

# Concept-testing research Findings for CP Tulizana Campaign Phase 2

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# Background to the study

- TCCP is developing CP Tuko Wangapi Phase 2 campaign that facilitates solutions on how to get out of concurrency.
- In order to develop materials for this campaign some concepts were developed to guide the materials development and tested by focus audience.

# Research Goals

- To test several radio concepts, and posters that will inform the development of a branded mass media campaign to address CP Tuko Wangapi Tulizana Phase 2
- To learn if the concepts:
  - Model ways to reduce number of partners/maintain one partner
  - Depict friends helping friends come out of concurrency
  - Model couple positive behavior (internally)
  - Show consequences of concurrency, negative/positive

# Methodology

- **Qualitative research**
- **Total of 4 FGD** : 10 per group
- **Total of participants:** 40 participants
- **Time for each FGD:** approximately 2 hours and 30 minutes
- **Places:** Bagamoyo urban
- **Education level:** form IV and above
- **Field work dates:** 8<sup>th</sup> Nov 2012

## Sample Characteristics

FGD		AGE	SES	Marital Status
F	M			
1	1	18-25	Moderate	Mixed
1	1	26-35	Moderate	Mixed

# Research questions

- **Part 1: Radio concept testing**

4 key research questions were explored

- Understanding
- Clarity
- Call to action
- Correlation with concept/phrase

- **Part 2: Posters/ Billboards**

4 key research questions were explored

- Have you seen the visual before? Where?
- When you see the visual what comes to your mind/
- What other visuals can replace?
- Which concept does this visual relate to

# Concepts

## 4 Concepts.

- Jilinde uwe na maisha marefu (look after yourself and live longer) : Radio spot- Tulia
- Thubutu kuwa tofauti (Dare to be different): Radio spot- Veterans
- Fanya kwa ajili yao/yake/yako (Do it for them/her/him): Radio spot- BA & BM.
- Nita....(I will): Radio spot –Boda boda.

# Findings



# Understanding of Tulizana

- Well understood
- To be with one partner or stop at all
- Not having more than one
- Being faithful
- Stop “ukicheche”
- Don’t make uninformed decisions, settle, be informed and make decision

# Own words

- Have one faithful partner
- Settle with one person
- Have one sexual partner, go and test and settle down

# Radio concept: Tulia

## Understanding

- The woman had dared to leave the man so that she can live longer(Men: )
- Ready to sacrifice all valuable things for your health
- Careful with her health and ready to sacrifice(Women: )
- The man is just like a Fataki and not satisfied (tamaa mbaya)

## Clarity

- Mostly well understood
- No problems
- There is “dare” component
- Alternatively: “Jiulize jilinde uwe na maisha marefu”.

## Call for action

- Lets be ready to take difficult decisions
- Lets be careful with the Fataki men
- A good role model (girl)
- Lets be protective to our own life (health) so that we can live longer
- Value yourself
- Be satisfied and avoid network

## Correlation with Tulizana/phrase

- It is taking us a step ahead from understanding the network to action(Women: 26-35F: )
- relate, the woman has gone a step to settling down(Men: )

# Radio concept: Veterans

## Understanding

- Kimbo is different from others. He overcomes peer pressure. Kimbo a good image of the society (18-25 M)
- Most of people in the community are cheating and have CP but Kimbo has shown some difference (18-25F)
- Kimbo is loving and caring to his family and he is faithful and has his values (26-35F)
- He has made other look promiscuous (wahuni) (26-35M)

## Clarity

- “Demu” does not necessarily mean other sexual partner, some of them mean main sexual partner so may not be clear to some people(Male)
- “Thubutu”, in some places means don’t act, mostly used as a warning in Swahili. Alternatively: badilika kufanya kitu fulani (Male)
- Not sure if Kimbo went with the rest of the crew or remained Dirishani?? Ndani au nje (Female)

## Call for action

- Be aware of peer pressure and avoid those behavior which are destructive(Male &Female)
- To be different from others by daring to go with your partner to good places like bar, soccer places etc(Male)

## Correlation with Tulizana/ phrase

- Highly correlated
- Kimbo decided to settle with his wife

# Radio concept: BA & BM

## Understanding

- All: Understood that are two different families
- Most of the things do happen in the community. The first women was harsh on her husband and ended up in quarrel(Men: )
- The man may be tempted to go out (second family) as there is no peace when he goes home(Women: )
- : Due to bad reaction from the man the women may be tempted to revenge. So need to make peace at home(Women)
- Men should communicate in case they are late

## Clarity

- There is no clear transition between families(Men (18-25): )
- May need to add: Familia ya Bwana Juma alipochelewa kurudi” and then “Bwana Heri pia naye alichelewa”
- But for most they said it was clear

## Call for action

- Let the couples communicate and solve problems in a peaceful way(Men:)
- Lets be humble and think before we act and should not act harshly
- We should be tolerant in our families
- Outside community encouraged to behave like the second family
- Men are advised to be good listeners and that men are advised to go back home so that they can avoid temptations

## Correlation with Tulizana/ phrase

- Relate: when you do or you are there for your spouse then there will be no need to go out, rather you will settle down. (Men: )
- If you are not settled like in the first family that will make people to go out.

# Radio concept: Boda-boda

## Understanding

- Driver is very committed with his duties and girl not settled(All: )
- The man has settled down. High level of stand/confidence in bodaboda driver
- Accidents anticipated by the driver which could be physical accident and/or that if he decided to sleep with a girl he could get infection (another form of accident). (Men 18-25: )

## Clarity

- It was very clear
- It is more of daring, looks like the first spot
- The phrase: “walionena wamenena”: needs to be clarified
- The phrase “tumeshaelewana” not clear where is it coming from.(Men 26-35: )
- Add: D: Nipo kikazi zaidi acha kujirahisisha, G: Wewe mshamba tu wa mapenzi, wangapi wanatongoza wanaume”

## Call for action

- Lets not be fooled
- Lets avoid networks
- Lets not make ourselves cheap
- Lets not use advantages of positions that we hold (vyeo vyetu).(Men: )
- It will help other girls not to do the same as the girls may be refused

## Correlation with Tulizana/ phrase

- Highly correlated with main topic Tulizana.
- More related with daring (Men 26-35: )

# Concept Selection

# Matrix ranking



# Posters/billboards

# Conclusion

- Concept statements
  - dare to be different was considered to cut across all, and best phrased as “badilika” in Swahili.
- Radio spots
  - All radio spots were understood and conveyed/addressed the “Tulizana” theme
  - Boda-Boda Radio Spots was the most liked and Tulia was the second in ranking
- Posters/billboards
  - most liked was Bodaboda (some improvements needed)
  - Some spots need some improvements as recommended
  - “Utapenda wangapi, nenda kwa mkeo” not understood at all and needs redesigning