CAMFEB
CAREER MOTHERS FOR EXCLUSIVE BREASTFEEDING®

CAMFEB Breastfeeding Run 2026

IMPACT REPORT



World Breastfeeding Week 2026

Date:
1 August 2026

Distances:
5K / 10K / 21K

Venue:
The Waterfront, Karen, Nairobi

Theme Year
Breastfeeding for a Sustainable Start in Life: Strengthen What Works

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1. Executive Summary

The CAMFEB Breastfeeding Run 2026, held on 1 August 2026 at The Waterfront, Karen, Nairobi, marked a flagship advocacy and community mobilization event during World Breastfeeding Week. Under the theme "Breastfeeding for a Sustainable Start in Life: Strengthen What Works," the event brought together hundreds of runners, walkers, volunteers, health professionals, employers, civil society actors, and partners to champion exclusive breastfeeding (EBF) as a public health, gender equity, and environmental sustainability priority.

The Run combined physical activity (5K, 10K and 21K races) with health education, networking, exhibition booths, and advocacy messaging. Pre- and post-event surveys, media coverage, partner engagement, and participant feedback demonstrate strong knowledge gains, high satisfaction, increased commitment to breastfeeding advocacy, and heightened awareness of workplace lactation support obligations under Kenya's Health Act 2017.

Key highlights include:

- Hundreds of participants from across Kenya and beyond completed 5K, 10K or 21K distances.
- 96% of post-event survey respondents would "Definitely" recommend the event to others.
- Average satisfaction rating of 4.31 / 5 and average knowledge confidence of 4.08 / 5 after the event.
- 77% of respondents indicated they are "Very Likely" to promote breastfeeding in family, workplace or community.
- Strong engagement with Ministry of Health, African Population and Health Research Center (APHRC), Kenya Red Cross Society (KRCS) and Lunga Lunga Health.
- Volunteer mobilization and route support praised as major strengths of the event.



2. Background and Context

Exclusive breastfeeding for the first six months of life is one of the most effective, low-cost interventions for child survival, nutrition and human capital development. Globally, optimal breastfeeding practices could avert more than 800,000 child deaths and 20,000 maternal deaths annually. Kenya has made remarkable progress, raising national exclusive breastfeeding rates from 13% in 2003 to approximately 60% by 2022. The Government has set a target of 68% by 2030 under the Kenya Maternal, Infant and Young Child Nutrition (MIYCN) Strategy 2023–2028.

Despite this success, progress has plateaued. Working mothers, especially in urban and formal-sector jobs, face significant barriers: limited workplace lactation facilities, inconsistent enforcement of the Health Act 2017 (which mandates lactation rooms and flexible schedules), aggressive marketing of breastmilk substitutes, and social norms that can discourage public or continued breastfeeding. Breastfeeding is also a climate-resilient practice that reduces packaging waste, transportation emissions and resource use associated with formula production, contributing to multiple Sustainable Development Goals (SDGs 2, 3, 5, 12 and 13).

CAMFEB (Career Mothers for Exclusive Breastfeeding) organizes an annual advocacy run as a visible, multi-sector platform to reinvigorate national momentum, normalize breastfeeding-friendly workplaces, and mobilize resources and public commitment. The 2026 Run marked the 5th edition of the CAMFEB Breastfeeding Run, building on previous years' experience and aligning with World Breastfeeding Week messaging focused on strengthening what works.



3. How the Run Was Conducted

3.1 Event Format and Logistics

The CAMFEB Breastfeeding Run 2026 was staged on Saturday, 1 August 2026 at The Waterfront, Karen, Nairobi. Participants selected from three race distances: 5 km, 10 km and 21 km, allowing inclusion of recreational walkers, recreational runners and more experienced athletes. Standard registration was set at KES 2,500 (with partner discount codes available), with the standard race kit including a branded T-shirt, bib, medal and educational materials on exclusive breastfeeding and workplace support. For some last-minute registrants, CAMFEB introduced a "Community Entry" comprising a bib, medal and bag without a T-shirt, because T-shirts could not be produced within the short remaining lead time before the event.

Race-day activities included race starts, route marshals and medical support, hydration stations, a warm-up and dance session, exhibition booths, health education interactions, networking opportunities, and a finish-line celebration with medals and refreshments. A lactation pod was available on site, reinforcing the event's core message of practical workplace and public-space support for breastfeeding mothers.

3.2 Partners and Collaborating Agencies

Partners and collaborating agencies represented at the event included:

APHRC African Population and Health Research Center

Fitness with David — Indomitable Will. Create your destiny

O.R.S Hydration Tablets

Kenya Red Cross

The Waterfront — you've arrived

njema safaris

PCWS Prolacta & Corporate Wellness Solutions

aftersix.africa

Reliva Physiotherapy & Chiropractic Centre

runbeyond

3.3 Volunteer Engagement

3.1 Event Format and Logistics

Volunteers were central to the successful delivery of the Run. CAMFEB publicly recruited volunteers in the lead-up to the event, seeking individuals with good communication skills and access to digital tools to support organization, registration, kit collection, route marshalling, hydration, medical liaison and participant experience. On the day, volunteers contributed to:

- Registration and kit collection (location, signage and flow)
- Route support and marshalling
  (repeatedly highlighted by participants as a major strength)
- Start-line coordination
- Hydration and medical support points
- Finish-line medal distribution and celebration atmosphere
- Information and education support at exhibition and health booths

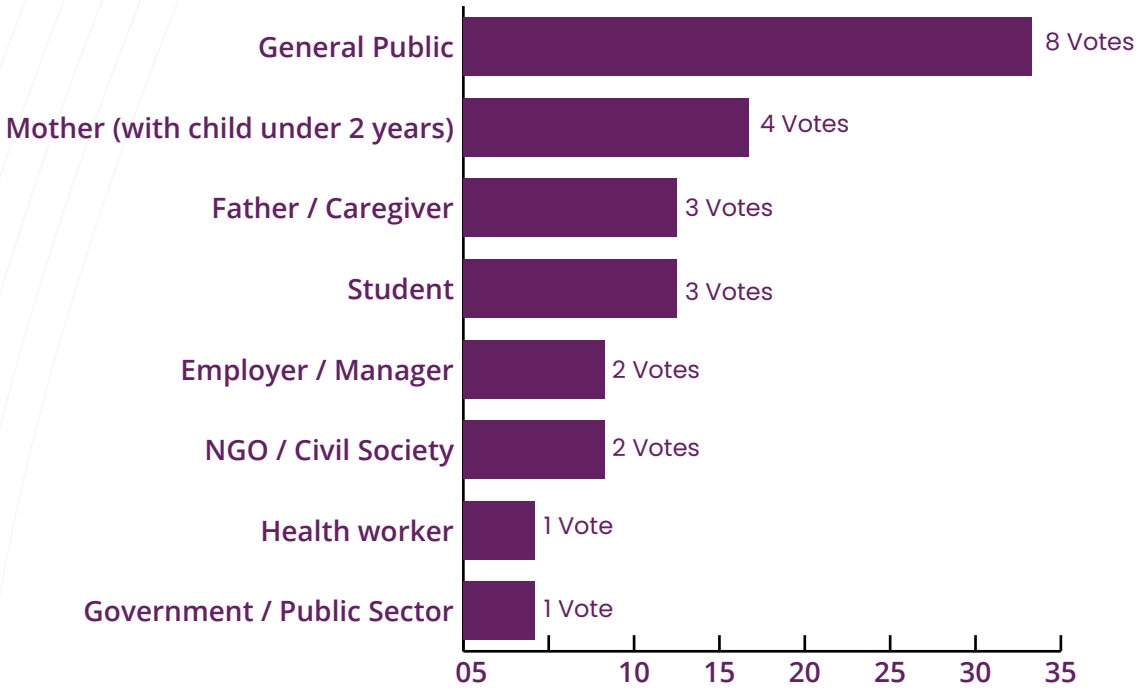
Participant open-ended feedback repeatedly praised “route support,” “very good race support,” “Wozza (number 1 hypeman),” organization, vibe, and the presence of the lactation pod, evidence that volunteer energy and visibility directly shaped the positive experience and advocacy atmosphere.

4. Participant Profile



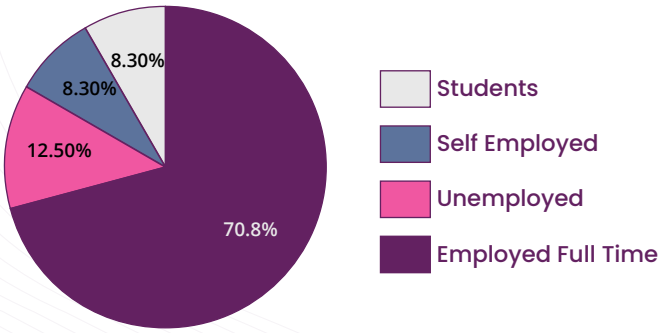
Pre- and post- event surveys provide insight into who attended. Although survey response numbers were modest relative to total turnout (approximately 23–26 respondents per wave), the profile is consistent with CAMFEB's target multi-stakeholder audience.

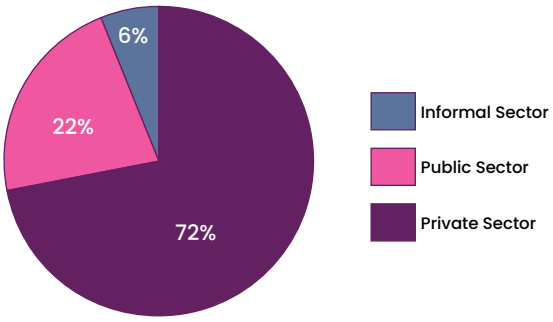
Pre-Event Survey – Category of Respondents (n ≈ 23–25)



Employment Profile

Among pre-event respondents, 70.8% were employed full-time, 12.5% unemployed, 8.3% self-employed and 8.3% students. Of those employed, approximately 72% worked in the private sector, 22% in the public sector, and a small share in informal settings. This composition underscores the relevance of workplace lactation support messaging.





Post-Event Survey – Category of Respondents (n = 26)

Post-event respondents included General Public (≈35%), Mothers with child under 2 (≈19%), Fathers/Caregivers (≈12%), NGO/Civil Society (≈12%), Health workers (≈8%), and smaller shares of Community Health Volunteers, Employers/Managers, Government and Students. The mix confirms the event's reach across mothers, families, professionals and advocacy actors.



5. Knowledge and Learning Impact

Baseline knowledge of exclusive breastfeeding was already relatively high among pre-event respondents, yet the event reinforced and expanded understanding, particularly around workplace rights, environmental benefits and social support.

5.1 Pre-Event Knowledge Snapshot

- 79% correctly defined exclusive breastfeeding as only breastmilk for 6 months.
- 79% correctly identified the recommended duration of exclusive breastfeeding as 6 months.
- Strong recognition of benefits: protection from infections (≈24% of multi-select votes /20 respondents), improved growth and brain development (highest selected), maternal health benefits, cost savings and environmental sustainability.
- 92% agreed that breastfeeding contributes to environmental sustainability (less waste, no packaging).

5.2 Post-Event Knowledge Confidence

After the event, participants rated their confidence in knowledge of exclusive breastfeeding on a 0–5 scale:

Metric	Value	Interpretation
Average confidence	4.08 / 5	High post-event confidence
Score 5 (highest)	42.3% (11 respondents)	Largest single group
Score 4	34.6% (9 respondents)	Strong second tier
Scores 0–2 combined	7.7%	Very few low-confidence scores

5.3 Key Messages Learned or Reinforced

Participants reported learning or reinforcing multiple key messages (multi-select). Highest-ranked themes included the importance of exclusive breastfeeding for the first six months, benefits for mothers and babies, the role of families and communities, the importance of breastfeeding-friendly workplaces, and breastfeeding's contribution to environmental sustainability.

6. Attitudes, Social Norms and Future Action

6.1 Pre-Event Attitudes

Pre-event Likert-scale questions (1 = Strongly Disagree to 5 = Strongly Agree) showed already strong pro-breastfeeding attitudes:

- Breastfeeding is essential for child survival and development – high agreement (majority at 5).
- Breastfeeding should be supported by families and communities – very high agreement.
- Breastfeeding in public should be socially accepted – strong agreement.
- Employers have a responsibility to support breastfeeding mothers – strong agreement.
- Men (partners, colleagues, supervisors) have an important role – strong agreement.

One item showed more mixed views: "Breastfeeding is compatible with modern working life," indicating residual concern about practical workplace feasibility—exactly the gap the event sought to address.



6.2 Post-Event Commitment and Likelihood to Act

Indicator	Result	Notes
More committed to supporting EBF (avg)	4.54 / 5	Very high
Very likely to promote BF in family / workplace / community	76.9%	20 of 26
Likely to promote	15.4%	4 of 26
Increased understanding of BF-friendly workplaces	76.9% significantly + 15.4% somewhat	Nearly all gained insight

Intended Follow-up Actions (multi-select)

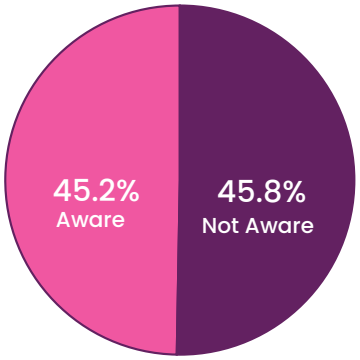
Participants indicated they were most likely to:

- Participate in future CAMFEB activities (highest share)
- Advocate for breastfeeding-friendly workplaces
- Support breastfeeding mothers
- Share breastfeeding information with others
- Volunteer for breastfeeding awareness campaigns

7. Workplace Environment and Support

7.1 Awareness of Legal Requirements

Pre-event, only 45.8% of respondents said they were aware of Kenya's legal requirement for workplace lactation support; 54.2% were not. This gap validates the need for continued public and employer education, an area the event explicitly targeted.



7.2 Current Workplace Provisions (Pre-Event)

Among those for whom the question applied, the most commonly reported workplace supports were flexible working hours, followed by lactation rooms/ spaces and breastfeeding breaks. Fully equipped lactation pods, on-site childcare and comprehensive packages remained uncommon. A notable share reported "None" or "Not applicable."

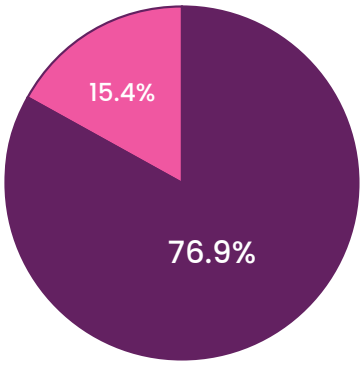


7.3 Influence of Workplace on Breastfeeding Decisions

Among mothers who answered, a substantial proportion indicated that workplace conditions had affected their breastfeeding decisions (significantly or somewhat). This reinforces the strategic focus on employer engagement and policy implementation.

7.4 Post-Event Shift

Post-event, 76.9% of respondents reported that the event had significantly increased their understanding of the importance of breastfeeding-friendly workplaces, with a further 15.4% reporting a somewhat increased understanding. This represents one of the clearest knowledge-to-attitude shifts measured.



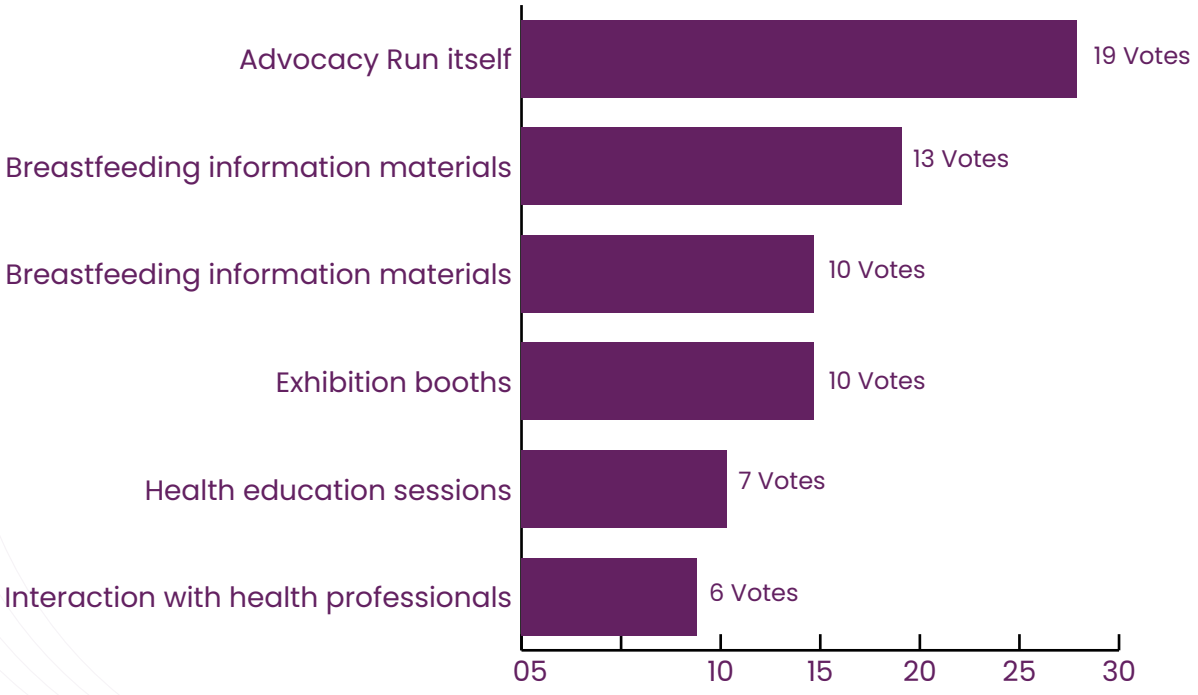
8. Event Experience and Satisfaction

8.1 Overall Satisfaction

Satisfaction Score (0–5)	% of Respondents	Count
5 (Excellent)	50.0%	13
4	30.8%	8
3	19.2%	5
Average	4.31 / 5	—



8.2 Most Valuable Aspects



8.3 Recommendation Rate

96.2% of post-event respondents (25 of 26) said they would “Definitely” recommend the CAMFEB Breastfeeding Run to others. Only one respondent was “Not sure.” This is an exceptionally strong Net Promoter-style indicator.

8.4 Kit and Race-Day Ratings

Respondents rated key operational elements (Poor to Excellent). Overall patterns were positive, with the majority of ratings falling in Good / Very Good / Excellent categories for registration and kit collection, race-day organization, T-shirt quality, size/fit, and overall usefulness of the participant kit.

8.5 Qualitative Strengths (Open Responses)

Recurring themes in free-text responses on the biggest strength of the event included:

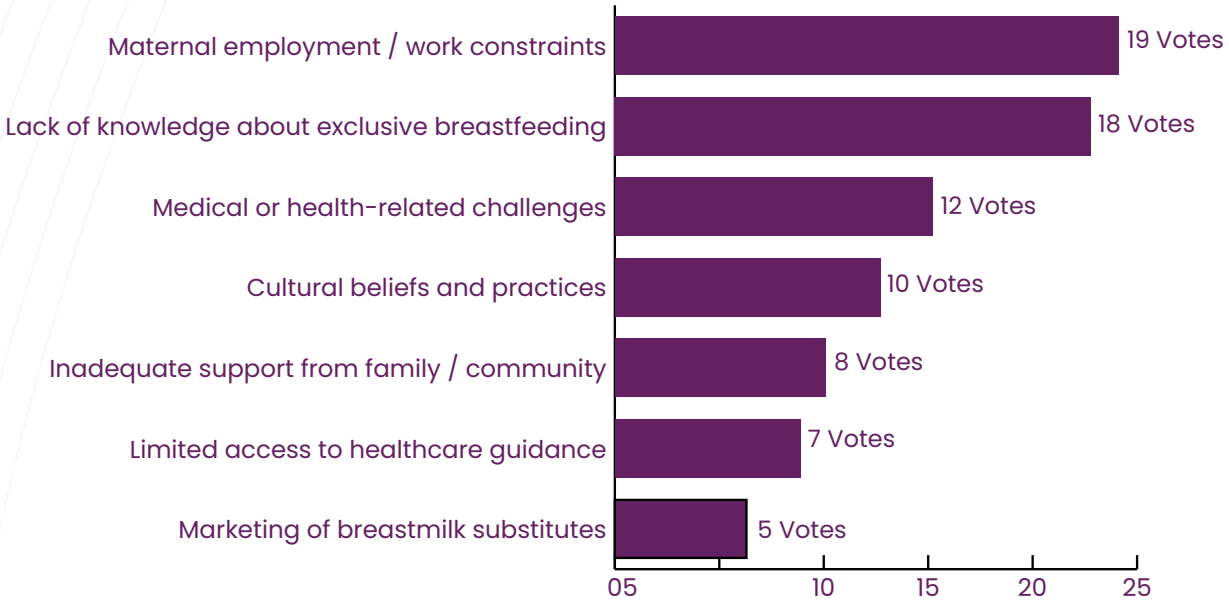
- Strong organization and coordination
- Excellent route support and race-day atmosphere / “vibes”
- Timely communication and start timings
- Social networking combined with breastfeeding information
- Presence of the lactation pod and practical demonstration of support
- Warm-up, dancing, fruits, medals and celebratory finish-line experience

9. Challenges Identified and Participant Suggestions



9.1 Perceived Barriers to Exclusive Breastfeeding (Pre-Event)

When asked to identify the biggest barriers to exclusive breastfeeding in Kenya (select at least three), respondents most frequently cited:



9.2 Suggestions for Future Runs

Constructive feedback from participants pointed to several improvement opportunities:

1. Start earlier and improve clarity of start-time communications (especially for different distances)
2. Scale participation through more partners, sponsors and distance-based contribution models.
3. Refresh medal design and labelling (distance and date) so collectors receive distinct memorabilia each year.
4. Improve traffic management on route (reduce vehicle/motorbike conflict where possible).
5. Earlier communication of kit-collection logistics.
6. Consider adding cycling or other modalities; explore breakfast provision.
7. Deepen corporate partnerships that translate into tangible lactation infrastructure (e.g., sponsored lactation pods in workplaces).

10. Advocacy and Engagement Potential

Pre-event, only 20.8% of respondents had previously participated in breastfeeding advocacy; 79.2% had not. After the event, intention to engage rose sharply: 45.8% said they were "Very likely" and 33.3% "Likely" to engage in breastfeeding advocacy. Areas of interest included community awareness campaigns, workplace advocacy, volunteer support, social media advocacy and policy engagement.

11. Contribution to National and Global Goals

The CAMFEB Breastfeeding Run 2026 directly supports:

- Kenya MIYCN Strategy 2023–2028 target of 68% exclusive breastfeeding by 2030.
- Implementation and public awareness of the Health Act 2017 workplace lactation provisions.
- Protection of breastfeeding under the Breastmilk Substitutes (Regulation and Control) framework.
- SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being), SDG 5 (Gender Equality), SDG 8 (Decent Work), SDG 12 (Responsible Consumption) and SDG 13 (Climate Action).
- Vision 2030 human-capital and social-equity pillars.

12. Conclusions and Recommendations

12.1 Conclusions

The CAMFEB Breastfeeding Run 2026 successfully combined sport, community, education and advocacy. Participant satisfaction was high, knowledge confidence strong, and stated commitment to future action (especially workplace advocacy and support for breastfeeding mothers) was robust. The event reinforced CAMFEB's role as a credible convenor of multi-sector stakeholders and demonstrated the value of an annual flagship that is both celebratory and purposeful. Volunteer contribution was a visible driver of the positive race-day experience.

12.2 Recommendations

1. Scale participation and geographic reach through expanded corporate, county and athletic-association partnerships, while maintaining the strong volunteer model.

2. Convert post-event intent into structured follow-up: workplace policy clinics, lactation-room technical assistance packages, and a formal "CAMFEB Champions" volunteer alumni network.

3. Close the remaining awareness gap on the Health Act 2017 by packaging simple employer toolkits and public-facing explainers distributed at and after the Run.

4. Address operational feedback: clearer multi-distance start communications, route safety improvements, refreshed medal design, and earlier kit-collection logistics.

5. Deepen measurable impact tracking: larger pre/post survey samples, short follow-up surveys at 3 and 6 months, and documentation of any new workplace lactation facilities catalyzed by event commitments.

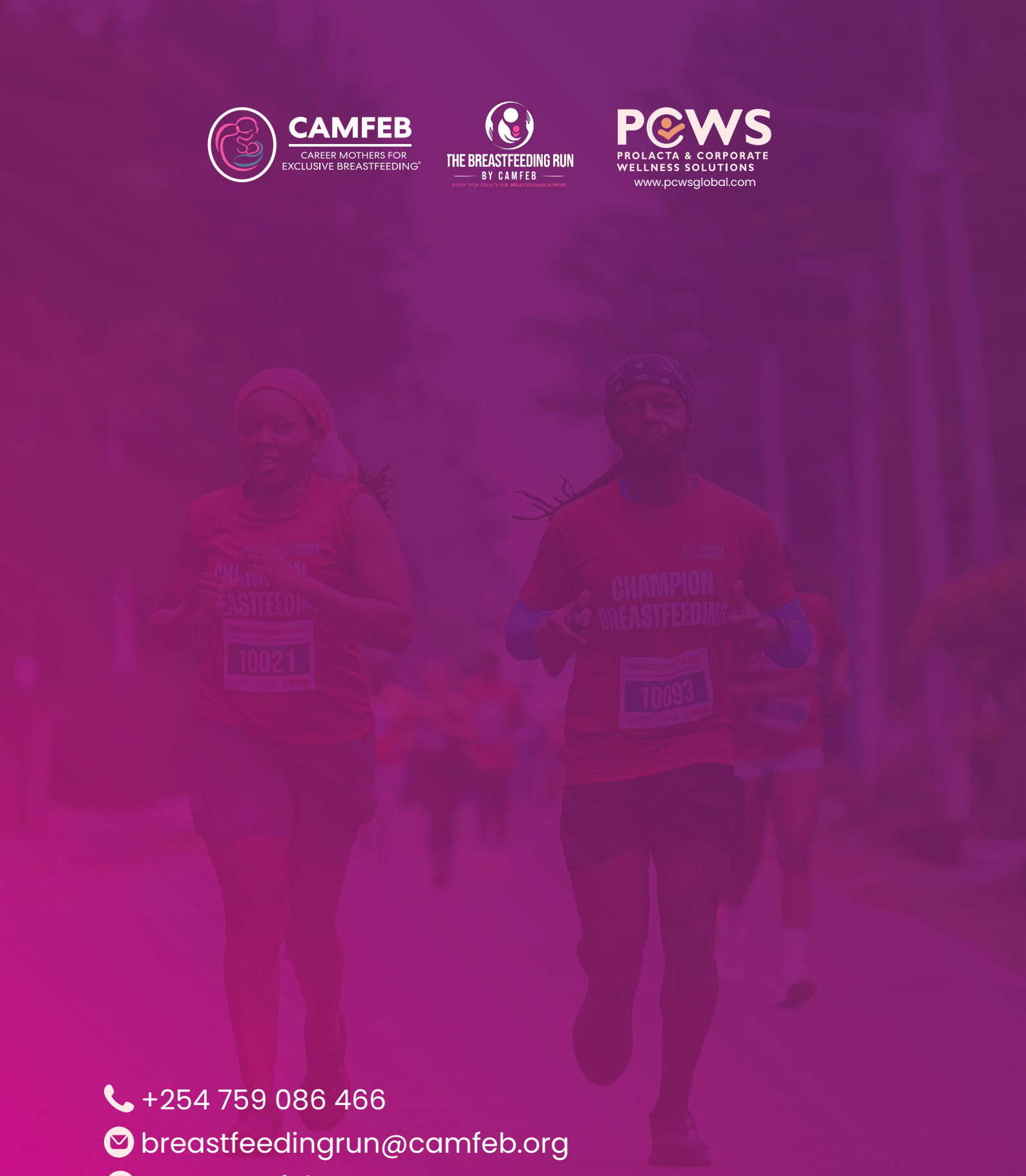
6. Continue positioning breastfeeding as both a child-health and a climate-smart, gender-equity intervention in all messaging and partner briefings.



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