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PRESS STATEMENT
FOR IMMEDIATE RELEASE
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Commemorating International Women’s Day, 2026
Theme: “Rights. Justice. Action. For ALL Women and Girls.”

Development Through Media (DTM) joins the global community in commemorating International Women’s Day 2026, under the theme “Rights. Justice. Action. For ALL Women and Girls.” This year’s theme is a powerful call to move beyond rhetoric and accelerate practical, measurable actions that advance gender equality in Kenya and across the world.

At a time when societies are grappling with widening socio-economic inequalities, gender-based violence, political underrepresentation, and limited access to opportunities for women and girls, the call for rights, justice, and action has never been more urgent. For DTM, this is not simply a commemorative moment—it is a reaffirmation of our mission to harness the power of media to promote inclusive development, amplify marginalized voices, and drive transformative change.

In Kenya, women remain central to economic growth, social cohesion, innovation, and democratic participation. Yet systemic barriers continue to limit their full participation in leadership, governance, media representation, and decision-making processes. As a media-focused civil society organization, DTM recognizes the critical role of storytelling, evidence-based advocacy, and strategic communication in reshaping narratives that often sideline women’s contributions.

On this International Women’s Day and throughout the year, DTM commits to seize every opportunity for:

- Strengthening gender-responsive media programming that highlights women’s leadership and lived realities.
- Supporting initiatives that combat gender-based violence through awareness, dialogue, and advocacy.
- Promoting inclusive political participation and civic engagement for women and girls.
- Collaborating with like-minded individuals, partners and groups, to advance policies that protect women’s rights and expand access to justice.

True equality requires intentional partnerships—across government, civil society, media, academia, and the private sector. As we mark this day, DTM calls upon stakeholders to move from commitment to implementation. Equality should not remain at the aspirational level; it must, of necessity, be actionable.

When women and girls thrive, communities prosper. When their rights are upheld, societies become more just. And when action replaces inertia, transformation becomes inevitable.

DTM stands ready to continue leveraging media as a catalyst for gender equity and sustainable development.

Signed:

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Development Through Media (DTM)

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