

# Ian Gitau's Manifesto for Organizing Secretary.

Dear delegates,

I am Ian Gitau, an incoming Bpharm 5 student at the University of Nairobi with a passion for leadership and the pharmacy profession.

I am honored to present myself as a candidate for the position of KEPPhSA Organizing secretary. I have a genuine desire to serve my fellow pharmacy students and contribute positively to the growth of our association.

Herein lies my manifesto



# Ian Gitau's Journey

## Leadership

I have been able to serve as the class representative for about 3 years and in the projects committee for my local chapter NUPSA, where currently I offer professional services as a Project Management Consultant offering professional services to facilitate excellent project planning and execution.

I am also glad to be representing us internationally by my current affiliation with the International Students' Pharmaceutical Federation where I serve in two committees; IPSF Global – professional development committee and IPSF Afro – regional projects subcommittee.

## Project management

In addition to being a pharmacy student, I am Certified Associate of Project Management (a gold standard certification for project managers worldwide) by the Project Management Institute and an award winning researcher.

My skills have been useful being a Co-opted member of a church health board where i am actively involved in the planning and execution of public health initiatives such as health camps.

## Key competences that align with the role of organizing secretary

### Technical skills

- Project management, Risk management, Scheduling, Communication
- Agile and waterfall methodologies, Project and program Documentation
- Stakeholder engagement, Portfolio management

### Soft skills

- Teamwork, collaboration, problem solving, communication

### Organization and scheduling software

Asana, Trello, Monday.com, Freed camp

### Use of organizational tools:

Work breakdown structures, roadmaps, grant charts, burn down charts, Kanban boards, Google workspace

# MY VISION AND MISSION



## VISION

Continue to strengthen KEPPhSA into a vibrant, well-coordinated association where every member experience meaningful engagement and impactful public health advocacy.

## MISSION

To leverage project management expertise, strategic partnerships and innovative event coordination to elevate KEPPhSA's activities, empower chapter leaders, and strengthen public health impact across all pharmacy student communities in Kenya

# ACTION PLANS

## 1. Development of a Comprehensive KEPPhSA Portfolio

Create a professional, organized portfolio documenting all KEPPhSA activities, events, initiatives and campaigns. This portfolio will serve as:

01

### **Historical Record**

A historical record of association achievements for institutional memory and continuity

02

### **Partnership Resource**

A resource for attracting partnerships and sponsorships by showcasing our impact

03

### **Accountability Tool**

A tool for accountability and transparency in event execution and budget utilization

04

### **Reference Guide**

A reference guide for future organizing secretaries and executive committees

The portfolio will include event reports, budget, pictorial documentation, partnership agreements and sample of feedback from students who are beneficiaries of programs and those who assisted in initiation of the mentioned projects.

## 2. Public Health Campaigns

### A) Comprehensive Public Health Calendar and Awareness Agenda

As Organizing Secretary and Chair of the Public Health Committee, I will establish a structured and action-oriented Public Health Calendar to drive continuous health awareness, student engagement, and impactful community outreach throughout the year. This calendar will align our activities with IPSF Public Health Calendar and national health observances, ensuring relevance and consistency in promoting disease prevention, awareness and wellbeing.

#### Annual Public Health Engagement Calendar (December- September)

- Tentative draft, with actual calendar being set up and actualized by the public health committee with help of the Exco

Month	Focus Area / Global Observance	Key Activities (Hybrid: Online + Physical)	Partners / Stakeholders
November	Diabetes & NCDs	lifestyle education	Public health & pharmacy professionals
December	HIV/AIDS Awareness	World AIDS Day activation + TikTok education series	HIV prevention partners
January	Cervical Cancer Awareness	Health literacy social media series + screening referrals	Oncology experts, NGOs
February	Cancer Prevention Advocacy	Online expert forums + poster campaigns	CHVs, Cancer alliances
March	Tuberculosis Awareness Month	Digital awareness week + facility visits	County TB programs
April	World Health Day & Immunization Awareness	Vaccination advocacy + webinars	Ministry of Health
May	Mental Health Awareness	Peer-led podcasts + destigmatization campaigns	Psychologists & peer counselors
June	Men's Health & Blood Safety	Blood Donation Drive + donor recognition	KNBTS
July	Hepatitis Prevention Month	Vaccination advocacy+ social media outreach	Liver health advocates
August	Nutrition & Breastfeeding Awareness	Healthy diet challenge + workshops	Nutrition societies
September	Suicide Prevention & Patient Safety	Safe space sessions + hotline awareness	Mental health orgs
October	Breast Cancer & Food Security	Pink Ribbon Walk + livestream expert talks	Oncology nurses, Nutritionists

# Public Health Campaign Strategies

## B) Strategic Engagements and Creative Approaches for Public Health Campaigns

### 1 Digital Integration

Integrate online advocacy activities short videos, e-cards, open forums, and virtual campaigns.

### Social Media Takeovers

Have chapter members take over KEPhsA social media accounts to share their experiences during campaigns

### Inter-Association Collaboration

Partner with medical, nursing, and public health student organizations for joint campaigns amplifying impact such as MSAKE that has a comprehensive mental health club.

- Promote initiative tracking and feedback to ensure continuous improvement.
- Encourage student volunteerism and leadership in every campaign.

### Influencer Partnerships

Work with macro and micro health influencers to spread credible, relatable messages.

### Photo/Video Contests

Encourage members to create and share content related to public health themes with awards for the best submissions

### Expert Partnerships

Partner with subject matter experts, student organizations, healthcare institutions, and NGOs.

## C) Execution of two major health campaign projects

With the help of the Public Health Committee and the executive committee, from the list provided we will aim to plan, initiate and execute two or more of the listed projects;

1

### Annual KEPhsA Medical Camp

Lead in planning and execution of the annual KEPhsA Medical Camp to strengthen student involvement in community healthcare initiatives.

2

### A blood donation drive

Champion a life saving blood donation drive in collaboration with the The Kenya National Blood Transfusion Services to support emergency and routine healthcare needs for blood and blood products.

3

### Sexual health and reproductive rights project

which may include either:

- A sanitary towel (pads drive) where donations will be offered to period poverty victims
- Raising awareness and providing free or subsidized screening for cervical and breast cancer

4

### A comprehensive NCD awareness program

such as; Diabetes or HIV.

5

### Any other project

that the public health Committee or Executive Committee may seem fit to plan and execute.

# Partnership Sourcing Strategies

## Healthcare Organizations:

- Collaborate with the county health department for a co-organized community health camp for the annual KEPhsA health camp.
- Seek partnership with hospitals and health facilities, such as Kenyatta National Hospital, to facilitate programs; facilitate a Blood donation drive with the Kenya National Blood Transfusion Services which is an affiliate of Kenyatta National Hospital.
- Engage faith-based health Programs in churches or mosques, to run community health initiatives.

## Corporate and Pharmaceutical Partners

- Approach pharmaceutical companies for sponsorships, donated supplies and technical expertise
- Partner with health insurance providers such as old mutual, Equity afya for health awareness campaigns aligned with their CSR objectives
- Engage diagnostic laboratories such as Lancet Kenya, Pathologists Lancet for free or subsidized screening services during medical camps

## Non-Governmental Organizations (NGOs)

- Seek partnership with local community-based organizations (CBOs) working on specific health issues (diabetes, HIV/AIDS, mental health)

## Academic and Professional Bodies:

- Strengthen ties with the Pharmaceutical Society of Kenya (PSK) for mentorship, resources, and professional endorsement of campaigns
- Collaborate with IPSF to align our campaigns with global public health priorities and access international best practices
- Partner with Schools of Public Health at Kenyan universities for research support and spreading awareness during public health campaigns.

## Media and Digital Platforms:

- Seek engagement with media such as podcasts, Tv stations and radio in enhancing our public health awareness campaigns which will also increase our visibility and expand our footprint within the student community and beyond.
- Partner with health and wellness influencers on social media to amplify campaign messaging to younger audiences.

### 3. Empowering Chapter Organizing Secretaries

Build capacity among chapter organizing secretaries which would give a ripple effect on functionality of the 9 chapters Exco in how they plan and execute projects. The above initiative will be facilitated by the office of the organizing secretary as a Subject Matter Expert in matters project management. This will be done through:

#### A) Organizing and executing a Skills Development Workshop / Bootcamp where the organizing secretaries will learn;



##### Documentation and reporting standards

creation of project charters, project plans, work breakdown structures, project management plans, budgets, Kanban boards, setting of KPI's



##### Project management fundamentals

planning, scheduling, budgeting and risk management



##### Event logistics and coordination

Planning of event logistics and coordination best practices



##### Partnership sourcing

Partnership sourcing and stakeholder engagement

#### B) Provision of Tools and Resources;

- Event planning templates and checklists
- Budget preparation and tracking tools
- Communication and promotional material templates
- Access to project management software such as Asana, Trello or Freedcamp for collaborative planning

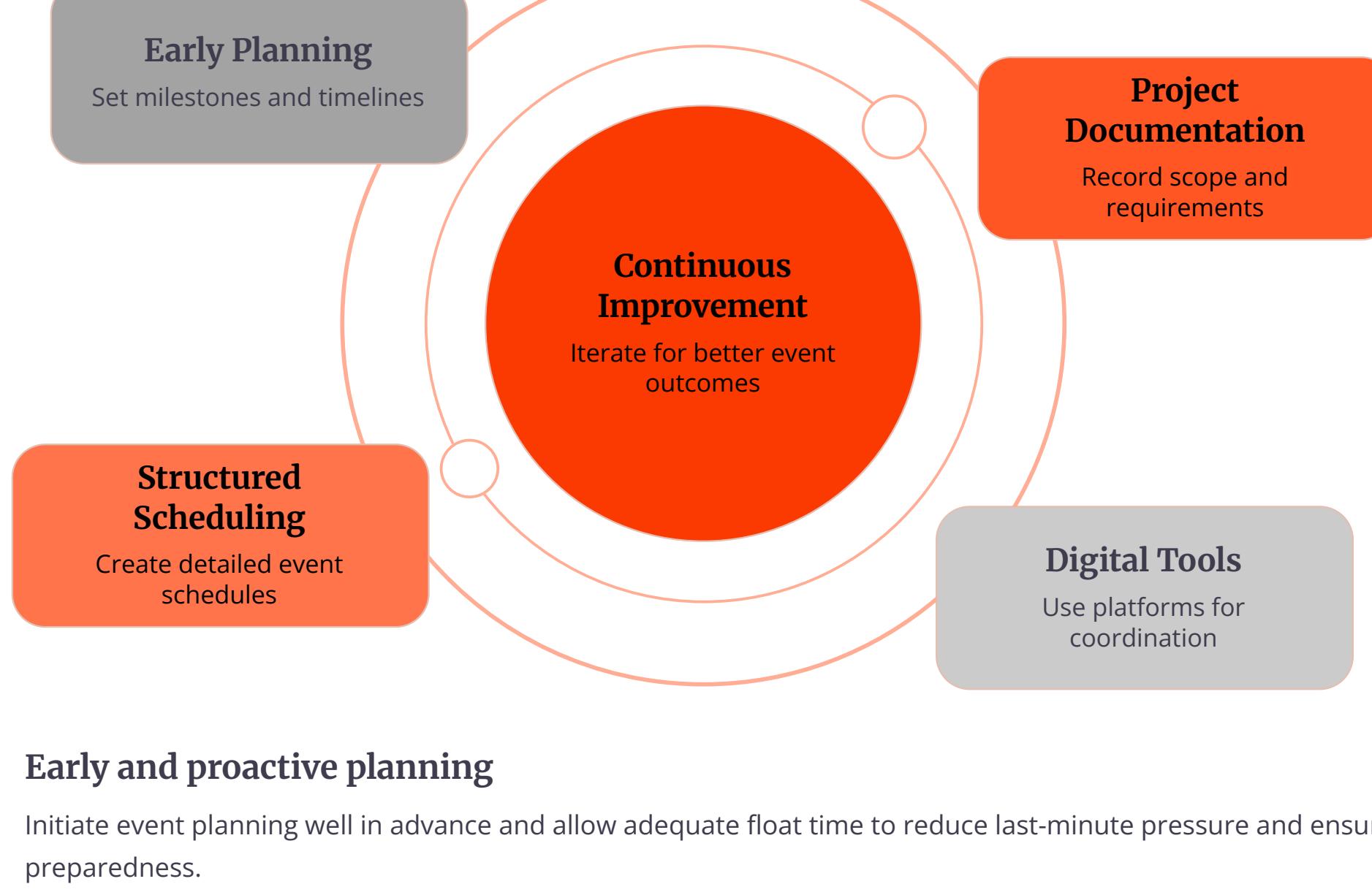
#### C) Mentorship and Support System:

- Establish a peer-learning network among chapter organizing secretaries
- Create a WhatsApp group for real-time support and idea sharing
- Conduct quarterly virtual check-ins to address challenges and share successes

This empowerment strategy will enable smooth coordination of activities in our local chapters and will enhance proper execution of projects or programs by the 9 local chapter Executive Committees.

## 4. Excellent Planning and execution of KEPPhSA Events

To deliver well-structured, timely and impactful events that align with KEPPhSA's strategic objectives, I will implement the following project management approaches:



- **Early and proactive planning**

Initiate event planning well in advance and allow adequate float time to reduce last-minute pressure and ensure preparedness.

- **Use of formal project documentation**

Develop and maintain Project Charters, Project Plans, event briefs, and communication plans for clarity on responsibilities, timelines, and deliverables.

- **Structured scheduling and task coordination**

Apply professional tools such as Work Breakdown Structures (WBS), Gantt charts, and timelines to break down tasks, prevent oversight, and improve coordination across teams.

- **Digital project management tools**

Leverage platforms like Asana, Freedcamp, or Trello to track progress, assign tasks, monitor deadlines, and enhance transparency and accountability.

- **Risk anticipation and mitigation**

Establish a Risk Management Plan for each major initiative, identifying potential challenges early and proposing mitigation strategies.

- **Contingency and buffer integration**

Ensure contingency reserves which will be between 2.5% - 5.0% of the total budget of the event and schedule buffers are incorporated into every event plan to safeguard against unforeseen disruptions.

- **Vendor and supplier management**

Maintain a verified vendor supply list for logistics efficiency, quality assurance, and cost-effectiveness.

- **Excellence in execution**

Maintain high implementation standards through continuous oversight, stakeholder communication, and quality checks during event delivery.

- **Post-event evaluation and Retrospectives**

Conduct structured retrospective meetings after each event to assess performance, identify improvements, and celebrate wins.

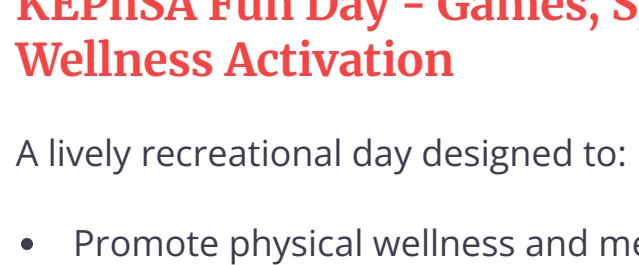
- **Feedback-driven improvement**

Collect participant feedback using tools such as Google Forms, and integrate insights into future planning to continuously elevate event quality.

- **Knowledge retention and continuity**

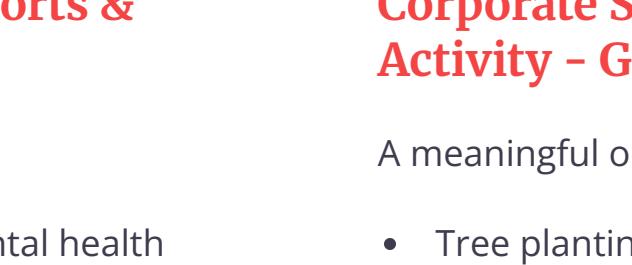
Archive documentation for reference and learning, ensuring smooth transitions and sustained improvements over time.

## Fun, New, and Innovative Event Approaches



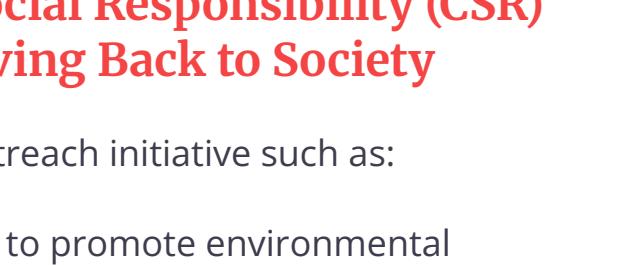
### Gamification

Introduce quizzes, competitions, and challenges during campaigns and symposiums with prizes to boost engagement.



### Themed Health Weeks

Create immersive experiences around specific health themes with daily activities, social media challenges, and celebrity/influencer partnerships.



### Recognition Programs

Recognize outstanding member participation with certificates and social media shout-outs.

## Tentative events subject to confirmation by the executive committee may include

### KEPhSA Fun Day - Games, Sports & Wellness Activation

A lively recreational day designed to:

- Promote physical wellness and mental health through sports and fun activities
- Strengthen bonding, teamwork, and unity among pharmacy students across universities
- Provide a refreshing break from academic pressure while reinforcing school spirit

This event will create a tradition of wellness and networking within the KEPPhSA community.

### Corporate Social Responsibility (CSR) Activity - Giving Back to Society

A meaningful outreach initiative such as:

- Tree planting to promote environmental sustainability and support climate health
- Visiting a children's home or elderly care center to provide donations, companionship and health education support

This CSR event will ensure that pharmacy students actively contribute to the wellbeing of the communities we serve reflecting our profession's core values of care, dignity, and service.

# 5. Management of current and upcoming KEPPhSA Programs

Being a beneficiary of some of the our association's programs I am committed to ensuring that KEPPhSA's flagship programs — the KEPPhSA Research Hub, KEPPhSA Mentorship Program, and KEPPhSA Book Club, continue to thrive and deliver meaningful value to pharmacy students. As Organizing Secretary, I will support their growth and continuity through strong project management systems, I vow to support the chairperson's and executive committee members in ways including and not limited to:



Guiding committees on proper documentation such as program charters, implementation plans, and monitoring tools



Developing clear annual calendars for program activities to ensure consistency, visibility, and timely execution



Creating detailed Work Breakdown Structures (WBS) and schedules to streamline responsibilities and improve coordination



Strengthening communication flows between program leads, students, and key stakeholders



Tracking progress and outcomes to ensure each activity contributes to KEPPhSA's overall goals



Supporting continuous improvement through post-activity evaluations and feedback integration

Through these structured approaches, each program will run more efficiently, expand student engagement, and showcase KEPPhSA as a well-organized student body committed to professional development and excellence.

## 6. Additional Strategies in line with the role of the organizing secretary

### Enhanced Communication and Documentation:

- Establish a centralized digital repository for all event documentation, reports, and resources accessible to all chapters
- Publish quarterly newsletters highlighting KEPPhSA activities, upcoming events and member achievements
- Maintain an updated public health calendar shared with all chapters at the beginning of each fiscal year

### Budget Transparency and Accountability:

- Work closely with the Treasurer and Finance Committee to prepare detailed, realistic budgets for all activities
- Implement post-event financial reporting showing budget utilization and cost-effectiveness
- Identify cost-saving measures through bulk procurement and shared resources among chapters

### Data-Driven Decision Making:

- Conduct baseline assessments of member satisfaction with current events and programs.
- Conduct retrospectives with committee members to determine what worked, what did not and how to improve in the next project or event.
- Track attendance, engagement, and impact metrics for all activities. Consult with the Exco to determine how to award points (using the concept of CPD points )where each webinar, event or activity will have a number of points with the school accumulating the maximum number of points being awarded.
- Use data insights to continuously improve event quality and relevance

### Inclusivity and Chapter Engagement:

- Ensure rotation of event hosting among chapters to promote equity and inclusivity
- Create incentive programs recognizing the most active and innovative chapters
- Facilitate inter-chapter collaborations on some projects and to foster unity and learning

## My commitment ;

If elected as Organizing Secretary, I commit to:

### Integrity & Transparency

Serving with integrity, transparency and accountability

### Member-Centered Approach

Prioritizing member experience and ensuring every student benefits from KEPPhSA activities

### Professional Excellence

Leveraging my CAPM training to professionalize event management and documentation

### Leadership Development

Empowering chapter organizing secretaries to become effective leaders

### Strategic Partnerships

Building sustainable partnerships that amplify our public health impact

### Continuous Innovation

Innovating continuously to keep KEPPhSA events fresh, engaging, and relevant

**Together, we will elevate KEPPhSA to new heights of excellence, impact, and unity.**

**LEADERSHIP THROUGH SERVICE**

**Ian Gitau for organizing secretary**