CAPACITY BUILDING

TANZANIA COMMUNICATION AND DEVELOPMENT CENTER (TCCD)
The Tanzania Communication and Development Center (TCCD) 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, TCCD oversees TCCP’s community mobilization initiative. Through subcontracts to community-based organizations (CBOs) that supervise over 800 Community Change Agents (CCAs), TCCD mobilizes communities and reaches households and individuals with key health messages on 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.

SWAHILWOOD
TCCP and Media for Development International (MFDI) are working to strengthen the capacity of Tanzania’s growing film industry. “Swahilwood,” 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 training 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.

TANZANIA 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 Experientially”) 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 communication skills and apply their new learning in their existing positions. The competitive internship/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 accomplishments. 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 MUIHIMBILI UNIVERSITY OF HEALTH AND ALLIED SCIENCES (MUHAS)
TCCP has been supporting the Muhimbili University of Health and Allied Sciences (MUHAS) to strengthen pre-service 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.

KAMALIGADO 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 59 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 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 and around Iringa region. Each regional 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.

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.
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 Mortality in Africa in Tanzania (CARMMAT), 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, iron-folic acid, vitamin A, post-natal care, dangers 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), National AIDS Control Program (NACP), and the Ministry of Agriculture (MoA). 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 KJANI (“FOLLOW THE GREEN STAR”)

Fuata Nyota ya Kjani (“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 Mr. Daniel Msambe 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” (m4H) 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.

TV DRAMA AND COMEDY SHOW: AISESEE! (“I SAY!”)

Aissee! (“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 format, the show presents 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. Aissee! 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.

RADIO RELATIONSHIPS GAMESH: AISSEE! (“I SAY!”)

MALARIA CASE MANAGEMENT: SIO KILA HOMA NI MALARI

Sio Kila Homa ni Malari (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 Malari was led to test any few local clients, and all findings indicated that the message of malaria case management is not new, 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

MalariSafe is a platform that works with the private sector to prevent and reduce the malaria burden on their employees, businesses, and the community by encouraging companies to invest in educating and protecting their staff, customers, and surrounding communities against malaria. Members of the Initiative represent a wide range of private sector 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) Engagement – Inviting other companies to join. Tanzania’s Malaria Safe initiative has been 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.