Since 2011, TCCP has worked to support Tanzanians to take charge of their own health, and create healthy households where individual- and system-level change leads to healthier families and communities. To achieve this, TCCP has implemented national social and behavior change communication (SBCC) while working diligently to support and grow a network of Tanzanian SBCC professionals and systems. More specifically, during its implementation, TCCP:

- Executed evidence-based, coordinated behavior change communication initiatives at scale.
- Reinforced Tanzania’s systems for coordinating and delivering SBCC.
- Transferred SBCC skills to Tanzanian individuals and institutions.
- Mentored a local and independent SBCC non-governmental organization, the Tanzania Communication and Development Center (TCDC).

These efforts have made a measurable difference in supporting Tanzanians to take charge of their health, and design and implement effective SBCC programs.

Effective Campaigns for Health Behavior Change

TCCP’s midline evaluation demonstrated that exposure to TCCP campaigns is significantly associated with behavior change across all target health areas. For example, TCCP’s five, large-scale, multi-channel campaigns have created measurable change in health behaviors among exposed audience members.

Audience members exposed to the:

- **Wazazi Nipendeni** (Love me, parents) safe motherhood campaign were significantly more likely to attend ANC, have been tested for HIV, deliver in a health facility, and protect themselves from malaria during pregnancy through SP and net use.

- **Nyota ya Kijani** (Green Star) family planning campaign were more likely to have higher family planning knowledge, a significantly greater likelihood of family planning use over the prior year, and a greater likelihood of communicating with partners, family, and friends about family planning.

TCCP was an SBCC project covering a variety of health topics. Campaigns and activities addressed:

**HIV**
- Sexual prevention
- Testing and counseling
- Voluntary medical male circumcision (VMMC)
- Prevention of mother-to-child transmission of HIV (PMTCT)
- Concurrent sexual partnerships
- Treatment, care and support

**Malaria**
- School net distribution, net care and repair
- Malaria in pregnancy
- Malaria testing and treatment
- Zanzibar Malaria Elimination Program
- Malaria Safe companies

**Maternal and Child Health (MCH)**
- Family Planning
- Tuberculosis

Some campaigns and initiatives strategically integrated various health topics, such as PMTCT, ANC, and malaria prevention.

1See information sheets on each individual campaign for more information on their impact.
**Tuko Wangapi? Tulizana** (How many are we? Settle down) HIV sexual prevention campaign were more likely to have higher sexual protection self-efficacy, positive sexual attitudes, lower sexual risk behavior, positive condom attitudes and condom use at last sex. Additionally, exposure to this campaign was associated with improved HIV prevention knowledge, HIV testing, and communication about HIV testing among partners.

**Siri ya Mtungi** (Secrets of the African Pot) TV serial drama showed a significant association with higher sexual protection self-efficacy, sexual risk behavior communication, and positive condom attitudes compared to those who were not exposed.

**Aiisseeel! (I Say!)** couple connectedness campaign were more likely to have higher sexual protection self-efficacy, sexual risk communication, and condom use with last primary sexual partner. Additionally, exposure to the campaign was significantly associated with an increase in HIV prevention knowledge, likelihood of having ever been tested for HIV, and discussing HIV testing with a partner.

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**A Comprehensive Approach to Capacity Strengthening**

TCCP has strengthened SBCC capacity in Tanzania throughout a wide variety of sectors and institutions, ranging from entertainment to academia. This approach has provided a continuum of capacity strengthening from individual level, community level, organizational/institutional level and systems level.

TCCP created the “Advancing Communication Experientially,” or **ACE Mentoring Program** to help build the base of SBCC professionals in Tanzania. The two-level capacity building program provided 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, and many other opportunities to develop and enhance skills. To date, over 200 Tanzanians have participated in the program, of which 81% have graduated from the full program.
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The Kamiligado Radio Distance Learning program trained community volunteers in community mobilization and empowered them with correct health information to use when working in their communities. The program consisted of 39 episodes, 30 minutes each. Each episode explored a community mobilization topic and covered a particular health area. TCCP registered approximately 6,000 community volunteers with partner organizations as regular listeners of Kamiligado. Registered listeners also received a set of tools to assist them in their community work. Periodic quiz questions and text messages helped to ensure that the audience stays engaged in the program. Program evaluation results have indicated an increase in knowledge and improved attitudes on a range of health topics, particularly HIV and family planning. Further evidence suggests that program listeners were more likely than non-listeners to discuss health topics and ways to improve their community with others.

TCCP worked with ten organizations, assessing their institutional capacity in SBCC and developing institution-specific capacity strengthening plans. For all of the institutions that had follow up assessments, their self-assessment scores were on average, 15 percentage points higher.

TCCP supported the Muhimbili University of Health and Allied Sciences (MUHAS) to strengthen pre-service training in strategic communication as they initiated the implementation of the curriculum for a Masters in Behavior Change Communication. Based on the needs identified in a capacity assessment, support to MUHAS included curriculum development, training, faculty seminars, and co-teaching. TCCP also provided technical support to MUHAS for the development of a short course in SBCC.

TCCP and Media for Development International (MFDI) worked together 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 mentorship and on-the-job training.

In the ultimate effort to build systems level capacity in SBCC, TCCP worked with the Primary Health Care Institute in Iringa (PHCI) to train teams from 8 regions and 54 districts in the Leadership in Strategic Communication Workshop. From that workshop, each of the 54 district teams designed SBCC campaigns to implement in their districts. Eight of the district campaign plans were adopted for follow-up mentoring and financing, resulting in six district-led campaigns covering topics ranging from malaria, safe motherhood, family planning and HIV prevention. This approach built both the capacity of PHCI as trainers in SBCC, as well as the health system in 8 regions for the development and implementation of SBCC campaigns and approaches.
Local Ownership and Sustainability

Throughout the development, implementation, and evaluation of its programs, TCCP consistently worked to ensure that government counterparts have taken leadership roles in the design and implementation of SBCC. This included individuals throughout the Government of Tanzania, but especially within the Ministry of Health, Community Development, Gender, Elderly and Children (MOH). District and regional partners also fully participated in planning and implementation. By always providing a seat at the head of the table to government counterparts, TCCP has ensured that its campaigns and activities have full local buy-in and support. Through this process, many campaigns have become so engrained in health promotion in Tanzania that there is true local ownership.

The Task Force and Design Team approaches have become ingrained in the MOH approach. Now when a task presents itself to the MOH, the first step is to convene a Design Team or a Task Force, depending on the need. These are often patterned after the Design Teams and Task Forces that were used throughout TCCP.

TCCP has also provided SBCC technical assistance to a number of USG implementing partners over the course of the project, helping to ensure that they have robust demand creation strategies that match their service delivery components. From the development of job aids on Basic Emergency Obstetric and Newborn Care to multi-channeled regional campaigns on voluntary medical circumcision, TCCP has become the go-to project for SBCC for almost all USG health partners.

In order to build the groundwork for a full transition to locally developed SBCC, by Tanzanians for Tanzanians, TCCP also invested heavily in the establishment and growth of TCDC. TCCP worked with local SBCC professionals to establish TCDC in order to better sustain SBCC in Tanzania. Since April of 2014, TCDC has been supporting TCCP’s SBCC and community mobilization activities related to malaria, HIV/AIDS, family planning, and safe motherhood through its 2,000 Community Change Agents (CCAs) in 93 high priority districts of Tanzania.