

TURNING EVIDENCE INTO ACTION

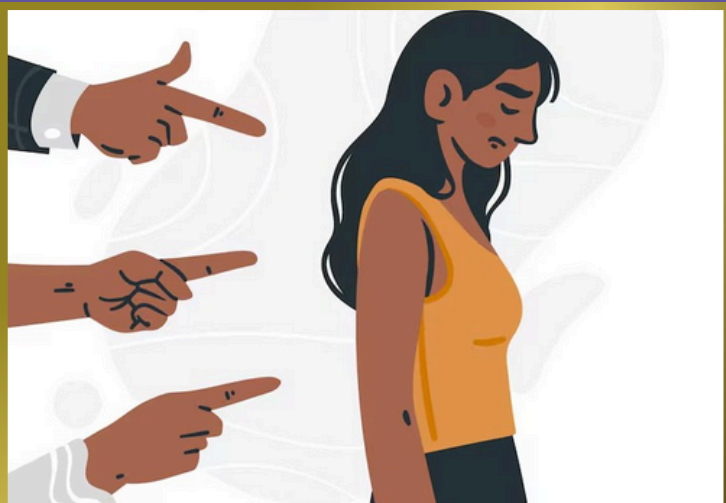
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2025 NATIONAL BASELINE STUDY ON ADOLESCENT EXPLOITATION

This quarter, PARS Research completed a groundbreaking, child-centered national baseline study on adolescent exploitation in Kenya. The research prioritizes young people's voices and lived experiences, creating a strong evidence base to inform future child protection efforts nationwide.

The study used a rigorous mixed-methods approach, including surveys with in-school adolescents, in-depth interviews with diverse stakeholders (such as child protection officers, social workers, and community representatives), and an extensive desk review. Fieldwork focused on high- and moderate-risk counties like Nairobi, Mombasa, Kisumu, Busia, Machakos, and Narok.



Sensitive topics were handled ethically through strict protocols, staff training, confidentiality measures, and support referrals to prevent re-traumatization and encourage disclosure. PARS specializes in ethical, high-quality research that turns vulnerabilities into actionable insights for programming, advocacy, and policy. Contact us to support your protection initiatives.

RAPID ASSESSMENT IN SOUTH SUDAN

PARS Research conducted a rapid assessment of gender-based violence (GBV) referral networks in Twic and Gogrial West counties, Warrap State, South Sudan. Using household surveys with 520 participants, interviews with frontline actors, and ten gender- and age-segregated focus group discussions, the study examined service availability, coordination, and survivor pathways.

Findings show GBV—including intimate partner violence, sexual assault, forced and child marriages, and economic and psychological abuse—remains widespread, often perpetrated within families and worsened by conflict, displacement, flooding, and entrenched cultural norms. Survivors face stigma, shame, and patriarchal expectations that discourage help-seeking, especially among men and in remote areas.

Services are fragmented and NGO-dependent, with health facilities as the main entry point but limited by distance, supply shortages, costs, and weak psychosocial and legal support. PARS Research continues to provide reliable evidence to strengthen humanitarian response and invites partnerships for future evaluations.

PARS WEBINAR - DECODE YOUR MARKET: INSIGHTS THAT DRIVE RESULTS

This quarter our webinar dubbed, *“Decode Your Market: Insights That Drive Results,”* explored what truly differentiates successful brands in Kenya’s competitive marketplace. The session emphasized that a brand is the total perception held by consumers, shaped by the promise it makes, the experience it consistently delivers, and the relationships it builds into long-term advocacy.

True brand equity, the webinar noted, is driven by four key factors: strong customer loyalty, high perceived quality and positive associations, spontaneous awareness, and top-of-mind presence at the point of decision-making.



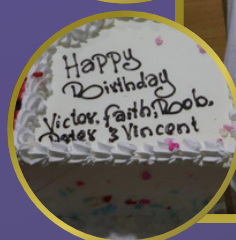
Net Promoter Score (NPS) was highlighted as a powerful measure of genuine customer advocacy, with regional variations in scores revealing where service excellence is thriving and where improvements are urgently needed. The discussion also underscored corporate reputation as a critical asset, assessed across dimensions such as product quality, leadership, workplace culture, financial strength, ESG commitment, customer trust, and emotional appeal.

The central message was clear: awareness alone no longer wins markets, brands that keep their promise, deliver exceptional experiences, and earn trust will lead the future.



Q4 Events

The fourth quarter blended professional development with team building, kicking off with lively staff birthday celebrations that promoted a collaborative and upbeat workplace atmosphere.



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