



# Gender Norms and Their Role in Disseminating Campaigns on School Attendance Among Adolescent Girls in Nairobi City Centre, Kenya: A Theoretical Framework

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**Published:** 15 August 2000 | **Received:** 22 March 2000 | **Accepted:** 25 June 2000

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**DOI:** [10.5281/zenodo.18719444](https://doi.org/10.5281/zenodo.18719444)

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## Abstract

Gender norms significantly influence how campaigns on school attendance are disseminated among adolescent girls in Nairobi City Centre, Kenya. This study will employ qualitative research methods to analyse existing campaigns and interview key informants from community organizations, schools, and government bodies. Understanding these norms is crucial for designing more effective school attendance promotion strategies in urban areas. Campaigns should incorporate culturally sensitive messaging aligned with prevailing gender norms to enhance their impact on adolescent girls' school attendance rates.

**Keywords:** Kenya, Gender Norms, Dissemination, Adolescent Girls, School Attendance, Qualitative Research, Social Constructionism

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