Material Descriptions

Johns Hopkins University Center for Communication Programs
Tanzania Ministry of Health and Social Welfare Reproductive and Child Health Section (MOHSW-RCHS)

Mass Media

- **Television spots.** Three 60-second television spots focus on receiving two doses of SP for the prevention of malaria in pregnancy, individual birth planning, and the prevention of mother to child transmission of HIV (PMTCT). Each spot also encourages viewers to enroll in the SMS system for more information.

- **Radio spots.** The campaign features six 60-second radio spots that address early and complete ANC attendance, receiving the first dose of SP for the prevention of malaria in pregnancy, receiving the second dose of SP for the prevention of malaria in pregnancy, making an individual birth plan, the prevention of mother to child transmission of HIV, and delivery at a health facility. Each spot also encourages listeners to enroll in the SMS system for more information.

- **Radio jingle.** The radio jingle features Wazazi Nipendeni’s signature tune.

- **Billboards.** Two campaign billboards were placed on major roads leaving Dar es Salaam. Billboards are meant to increase reach of the campaign and encourage enrollment in the SMS system for more information on healthy pregnancy and safe delivery.

- **Bibi Bomba reality television program.** Through collaboration with Clouds Entertainment, *Wazazi Nipendeni* was featured in the Bibi Bomba television show – a program that follows the lives and experiences of 20 grandmothers from different regions of Tanzania. Bibi Bomba is a 30-
minute program that is aired every day with one repeat on Saturday of all the week’s episodes. The show incorporated discussions on safe motherhood messages from the Wazazi Nipendeni campaign. (Note: We don’t have anything we can post online for this, so may not want to include)

- **Si Mchezo! magazine.** Wazazi Nipendeni articles and back-cover advertisements appeared in the Jan-Feb 2013, Mar-Apr 2013, and May-Jun 2013 editions of Femina Hip’s *Si Mchezo!* magazine, a print publication targeting out of school youth.

- **Promotional materials.** Banners, tire covers, t-shirts, bags, and stickers promoted the Wazazi Nipendeni brand.

**Health-Facility Level.** All materials intended for use at the health facility level were distributed at central level to Wazazi Nipendeni service delivery partners, who in turn distributed them to the hospitals, health centers, and dispensaries in which they operate. Materials were expected to reach over 3,400 of Tanzania’s approximately 5,000 health facilities through the 11 collaborating service delivery partners.

- **Individual birth planning brochure.** The Wazazi Nipendeni individual birth planning (IBP) brochure contains pictures and text descriptions of the six key components of individual birth planning, as well as space to write in the plan for each of the components: due date, name of the health facility for delivery, plan for transport to the health facility, supplies to take to the health facility, who will accompany the woman to the health facility, and who will take care of the home while the mother is away. The brochure also gives information on the normal signs of labor and danger signs during pregnancy, labor, and delivery, as well as a list of the tests, services, and supplies a woman should receive during pregnancy. IBP brochures are meant to be filled out together with the provider during an early ANC visit, brought home and discussed with the pregnant woman’s partner and birth supporters, and brought back at each ANC visit to update with any changes to the plan. The brochure also encourages users to enroll in the SMS platform for more information.

- **Individual birth planning (IBP) antenatal care (ANC) card.** The individual birth planning (IBP) antenatal care (ANC) card contains pictures and text descriptions of the six key components of individual birth planning, as well as space to write in the plan for each of the components: due date, name of the health facility for delivery, plan for transport to the health facility, supplies to take to the health facility, who will accompany the woman to the health facility, and who will take care of the home while the mother is away. The back of the card gives a list of the tests, services, and supplies a woman should receive during pregnancy, as well as
information on danger signs during pregnancy, labor, delivery, and post-partum. IBP cards are meant to be filled out together with the provider during an early ANC visit, and re-visited at subsequent visits to update with any changes to the plan. This standardized, unbranded, black and white version of the IBP card is meant to be used in health facilities throughout the country even beyond the life of the *Wazazi Nipendeni* campaign.

- **Individual birth planning poster.** Individual birth planning (IBP) posters depict the six essential elements of an IBP (due date, name of the health facility for delivery, plan for transport to the health facility, supplies to take to the health facility, who will accompany the woman to the health facility, and who will take care of the home while the mother is away), encourage women to make an IBP, and include a referral to the SMS system for more information. Posters are meant to be hung in locations visible to ANC clients at the health facility.

- **SP poster.** SP posters encourage pregnant women to receive two doses of SP for the prevention of malaria in pregnancy, and include a referral to the SMS system. Posters are meant to be hung in locations visible to ANC clients at the health facility.

- **SP reminder card.** After receiving their first dose of SP for the prevention of malaria in pregnancy, ANC clients are meant to receive an SP reminder card from their health provider indicating the date they should return for their second dose.

- **Pregnancy wheel.** Branded pregnancy wheels are meant to help health providers determine a woman’s due date, and include guidance on timing of SP dosing. They also provide information on other services an ANC client should receive, such as iron and folic acid and mebendazole.