

# CAPACITY BUILDING



## TANZANIA COMMUNICATION AND DEVELOPMENT CENTER (TCDC)

The Tanzania Communication and Development Center (TCDC) is a locally registered, not-for-profit organization whose mission is to be the center for excellence in health communication, social marketing, and development in Tanzania. With operational structures and Regional Managers across several of Tanzania's regions, TCDC oversees TCCP's community mobilization initiative. Through subcontracts to community-based organizations (CBO) that supervise over 800 Community Change Agents (CCAs), TCDC mobilizes communities and reaches households and individuals with key health messages around malaria prevention, treatment and control, HIV, family planning, and maternal and child health. Community mobilization activities range from home visits, group talks, and school-based activities to participatory games, entertainment-education film shows, and community-initiated programs in which communities develop and implement health action plans.



## SWAHILIWOOD

TCCP and Media for Development International (MFDI) are working to strengthen the capacity of Tanzania's growing film industry, "Swahiliwood," to produce high quality films that successfully integrate well-produced entertainment with health and social messages. Three feature-length films were chosen for production through a guided, competitive process of concept and script development and selection, followed by intensive mentorship and on-the-job training. Through the lens of entertainment-education, Mdundiko, Sunshine, and The Network shine a spotlight on HIV, focusing on concurrent sexual partnerships as a risk factor for HIV, and the importance of antiretroviral therapy (ART) adherence for HIV treatment.



## TANZANIAN STRATEGIC HEALTH COMMUNICATION NETWORK (TASHCOM)

The Tanzanian Strategic Health Communication Network (TASHCOM) is an association of strategic health communication practitioners who reside, work, or have primary interest in Tanzania. Established in 2011, TASHCOM recognizes the need for strategic health communication in Tanzania to address issues such as HIV/AIDS, malaria, family planning, and reproductive health. TASHCOM was created by the alumni of the Center for Communication Programs' Leadership in Strategic Health Communication workshops, with support from TCCP. Since its founding, TASHCOM has held three annual general meetings with over 300 participants in attendance, and three rounds of Zonal Meetings. This network is comprised of approximately 530 alumni members.



## ACE: THE "ADVANCING COMMUNICATION EXPERIENTIALLY" MENTORING PROGRAM

The ACE ("Advancing Communication Experimentally") Mentoring Program is a two-level capacity building program that provides opportunities for both entry-level and mid-career professionals to conduct internships and fellowships to hone their strategic health communication skills and apply their new learning in their existing positions. This competitive internship and fellowship program includes intensive training in strategic communication, mentoring, a seminar series, professional development courses, and many other opportunities to develop and enhance skills. At the end of the program, interns and fellows receive a certificate and are publicly acknowledged for their accomplishment. TCCP manages and coordinates the ACE Mentoring Program in four regions: Dar es Salaam, Iringa, Mwanza and Njombe. To date, over 150 Tanzanians have participated in the program.



## CAPACITY ASSESSMENTS

Using a refined communication capacity assessment tool, TCCP works with strategic local partner institutions to assess their capacity to develop and deliver strategic health communication interventions. Based on each capacity assessment, a unique capacity strengthening plan is designed for each partner, which can include organizational development, team building, and opportunities for selected individuals to attend trainings or to have seminars delivered to the organization. Ten initial assessments have been conducted with local partners, and three have had follow-up assessments, wherein their self-reported assessment scores have improved on average from 70% to 85%.



## THE MUHIMBILI UNIVERSITY OF HEALTH AND ALLIED SCIENCES (MUHAS)

TCCP has been supporting the Muhimbili University of Health and Allied Sciences (MUHAS) to strengthen pre-service training in strategic communication as they implement the curriculum for a Masters in Behavior Change Communication. Based on the needs identified in the capacity assessment process described above, support to MUHAS has included curriculum development, training, faculty seminars, and co-teaching. In addition to the implementation of the Masters level curriculum, TCCP has also provided technical support to MUHAS for the development of a short course in social and behavior change communication.



## KAMILIGADO RADIO DISTANCE LEARNING

The Kamiligado Radio Distance Learning (RDL) program is designed to train community volunteers in community mobilization and to provide them with correct health information to use when working in their communities. The program consists of 39 episodes, 30 minutes each. Each episode explores a community mobilization topic and covers a particular health area. Currently, there are approximately 4,000 community volunteers with partner organizations who are registered listeners of Kamiligado. Registered listeners also receive a set of tools to assist them in their community work, including a community mobilization guide and 16 information cards about the various health topics. Periodic quiz questions and text messages help to ensure that the audience stays engaged in the program.



## PRIMARY HEALTH CARE INSTITUTE (PHCI)

In an effort to build the capacity of the regional and district health offices to design and implement locally relevant health communication campaigns, TCCP worked with the Primary Health Care Institute (PHCI) in Iringa to deliver the Leadership in Strategic Health Communication course (LSHC). In 2011, JHU-CCP trained 10 trainers from PHCI. PHCI trainers first participated in the course themselves, then went through a training-of-trainers workshop and finally received mentoring from JHU-CCP during the delivery of the first two workshops before embarking on the series of eight regional workshops on their own. By the end of 2012, PHCI had trained 232 regional and district staff from health management teams in eight regions. Each district health team produced a behavior change communication (BCC) campaign plan at the close of the training, and eight were selected for funding and implementation. With the support of a mentor team, all of the six campaigns were completed in 2013 and 2 more campaigns are currently underway. TCCP will continue working with PHCI on the delivery of the two-week course in LSHC.

# TANZANIA CAPACITY & COMMUNICATION PROJECT (TCCP)



## OVERVIEW

The Tanzania Capacity and Communication Project (TCCP) is a 5-year (2010-2016), USAID-funded project led by the Johns Hopkins Center for Communication Programs (CCP) in collaboration with Media for Development International (MFDI), CARE Tanzania, and the Tanzania Communication and Development Center (TCDC). TCCP seeks to

- (1) Execute evidence-based, coordinated social and behavior change communication (SBCC) initiatives at scale,
- (2) Effectively coordinate SBCC at the national, regional, and district levels, and
- (3) Measurably transfer SBCC skills to Tanzanian individuals and institutions.



# STRATEGIC BEHAVIOR CHANGE COMMUNICATION CAMPAIGNS

## CONCURRENT PARTNERSHIPS: TUKO WANGAPI? TULIZANA (“HOW MANY ARE WE? SETTLE DOWN”)

Tuko wangapi? Tulizana (“How many are we? Settle down”) is a national HIV prevention campaign led by the Tanzania Ministry of Health and Social Welfare (MoHSW) National AIDS Control Program (NACP) and the Tanzania Commission for AIDS (TACAIDS) with the goal of reducing the practice of overlapping sexual partnerships. Phase I aimed to increase knowledge of what a sexual network is and why it is risky, and examine the health, social, emotional, and other consequences of concurrency. Phase II focused on how to reduce concurrent partnerships by facilitating solutions, providing tips, and building skills on how to communicate more effectively and improve your relationship with your main partner, and how to end relationships with outside partners. The campaign actively promotes partner reduction, condom use and HIV testing and counseling, particularly for couples. An intensive radio and TV media buy is supported by outdoor, print, and promotional materials, an active social media campaign, interventions with institutions of higher learning, and robust community engagement.



## SAFE MOTHERHOOD: WAZAZI NIPENDENI (“LOVE ME, PARENTS”)

Wazazi Nipendeni (“Love me, parents”) is a national campaign designed to empower pregnant women and their partners to take the steps necessary for a healthy pregnancy, safe delivery, and proper care for the newborn during the first 12 months. Through the framework of the Campaign on Accelerated Reduction of Maternal Morality in Africa in Tanzania (CARMMA/Tz), Wazazi Nipendeni’s goal is to integrate all safe motherhood areas under one platform and emphasize key behaviors that are proven to promote maternal and newborn health, including early and complete ANC attendance, couple HIV testing and the prevention of mother to child transmission of HIV through Option B+, IPTp uptake and nightly net use to prevent malaria in pregnancy, and the creation of an individual birth plan that includes delivery in a health facility with a skilled provider. Phase II expands the campaign into the post-partum period, and addresses the importance of iron and folic acid, tetanus toxoid, vitamin A, post-natal care, danger signs, early and exclusive breastfeeding, immunizations, and post-partum family planning. The campaign is led by the Reproductive and Child Health Section (RCHS) of the MoHSW in coordination with the National Malaria Control Program (NMCP), NACP, the Health Promotion and Education Section (HPES), and the mHealth Partnership within the MoHSW. Wazazi Nipendeni’s mass media channels are supported by a strong health facility presence through the active involvement of a number of service delivery partners. All campaign materials refer users to the Healthy Mama, Healthy Baby Text Messaging Service, a free SMS platform supported by CDC Foundation.



## FAMILY PLANNING: FUATA NYOTA YA KIJANI (“FOLLOW THE GREEN STAR”)

Fuata Nyota ya Kijani (“Follow the Green Star”) is a national family planning campaign that aims contribute toward the national target of 60% contraceptive prevalence rate (CPR) by 2015 by increasing demand for family planning information, products and services. The campaign promotes contraceptives with the understanding that their use can allow women to space their pregnancies in a healthy way, allowing them to regain their strength and focus on their newborn before a subsequent pregnancy, thereby improving health outcomes for both women and children. Led by the MoHSW, the revitalized Green Star campaign builds off the success of original Green Star campaign, previously launched by His Excellency Ali Hassan Mwinyi in 1993. Green Star is being rolled out on radio, through electronic and print media, in health facilities, and at the community level. The “mobile for reproductive health” (m4rh) platform provides women and their families with more information on reproductive health, free of charge.



## TV SERIAL DRAMA: SIRI YA MTUNGI (“SECRETS OF THE POT”)

Siri ya Mtungi (“Secrets of the Pot”) is a 26-episode TV serial drama that promotes HIV prevention behaviors (HIV testing, condom use, prevention of mother to child transmission of HIV, voluntary medical male circumcision, and reduction of concurrent partnerships), and advocates for uptake of family planning and maternal and child health through research-informed entertainment-education. The show and its colorful cast of characters have reached millions of Tanzanians throughout the country through its broadcast on national television, distribution on DVD, availability on YouTube, and innovative partnership with Vodacom’s mobile television platform. With over 225,000 fans, Siri ya Mtungi’s Facebook page is one of the largest in the country.



## RADIO RELATIONSHIPS GAMESHOW: AIISSEEE! (“I SAY!”)

Aiissee! (“I Say!”) is a radio-based game show designed to improve couple communication and promote couple connectedness by giving contestants and listeners the chance to discuss serious relationship issues in a humorous way. In a weekly, 30-minute radio program, three couples compete against each other to see which contestant couple knows each other the best, with the goal of winning a romantic getaway for two. Studio sessions are interspersed with interviews from men and women on the street on related topics. Through its combined game show and documentary formats, the show acts as a platform for conversations about HIV prevention, maternal and child health, and family planning, using a subtle yet provocative approach in order to create a comfortable forum for addressing hard-to-discuss issues in a non-confrontational way. Aiissee! has a growing social media presence, including a Facebook app that allows couples to play each other at home or on the go. The program is currently being adapted for television.



## VOLUNTARY MEDICAL MALE CIRCUMCISION: TOHARA



Tohara (Circumcision) is a voluntary medical male circumcision (VMMC) campaign implemented in non-traditionally circumcising regions of Tanzania. Tohara aims to contribute to the reduction of new HIV infections among males, and indirectly among females, by promoting uptake of VMMC at static service delivery sites and through outreach services. TCCP supports several service delivery partners in demand creation for VMMC in implementing regions using radio spots, testimonials and print materials with the slogan “Maisha ni Sasa! Wahi Tohara! Pata kinga, kuwa msafi!” (“Life is now! Go for circumcision now! Get protected and be clean”). Key messages are around the benefits and safety of VMMC, availability of VMMC services, and importance of couple communication.

## ELIMINATION OF MOTHER TO CHILD TRANSMISSION OF HIV: ZIRO WU KWA WATOTO TANZANIA



President Jakaya Mrisho Kikwete launched Tanzania’s elimination of mother to child transmission of HIV (eMTCT) campaign on World AIDS Day 2012. In support of Tanzania’s efforts to eliminate MTCT, TCCP has been providing communication technical assistance to MoHSW and implementing partners for the regional roll-out of lifelong ART for pregnant and lactating mothers, including the development and production of posters, banners, fliers, t-shirts, fact sheets, and press releases. The campaign calls for pregnant and lactating women to test and start treatment as soon as they are diagnosed. TCCP worked closely with the Ministry of Health and Social Welfare to finalize the National eMTCT Communication Strategy.

## RADIO MAGAZINE PROGRAM



The Radio Magazine Program is TCCP’s initiative to strengthen existing radio programs that focus on health. Working with 18 radio stations across ten regions of Tanzania, TCCP builds the capacity of radio producers through training in interviewing and production skills, and supports stations to improve the infrastructure of their facilities. The radio magazine programs serve as a platform for discussion around a wide variety of health topics, including HIV prevention, treatment, stigma, positive living, voluntary medical male circumcision, HIV testing and counseling, condom use, alcohol, most vulnerable children, STIs, family planning, maternal and child health, and malaria. Radio shows utilize a number of different approaches, including radio diaries of people living with HIV on coping mechanisms and living positively, interview segments with experts, and testimonials with service beneficiaries. The program works with several regional and some national radio stations, allowing for highly localized and targeted programming. TCCP makes this platform available for use by partners and stakeholders, including regional and district hospitals (RMOs, DMOs, RACCs, DACCs, CHACCs), local NGOs and CBOs, and USAID partners such as Jhpiego, PSI, AMREF, EGPAF, EngenderHealth, AfriCare, MDH, and others. Partners use the platform to provide expertise, address health challenges facing the community, and encourage the community to utilize existing health services.

## MALARIA CASE MANAGEMENT: SIO KILA HOMA NI MALARIA



Sio Kila Homa ni Malaria (Not Every Fever is Malaria) is a national radio campaign focused on promoting early malaria testing and appropriate treatment for malaria. The malaria Rapid Diagnostic Test has been rolled out nationwide, and formative research showed that: 1.) Many people were still self-medicating for malaria, and 2.) When they did go and test and were found negative, clients and health providers alike often did not believe the results. Sio Kila Homa ni Malaria aims to motivate clients and health service providers to test any fever for malaria, since malaria prevalence is reducing, and not all fevers are malaria. The campaign is a collaborative effort between the National Malaria Control Program, Clinton Health Access Initiative, and TCCP. In addition to encouraging testing, treating and completion of malaria medication once found positive, the campaign also promotes a branded, low-cost rapid diagnostic test available in private clinics.

## MALARIA SAFE INITIATIVE



Malaria Safe is a platform that works with the private sector to prevent and reduce the malaria burden on their employees, businesses, and the country by encouraging companies to invest in educating and protecting their staff, families, and surrounding communities against malaria. Members of the initiative represent a wide range of private sectors partners committed to investing their own resources in health in order to carry out malaria activities under four guiding pillars:

- (1.) Education – Teaching staff and their families about malaria;
- (2.) Protection – Making insecticide treated nets, and malaria testing and treatment freely available;
- (3.) Visibility – Running malaria campaigns; and
- (4.) Advocacy – Inviting other companies to join. Tanzania’s Malaria Safe initiative has seen tremendous growth from 8 partners in 2012 to 52 partners in 2014. The initiative is overseen by the National Malaria Steering Committee commissioned by the Prime Minister, and is chaired by the Minister of Health and Social Welfare. The National Malaria Control Program and the Johns Hopkins Center for Communication Programs serve as secretariat.