad) in Kisauni, Mombasa
- Consultative meeting with National and County governments in Mombasa
- Consultative meeting with CIPK sheikhs

THE BRAVE COMMITTEES

Brave Coast

Brave North Eastern

Brave Upper Eastern

Brave Nairobi

Brave Western

Brave West Kenya

Brave Rift Valley

Brave Mombasa

Brave Malindi

Brave Isiolo

Brave Moyale

Brave Marsabit

Brave Kwale

Brave Lamu

Brave Nyanza

Brave Kenya

Brave Youth

Brave Women

Brave Imams