



# Land Rights Awareness Campaigns in Kenya: A Theoretical Framework for Sustainable Land Use Policies

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**Published:** 17 December 2009 | **Received:** 21 September 2009 | **Accepted:** 17 November 2009

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**DOI:** [10.5281/zenodo.18897346](https://doi.org/10.5281/zenodo.18897346)

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## Abstract

Land rights awareness campaigns are crucial for promoting sustainable land use policies in Kenya, where women often face significant barriers to accessing and managing land. A mixed-methods approach will be employed, integrating qualitative interviews with quantitative data analysis to assess campaign outcomes and identify best practices for future initiatives. The theoretical framework underscores the importance of community engagement and targeted outreach in enhancing women's access to land and promoting sustainable agricultural practices. Future research should focus on replicating successful campaigns and scaling up their impact through policy integration, while ongoing campaigns must be continuously evaluated for effectiveness.

**Keywords:** *African geography, land tenure systems, qualitative methods, gender studies, sustainable development, indigenous knowledge systems, participatory action research*

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