Femina HIP Mid-year Report 2010

Femina
HIP

Our Vision

Femina HIP envisions an empowered society that fosters democratic values, critical thinking and positive attitudes towards healthy lifestyles, gender equality, protected sexuality and HIV/AIDS

Our Mission

Femina HIP multimedia initiative will work through strategic partnerships to facilitate open talk, public debate and social movement, enabling youth and their communities to create supportive environments, to better access resources and services, to embrace democratic values and to change behaviour

Our Objectives

To build a supportive environment where:

1) Young people in their communities enjoy their right to access information and services and are empowered to make positive informed choices around sexuality and lead healthy lifestyles in order to reduce the negative impact of HIV/AIDS
2) Communities exercise their right to express themselves, participate in public debate and engage in civil society

Contents

Femina HIP in 2010.....4
The Mid-year Report.....5

Written by Ane-Kirstine Bagger, July 2010

Femina HIP in 2010

For Femina HIP, 2010 has so far been characterised by **hectic activity** and **exiting new developments**. Especially five developments put their clear fingerprint on our activities during the first six months of the year:

Thinking strategically: Early 2010, Femina HIP launched a **strategic planning** process that will help the organisation set goals for the next five years. Our current Strategic Plan covers the period until 2014 but we feel that there's a need to reflect on our priorities and strategies as Femina HIP has been expanding rapidly the past years adding new products and content agendas to the media platform. Furthermore, we need to secure funding for the continued expansion if it is to continue.

Redefining: Femina HIP also used the first half of 2010 to strengthen its brand as a **citizen media platform**. The term refers to media produced with a high level of audience participation and citizen media often responds to conventional media's neglect of public interest and partisan portrayal of news, events and relevant everyday issues – not least in underserved rural areas.

Going to scale: Defining Femina HIP as a citizen media platform is a natural consequence of our pro-poor, bottom-up approach to media production and our extensive reach in rural Tanzania. During the past 10 years, Femina HIP has managed **to go to scale** and today our media products reach more than **10 million Tanzanians**. This has made Femina HIP an important alternative to mainstream media as we enhance accountability in local communities by giving space for public debate on local needs and priorities.

Joining hands: The first half of 2010 was also used to reassess the way Femina HIP works with partners and we defined three main **partnership** options: Advertisement, sponsorship and editorial collaboration. As competition for funding increases and in order to strengthen our sustainability, Femina HIP aims to cover part of our budget through income generating activities and we believe that our new partnership and advertisement policy will be an added value to reach this goal. As has been the trend for the last couple of years, the first half of 2010 was characterised by extensive partner collaboration. Femina HIP joined hands with Engender Health's Champion project, D.light, MS Denmark / Action Aid Tanzania and UMATI for editorial collaboration and content development.

Jump Up!: Apart from production of its recurring media products, Femina HIP also used the first half of 2010 to plan and fundraise for our new season of Fema TV talk show. Unlike past seasons, the next program series will venture into the reality TV genre as we 'Jump Up!' and launch our very own lifeskills and entrepreneurship competition, **Ruka Juu na Fema TV talk show!** ('Jump up with Fema TV talk show!').

The Mid-year Report

The Mid-year Report 2010 is a brief **summary** of Femina HIP's activities during the first half of 2010. It is intended to keep donors and stakeholders informed about major achievements and challenges in the organisation and to monitor how Femina HIP is delivering against the Annual Activity Plan.

The report is structured according to Femina HIP's **four program areas**; Organisational Management and Development, Media Communication, Community Mobilization, and Public Relations and Networking. At the end of the report is a short overview of activities the **pipeline** for the remaining of 2010.

Organisational Management and Development

Objective: Develop organisational capacity to enable the organisation to be managed effectively and efficiently

Funding and Fundraising

Fundraising remains a **top priority** for Femina HIP. For the past 10 years we have been blessed with substantial long-term funding from our basket donors but if we want to keep growing, additional funding is needed. Therefore, Femina HIP submitted several **funding proposals** during the first two quarters of 2010. These included proposals to Tanzania Media Fund (TMF), UNFPA, the Dutch Embassy, the Norwegian Embassy and the Secretary's Innovation Award. All proposals are currently being evaluated except from the proposal to the Dutch Embassy which has been approved. The Dutch Embassy is now supporting the 'Right to Safe Light' campaign which is a lifeskills and livelihood initiative in collaboration between Femina HIP and D.light.

Discussions with **potential new donors** including HIVOS were initiated and RFSU, Radio France International (RFI) and the Mama Misitu Campaign approached Femina HIP to explore the possibilities of long term partnerships.

When Femina HIP developed its **2010 budget** in October 2009, we budgeted for 3.6 million USD to be able to cater for the huge demand for expansion of print runs/ distribution. This is as an increase from 3.3 million USD in 2009. However, by January 2010 the actual and expected funds available for the year were approximately 2.7 million USD. In order to cover the **shortfall** it was decided not to implement the planned increases in print runs, to reduce overheads and to cut down on regional activities, advertising and PR.

Actual funds received during the first half of 2010:

Long term donors	Grant contracted		
	TSH	USD	EURO
Sida		643,788,400	
Danida		950,776,600	
FHI	262,221,779		
GTZ	28,818,075		
Cost-sharing partnerships / one-off funding			**Grant contracted**
EngenderHealth / Champion		28,047	
MS Denmark / Action Aid Tanzania		4,000	
The Dutch Embassy			25,000

Sida and Danida have committed funds until December 2012. The five-year FHI / Ujana project is coming to an end in September 2011 but FHI has indicated that there might be funds available to extend the project until September 2012.

Governance

After 10 years of growth, Femina HIP now stands **at a cross roads** and we need to define where we want the next decade to take us. Our Strategic Plan was adopted in 2006, but since then Femina HIP has undergone important changes: Our content agenda has expanded, our reach has increased tremendously and the number of staff has grown. Femina HIP's management therefore feels that there is a need to review the Strategic Plan and during spring 2010 a **strategic planning process** was initiated. Femina HIP is working with a small group of consultants to assess future strategies and priorities and the process is planned to continue throughout the year.

According to Femina HIP's **Memarts**, one Council meeting, three Board meetings and at least one Donor Partner meeting must take place every year.

The 2010 **Council meeting** is scheduled to take place in the second half of 2010. The first **Board meeting** is planned for July 1st and this will be the first time the three new board members participate. A **Donor Partner meeting** took place on May 12th, 2010. Sida and Danida were present at the meeting where the Audited Financial Accounts and the Annual Report 2009 were presented and where Femina HIP's fundraising challenges were discussed.

Management and Human Resources

For a long time, human resources (HR) and recruitment has been **a key priority** to Femina HIP and the first six months of 2010 were no exception.

In early 2010, one of the Fema TV talk show Presenters left the organisation to pursue an MA in the US and the PR Manager was dismissed on grounds of incompatibility. At

the end of June 2010 the M&E Consultant returned to Denmark, the M&E Assistant left to do an MA in Germany and one of the Fema Editors chose to pursue a career with another Tanzanian CSO. Finally, the Office Cleaner's contract was not renewed as it was decided to outsource the service to an external company.

After saying goodbye we now look forward to **welcoming** new staff. A replacement for the M&E Consultant has been recruited and at the end of June discussions with several interesting candidates for the remaining vacancies were taking place. The staff changes have been used as an opportunity to **assess** the organisation's HR needs and to change some of the job descriptions to better match organisational priorities.

During the first six months of 2010, **management meetings** continued to take place weekly and **staff meetings** were called every two weeks. **Quarterly reviews** involving all staff took place in early January and early April. These are important monitoring tools to track activities and both reviews clearly showed that Femina HIP is delivering against the Annual Activity Plan.

As planned, annual staff **appraisals** started in June 2010 and new contracts for all staff were prepared. As a consequence of the funding shortfall no appraisal based increments will be given this year but all salaries will have small inflation adjustments.

A number of staff went for **training** in the first half of 2010 including the Regional Communication Officer who attended a script writing workshop in Johannesburg and the IT Officer who attended training on New Media in Nairobi. All staff participated in a training on entrepreneurship in May 2010 to make sure that we all have the required knowledge to embrace entrepreneurship as part of our content agenda.

Finances and Accounting

In early 2010 Femina HIP announced a **public tender** for its printing and distribution services. We decided to manage the process ourselves and even though it was a time consuming exercise it turned out to be a good investment.

By **reducing the printing cost** per copy by 17% and 0,3% for Fema and Si Mchezo! respectively, **Jamana Printers** won the tender for both magazines. The big reduction in printing cost for Fema is mainly due to the fact that the magazine is now printed on a slightly **lower paper quality** in order to cut costs.

Si Mchezo! was previously printed by **Tanzania Printers** but due to unsatisfying customer service Femina HIP chose not to renew their contract. This decision upset Tanzania Printers so much that they **delayed** the printing of the last issue under their contract (March-April issue, no 47). The issue should have been delivered in early April, but when Femina HIP had received only a little more that half of the total print run by late May, we chose to cancel the remainder of the order. As a consequence, the March-April issue of Si Mchezo! was distributed together with the May-June issue (no 48), which by then had already been printed by Jamana Printers. The 95,000 copies received from Tanzania Printers were distributed to recipients in Dar and according to FHI's distribution list as FHI directly funds 55,000 copies of each issue.

As was the case for the procurement in 2007, **EAM Logistics Limited** won the distribution tender for Fema and Si Mchezo!. However, whereas the new paper quality for Fema resulted in a 9% reduction in distribution costs, the distribution costs for Si Mchezo! increased by 15%. This increase is partly due to the fact that the distribution of Si Mchezo! has not previously been separately procured; partly the increase is caused by higher monitoring and reporting requirements in the tender. Contrary to the 2007 procurement, several companies submitted bids this time indicating that the Tanzanian distribution market is slowly becoming more competitive.

In order to get the best service delivery at a competitive price Femina HIP also asked four international companies to **tender** for the audit of our **Financial Accounts**. RSM Ashvir won the tender and carried out the audit for the financial year ending December 31st, 2009. As per the audit report, Femina HIP's financial statements give a true and fair view of the state of financial affairs of the organisation.

As a consequence of **a stronger USD** against the Danish and Swedish currencies (DKK and SEK) the real value of the funds received in 2010 decreased by approximately 18% putting even more pressure on Femina HIP's financial situation.

Purchases

As the number of staff has grown, it has become necessary to expand our office space. From January 2010, the Community Mobilisation Department and the Distribution Department therefore moved to **new offices** on the 1st floor of the Patel Building.

Sadly, the Si Mchezo! team had a serious **car accident** during an editorial collection in Tabora. Luckily no one was severely injured but the office car was destroyed. Femina HIP has claimed for insurance and we are currently considering whether to invest in a new car.

Distribution

An effective distribution system is **alfa and omega** for Femina HIP's media products to reach their destination and make an impact. During the last 10 years, Femina HIP has managed to develop a refined distribution network which is probably unparalleled in Tanzania. Every year, we distribute more than **1.7 million magazines** reaching every district of the country. Distribution of Femina HIP products partly takes place through partner organisations; partly distribution is outsourced to the distribution agency EAM Logistic. Moreover, Femina HIP carries out a considerable part of the Dar es Salaam distribution itself.

In the first half of 2010, we continued to focus on strengthening our distribution system ensuring that copies are delivered on time and to the correct recipients. As part of the strengthening, more human resources have been allocated to the distribution unit and a detailed **distribution monitoring framework** was developed during the first half of 2010.

The number of schools on the Fema magazine waiting list continues to grow and today more than **800 schools are waiting to receive Fema**. Even though this high demand is

positive and shows how appreciated the magazine is, it can also cause problems for the distribution. In some cases our distribution agents are under pressure from heads of schools not receiving the magazine to divert from their distribution list - sometimes this results in agents 'breaking' boxes so that more schools receive magazines but in lower quantities.

In June 2010, Femina HIP received a visit from a former VSO who, a few years back, set up our distribution **database**. During his stay the database was significantly improved and it is now more user-friendly. New tools have been introduced including reports and interactive maps that will be used for monitoring and evaluation (M&E) purposes.

In early July 2010, EAM Logistic and Femina HIP will co-host a two day **workshop** bringing together all 21 regional distribution agents to discuss distribution guidelines and challenges. These annual agents meetings are key for distribution monitoring and create a sense of **ownership** among the distribution agents.

Planning, Monitoring and Evaluation

For the M&E Department, the first six months of 2010 brought about changes in the **staffing structure**. The job description for the M&E Manager was changed to better match qualifications and organisational needs. The position was changed to Monitoring Manager putting a strong emphasis on distribution monitoring. The M&E Consultant and the M&E Assistant both left Femina HIP at the end of June. The replacement for the M&E Consultant has been recruited and the job description has been changed putting more emphasis on strategic planning and fundraising which in reality has been a key task for that position for the past years.

During the first half of 2010, Femina HIP worked on the following studies and evaluations:	
Teachers' take on Fema magazine	A study looking at the availability of electricity, libraries, computers and internet in secondary schools, and assessing teachers' engagement with Fema magazine. Based on more than 1,300 questionnaires and 100 interviews with headmasters collected at the annual Tanzania Heads Of Secondary Schools Association (TAHOSSA) meeting in December 2009
Femina HIP and Online Social Media (in progress)	A study focusing on Tanzanian youth's internet habits and familiarity with online social media. The report will include recommendations on how Femina HIP should engage with online social media. Based on group discussions with Fema Club members
The OneLove Campaign – Two years down the line (in progress)	An evaluation of how the messages in the OneLove Campaign are received by the target audience with a special focus on partner communication and male involvement. Based on group discussions with youth from Dar es Salaam and Bagamoyo

Femina HIP's Customers – who are they?	An overview of the customers in Femina HIP's database focusing on the type and location of the recipients. Based on the new reporting tools and interactive distribution maps generated from the database
Femina HIP's Role on the Tanzanian Media Scene (in progress)	An in-depth analysis of the TAMPS 2009 results including profiles of our audiences and impact assessments of products

Late 2009, Femina HIP received the results from the Tanzania All Media and Products Survey (TAMPS) 2009 conducted by Synovate. **TAMPS** is the biggest survey of media habits and consumption in Tanzania and a very central way for Femina HIP to document its reach and impact. The 2009 results – which will be analysed in details during 2010, were very positive and show how **Femina HIP reaches 1 out of 4 Tanzanians**.

The **Annual Report 2009** was finalised in May 2010 and circulated to donors and key stakeholders. Other M&E activities included a routine review of tools and templates and collaboration with external researchers.

Key results from TAMPS 2009

Every month more than **10 million Tanzanians** (44% of the adult population) engage with our media platform.

Fema magazine:
Brand awareness: 9.8 million.
Readership: 2.8 million per issue.

Si Mchezo! magazine:
Brand awareness: 6.8 million.
Readership: 2.6 million per issue.

Fema TV Talk Show:
Brand awareness: 4.6 million.
Viewership: 4.3 million

Femina HIP is one of the central case studies examined in a comprehensive, Danida funded research project launched late 2009 managed by the University of Roskilde in Demark and the University of Dar es Salaam, under the heading **'People Speaking Back?** Media, Empowerment and Social Change.' The research project explores questions of participatory governance around civil society driven media platforms.

Femina HIP is also included in two other **international researches** by Johns Hopkins University and the Swiss Tropical Institute / SDC focusing on adolescent sexuality and Multiple Concurrent Partnerships (MCP) as a key driver behind the HIV epidemic respectively.

Finally, three **staff presentations** on new research were organised to ensure that research is shared in the organisation and put to use.

Media Communication Program

Objective: To interactively produce and disseminate long-term, recurring, as well as one-off media products that create a media platform which uses Entertainment Education to promote audience voices, life skills, positive role models and entrepreneurship

For the Media Communication Program, the first half of 2010 was characterised by **cost sharing ventures** with partner organisations, the planning of our upcoming reality entrepreneurship and lifskills competition **Ruka Juu!**, and preparations for a re-launch of our **Chezasalama** website.

Fema magazine

With a readership of 2.8 million every week, Fema is by far the most read magazine in Tanzania. The magazine is extremely popular and the demand for copies continues to increase. At the end of the second quarter, more than **830 secondary schools were on the Fema waiting list**. In order to accommodate some of the many requests, Femina HIP had planned to scale up print runs from 170,000 to 200,000 from January 2010 but due to the limited funds available, the increase has been put on hold.

As planned, two new issues of Fema magazine were produced in the first half of 2010.

Audience VOICE

"I buy Fema magazine using my own money and the school refunds me. We know the importance of Fema; that's why we make sure that our students get the magazines. If we can't get them for free like other schools then we have to spend our school money just to make sure that our students also get the education that students from other schools get."

Letter from Secondary School Teacher

For the **January-March issue** (issue no 15) the editorial team travelled to Shinyanga to collect stories about **abortion** and reproductive health among school girls. The issues also looked at solar energy and the employment opportunities this renewable energy source can offer young Tanzanians. The issue was produced in collaboration with UMATI and D.light. On the cover was the popular poet and hip-hop musician Mrisho Mpoto who is the front figure of Femina HIP and D.light's 'Right to Safe Light' campaign.

Just as the rest of Africa, Femina HIP loves football! Therefore the main theme for the **April-June issue** was the **World Cup**. But of course we have our own take on sports and used football as an entry point to discuss team play, communication and respect among couples. While waiting for kick-off in South Africa, we produced the issue in Dar es Salaam in collaboration with Champion and FHI, and two of Tanzania's prominent footballers - Ngassa from Taifa Stars and Asha from Twiga Stars– graced the cover.

Fema TV talk show

Fema TV talk show has been broadcast on national TV since 2002. This has made it **an institution in Tanzanian TV**. Our hosts are celebrities and when they travel to the field they are welcomed as true TV stars! The viewership has been growing steadily and today more that 4.3 million Tanzanians follow the show.

Normally, Fema TV talk show breaks for production during the first six months of the year. However, we have had a very productive first half of 2010 and have already been **on air** for 14 weeks.

Audience VOICE

"My name is Susan Munis and I'm from Moshi, Kilimanjaro. I have learned so much from watching your Love Stories. Thank you for both the Love Stories and for Fema TV talk show - your programs educate not only individuals both communities at large!"

SMS from Fema TV talk show viewer

In January 2010, we produced and aired a program on **male involvement** and partner communication in collaboration with EngenderHealth's Champion project.

Starting from Valentines Day, Femina HIP aired **10 love stories** produced by 10 southern African countries as part of the OneLove campaign. South African Soul City has sponsored the 10 countries to produce a 30-minute TV drama under the tagline 'Love Stories in a time of HIV/AIDS'. Femina HIP's contribution was a film called **'Chaguo'** ('The Choice') exploring the dilemmas of infidelity, trust and partner communication. All films were warmly received by our audiences and Femina HIP is now looking into distributing copies of the popular films to partner organisations.

In early February 2010, Fema TV talk show featured a special on '**The Making of the film Chaguo**', with interviews and a studio discussion with the scriptwriters, the director, the two main actors and the principal cameraman. Discussions covered the OneLove campaign and a general discussion of the film, as a 'teaser' for the love stories series.

2010 is **election year** in Tanzania and Femina HIP feels that it's about time to tell our youth to get going and start debating democracy and politics! Therefore we produced two shows – each one hour long – themed 'A New Generation of Voters' and 'Women and Voting'. As a special feature, the shows were recorded in front of a **live audience** which made the debates both lively and loud! The shows had invited experts and youth to participate in our panel and the popular singer **Nakaaya** was a special guest. With her hit song 'Mr. Politician', Nakaaya has actively and publicly condemned corruption. She is active in politics and a spokesperson for youth participation on the political scene. Femina HIP is currently looking for a donor who will sponsor airtime to repeat the election shows in September/October when the elections approach.

All programs aired the national channel, TBC 1, and the commercial station, ITV, during prime time.

During the first six months of 2010, Femina HIP also fundraised for our upcoming TV entrepreneurship competition, **Ruka Juu!** ('Jump Up!'). So far we have managed to raise the main part of the necessary funds for the series which we plan to produce during fall

2010 and air early 2011. With Ruka Juu we hope to create a buzz around the huge youth unemployment challenges that Tanzania faces and educate and inspire young people to take charge of their lives and become entrepreneurs.

Si Mchezo! magazine

The bi-monthly Si Mchezo! ('No Joke!') magazine continues to target rural, semi-literate youth and their communities addressing healthy lifestyles, life skills and livelihoods. As was the case for Fema, restrictions in available funds meant that a planned increase in print runs was not possible and the circulation therefore remained at 175,000 copies per issue. Nevertheless, with a circulation of more than **1 million copies** per year and with 2.6 million readers per issue, Si Mchezo! is the second most read magazine in the country.

According to the TAMPS 2009, only 13% of the adult population in Tanzania has never read Si Mchezo! and the magazine is highly appreciated among its audience. It presents an important way for rural populations – who are typically marginalised from the mainstream media – to **access reliable information** and participate in the public debate.

Audience VOICE

"Wow Si Mchezo! My 4 year old son surprised me when he saw the Femina HIP logo on Si Mchezo! He was really happy, pointed at the logo and said: 'Mama, Sikia Mdundo' (Mama, listen to the beat) – quoting your TV Talk Show tune! I felt so proud and encouraged knowing that you reach the community this much. Well done Si Mchezo! - you rock!

SMS from Si Mchezo! reader in Musoma

During the first half of 2010, three new issues of Si Mchezo! were produced.

The **January-February issue** (issue no 46) was produced in Arumeru, Arusha, in collaboration with UMATI. The main theme of the issue was **male involvement** looking at gender roles and the importance of engaging men in family planning and household activities.

Editorial collection for the **March-April issue** (issue no 47) took place in Dar es Salaam and Kisarawe. Femina HIP worked together with D.light to produce an issue focussing on solar energy and **solar entrepreneurship** as part of our 'Right to Safe Light' campaign.

For the **May-June issue** (issue no 48) our editors travelled to Urambo, Tabora, and collected stories about male involvement. The issue was produced in collaboration with EngenderHealth's Champion project seeking to sensitise men to take responsibility for their family's **reproductive health**.

Pilika Pilika radio

As an extension of the messages in Si Mchezo! magazine, Femina HIP is one of three partners behind the **weekly radio show** Pilika Pilika ('Busy Busy') produced by the production company Mediae. The other two partners are Policy Forum and UNICEF. Policy Forum has a story line on accountability and local leadership and when UNICEF

recently replaced WaterAid as the third partner, they introduced a story line on child nutrition.

Each show contains a 15-minute soap and a 15-minute talk show where experts discuss the theme of the day's soap. The soap takes place in a fictional rural Tanzanian village where it follows the lives of the different village personalities.

The show has a strong listenership with **5.4 million listeners** in mainland Tanzania. During the first six months of the year, editorial collection took place in Tanga, Arusha and Kilimanjaro regions and 26 shows were produced and aired.

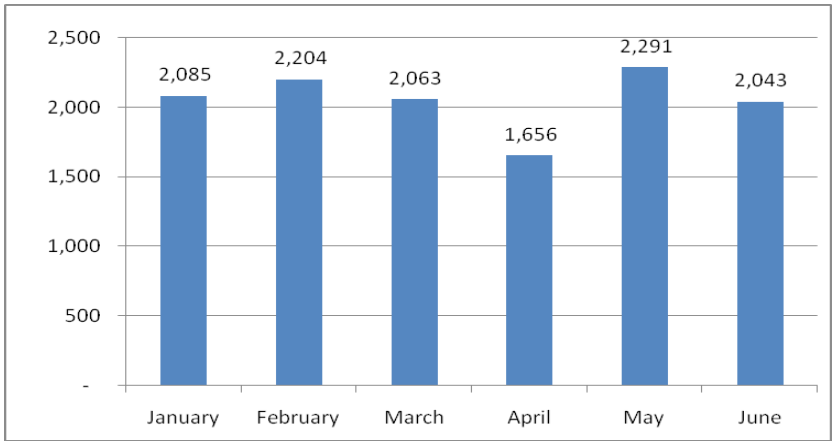
Since 2009, Femina HIP's overall **storyline** has been on MCP. The storyline continues in 2010 but with a new focus on partner communication as a way to curb MCP.

Chezasalama.com

Femina HIP's **interactive** website, Chezasalama ('Play it Safe') targets Swahili and English speaking youth on issues such as sexuality, love, HIV/AIDS and life skills. The website is updated weekly and features discussion forums, chats, polls and other interactive elements.

In early 2010, a Chezasalama retreat was organised to discuss future strategies and goals for the website. A mixed group of participants involving both Femina HIP staff, visiting researchers, partner organisations and youth resulted in lively discussions and lots of interesting ideas. It was decided to **re-wamp** the website making sure that it retains its **hip, cool and youthful brand**. A redesigning process has been initiated and Femina HIP expects to re-launch Chezasalama in December 2010. Other outcomes from the workshop include a Facebook page for our Fema Clubbers and some interesting research about Tanzanian youth and online social media.

During the first six months of 2010, the number of **registered users** grew by 12,500 reaching 48,000; however the majority of these are not very active. In total, Chezasalama attracted **12,341 visits** during the first half of 2010; an average of 68 visits per day. However, compared to the 2009 figures, the average number of hits per day has decreased.



As illustrated on the graph, the monthly number of visits varies, but in general the website enjoyed 2,000+ visits per month. The **variations** are partly due to school holidays, partly an effect of promotional activities. There was a sharp decrease in visits in April. This is probably the result of a hacking incident that occurred around that time.

Various **promotion** activities also took place during the first half of 2010 aiming to increase visibility, the number of visits and the time spent on the on the website. T-shirts, wheel covers, posters, CDs and postcards were used for promotion by SPW volunteers and the website was cross-promoted in other Femina HIP products.

Other Femina HIP products

Apart from the recurring media products, Femina HIP also produces a range of one-off publications and products. In the first half of 2010 these included:

- Femina HIP has received funding from FHI to produce a **booklet addressing the dangers around MCP** and providing youth with tips to protect themselves and say 'no' to multiple concurrency. The project was initiated some time ago but unfortunately the production has faced a number of human resource challenges. At the end of the first half of 2010 the final text was ready and the booklet was about to go to layout. 50,000 copies of the MCP booklet are expected to be printed and distributed in the third quarter of 2010.
- 145,000 **calendars** were designed and distributed with the January-March issue of Fema. Additional 10,000 copies were distributed to partners and stakeholders.
- A **Partner Leaflet** presenting Femina HIP's methodology, reach and media products was developed and printed in 500 copies. The leaflet outlines how partners can work with us tough advertising, sponsorships and editorial collaboration and has been received very positively by potential partners.
- 250 copies of Femina HIP's **Annual Report 2009** were printed and distributed to key partners and stakeholders. The Annual Report and the Partner Leaflet are both available as PDF files on Femina HIP's organisational website, www.feminahip.or.tz.

Community Mobilization Program

Objective: To cultivate grassroots environments for open talk, critical thinking and social change that will foster healthy lifestyles, and positive responsible attitudes towards sexuality, HIV/AIDS and democratic culture

Experience shows that when Femina HIP's media products are actively used in **face to face interaction** – such as outreach activities, clubs or by peer educators – their effect increases significantly. Community mobilisation activities enable us to collect feedback and inspiration from audiences, and audiences get a chance to interact directly with our staff.

Outreach and Road Shows

Road shows inform and educate communities about the issues on Femina HIP's agenda. The shows are an excellent opportunity to **address stigma** and **promote open debate** using a mix of drama, music and Q&As to trigger social change within communities.

In the first quarter of 2010, Femina HIP travelled to **Tabora** district and visited Kaliua, South Urambo and Kanyenye where the road show took place in conjunction with the International Women's Day. In the second quarter of 2010, road shows were organised in Sanze, Chole and Msimbu in **Kisarawe** district.

The theme of all six road shows was **life skills and entrepreneurship** and Femina HIP travelled together with D.light to promote our 'Right to Safe Light' campaign. In order to attract a big audience, Femina HIP advertised the road shows through PA systems and local FM stations in the days leading up to the shows. The three shows in Tabora attracted a total of 4,703 participants and in Kisarawe, 1,560 people enjoyed the shows.

The road shows in Kisarawe were preceded by an 'impact journey' organised for a group of participants from the **World Economic Forum** (WEF). The Minister of Home Affairs, Mr. Lawrence Masha, was part of the delegation and the WEF visitors wanted to learn how Femina HIP's media products are used in local communities and to see how they can be used to promote sustainable development including solar lights.

Another way of maximising our exposure and meet our audiences, is to participate in **fairs, festivals and school events**. Therefore, Femina HIP engaged with youth at the World Environmental Day and UMISETA (the national games and tournaments for secondary schools). Increasingly, we are also invited to events organised by Fema Clubs and lately we have participated in school concerts and debates at secondary schools in Chalinze, Kibasila and Lugoba. During the first six months of 2010, almost 4,000 youth were reached through fairs, festivals and school events.

Fema Clubs and Youth Leadership Development

Late January 2010, Femina HIP hosted its fourth **Youth Conference** – this time under the theme '**From Life Skills to Livelihoods** - Promoting Entrepreneurship Education in the School Setting'.

The conference marked the launch of Femina HIP's **combination prevention agenda.** By combination prevention we mean that information about health, sexuality and HIV/AIDS cannot stand alone but needs to be complimented with education about income generation and entrepreneurship. We believe that is not enough to simply tell youth to refrain from risky sexual behaviours – they need alternatives in order to protect themselves.

> *"Through years of working with young people we have come to appreciate the link between the ability to earn an income and the muscle to say NO to risky sexual behaviours. Issues of unemployment and lack of income contribute to poverty and the further spread of HIV among youth."*
>
> Executive Director, Dr. Minou Fuglesang, speaking at the annual Youth Conference

The Youth Conference brought together more than 100 students and teachers from every region in the country. During the three-day conference, a series of participatory sessions and workshops were conducted and students, teachers and Femina HIP staff engaged in lively debates. The Deputy Minister for Labour, Employment and Youth Development, Dr. Makongoro Mahanga, attended the opening of the conference and in his speech he congratulated Femina HIP on 10 successful years!

Femina HIP promotes youth leadership, voluntarism and grass root organisation by encouraging young people to form **Fema Clubs**. These are an effective way to bring together young people to discuss issues around sexuality, HIV/AIDS, life skills and livelihoods. At the end of the first half of 2010, Femina HIP had **603 registered Fema Clubs** – a number that keeps growing. We want our clubs to feel part of our Femina HIP family and it makes us both proud and happy when our 'offspring' are proactive and invite us to club debates and concerts.

School visits are an important way to strengthen the relationship between Femina HIP and the school setting and to ensure that our products are put to use. Furthermore, school visits are important means to monitor the distribution system and to promote Fema Clubs. During the first half of 2010, a total of 19 schools were visited and our community outreach team met with 1,284 students.

Correspondence with Audience

The continuous increase in Femina HIP's activities and reach means that there has been a **steady growth** in audience correspondence.

During the first half of 2010, Femina HIP received more than **2,500 letters, e-mails and text messages**. We do our best to give a personal answer to all letters and e-mails (1,314 in total) and to as many of the text messages (1,247 in total) as possible. A big part of the correspondence is thumbs-ups or requests for copies. Even though we still receive many letters and e-mails we are experiencing a significant and rapid increase in

the number of **text messages** we receive – a tendency that underlines how comfortable Tanzanian youth has become with SMS technology and how important it is for us to tap into the **potentials** of this media.

Public Relations and Networking

Objective: To develop strategies and partnerships that sustain an open public debate and momentum for social change, and to promote a lifestyle brand in support of civil society, the corporate sector and government efforts

For public relations (PR) and networking the first half of 2010 was characterised by both **turmoil and progress**. The PR manager left the organisation on grounds of incompatibility and tasks had to be reallocated to other staff. Naturally, this was a challenge but the change turned out to be an advantage as new energy and new ideas were created. One of the positive outcomes was a review of our partnership and advertising policies.

Another success from PR & Networking was the big **international attention** Femina HIP enjoyed during the first half of 2010. We were invited to showcase our media platform as a success story of going to scale at several international conferences including the World Economic Forum (WEF) in Dar es Salaam, ReWork the World in Tallberg and Skoll Forum in Oxford, UK. This exposure is vital for visibility, networking and international fundraising and supports our position as a recognised actor within the communication for social change and development communication fields.

At the end of June 2010, a new PR Advisor was recruited and will join the organisation from September 2010.

Mobilizing the Private Sector

Partnering with the private sector is important to Femina HIP - to enhance our sustainability and to enable companies to demonstrate their **corporate social responsibility** (CSR) and reach wider audiences across Tanzania.

With our extensive reach of 10 million Tanzanians, Femina HIP has **a unique product** to offer partners and advertisers. In order to tap into this potential and to **professionalise** our relations with the private sector, Femina HIP developed a new partnership and advertising policy. Rate cards for advertisement, sponsorships and editorial partnerships were developed and advertising rates were reviewed and increased by approximately 35%.

Femina HIP met with several private partners including Zain and Barclays to discuss broader collaborations as part of the companies' CSR programmes. Private companies are realising how attractive Femina HIP is to partner with as no other media platform can

offer the same scale of reach. At the same time, getting the private sector to commit to a partnership has proved to be a time consuming exercise.

During the first six months of 2010, advertisers included Zain, PSI, D.light, NBC, FHI and Champion. As a new feature, Femina HIP is now selling the back page of Si Mchezo! to advertisers and has sold all 2010 ad pages to EngenderHealth for their Champion project.

Another focal point for Femina HIP's private sector relationship is the collaboration with employers. Femina HIP assists large-scale employers to set up workplace HIV prevention programmes and provides training around HIV/AIDS awareness. Increasingly, we are assisting partner organisations such as ABCT and EngenderHealth with their workplace programmes supplying them with materials and guiding them on how to use these.

NGO Networking

Femina HIP has an extensive collaboration with other CSOs and donor partners operating in Tanzania and **more than 900 partners** are registered in our database. The focus has traditionally been on prevention partners but as Femina HIP has grown to become a fully fledged media platform we now partner with stakeholders from nearly all development sectors including environment, good governance and the business development sector.

Partnerships need to be cultivated and nurtured but with more than 900 partners this is a time consuming exercise for Femina HIP. Therefore, time was invested in a **partner mapping** where partners are being categorised and prioritised.

Interacting with the Government of Tanzania (GoT)

Good relations with the Government are essential for Femina HIP as our impact is bigger if **key ministries** endorse our activities and products. Femina HIP has traditionally had a strong relationship with the Ministry of Education and Vocational Training (MoEVT) and the Ministry of Employment, Labour and Youth Development (MoELYD) but we are also work with the Ministry of Health and Social Welfare (MoHSW) and the Ministry of Information, Culture and Sports (MoICS).

In January 2010, the Deputy Minister for Employment, Labour and Youth, Dr. Makongoro Mahanga, opened Femina HIP's Youth conference and in May, the Minister of Home Affairs, Mr. Lawrence Masha, participated in an impact journey hosted by Femina HIP as part of the World Economic Forum.

"The information you share with youth has brought big changes to the country and has empowered the youth to make informed choices. I commend Femina HIP for making the connection between poverty and the ability to say no when caught up in a sticky situation. The Government, through the MoELYD, is ready to work with Femina HIP to impart entrepreneurship skills to the youth and to start saving schemes so that they will be able to get their projects off the ground."

Deputy Minister for Employment, Labour and Youth Development, Dr. Mahanga, speaking at the

Equally important is a good working relationship with **local government**, as local authorities are essential gatekeepers for Femina HIP to reach both in- and out-of-school youth in their communities. Therefore, Femina HIP makes a point of presenting ourselves to the local authorities to get their endorsement whenever we travel to the field.

During the first half of 2010, Femina HIP also continued as a member of the **Technical Working Committee on Prevention** (TWCP) chaired by **TACAIDS**. TWCP has a mandate to develop a new prevention strategy for mainland Tanzania and Femina HIP has been identified as a key civil society partner in this process. Femina HIP is also a member of the Youth HIV/AIDS Prevention Technical Working Group which is a subcommittee to TWCP focusing on the implementation of the prevention strategy vis-à-vis the youth.

Since 2009, Femina HIP, through its Executive Director, has been involved in the development of a new **Financial Literacy Framwork** for Tanzania; a strategy commissioned by the **Bank of Tanzania** (BoT) in collaboration with the Financial Sector Deepening Trust (FSDT). The draft strategy was launched in April 2010 and the work has been very inspirational to us in a time were we are developing our lifeskills content agenda to embrace issues of livelihoods, financial literacy and entrepreneurship.

Promotion, Branding and Public Relations

Femina HIP's media products are highly recognised across the country and we have successfully created **a trusted and visible brand**. As an example of our visibility, almost 10 million Tanzanians recognise the Fema brand and 20% of the adult population know Fema TV talk show (cf. section on Planning, Monitoring and Evaluation).

Media products are actively promoted through cross-product advertising and media campaigns. The biggest branding event so far in 2010 was the Youth Conference. The conference was promoted with outdoor banners in Dar es Salaam and 200 **branded t-shirts** with the slogan 'I support Fema Clubs' were produced.

Ensuring that Femina HIP is visible in the conventional media is an important part of promoting our brand and raising awareness about our products and messages.

Several of our products and activities received **press coverage** during the first six months of 2010. Especially the Youth Conference caught the media's attention and the event resulted in 12 news articles and two feature articles on print, TV and radio. An episode of Fema TV talk show was dedicated to the conference and some 40 pictures from the conference were published on different local blogs.

Another way of making ourselves visible is by working strategically through internet and e-mail. Every quarter we send out our newsletter, **Femina Wire**, via e-mail to more than 300 partners and friends. New issues were circulated in January and April updating stakeholders on what is new at Femina HIP.

Femina HIP's organisational website, **www.feminahip.or.tz**, was regularly updated during the first six months of 2010 with the latest issues of Fema and Si Mchezo!, new reports and text messages from audiences across the country.

Finally, **Alliance Magazine** published an article about Femina HIP's successful experiences of 'going to scale' and an article about Femina HIP's contribution to sexuality education in Tanzania was featured in the **booklet** 'Sexual Rights for All' published by the Swedish International Development Corporation Agency (Sida).

To access the article from Alliance Magazine go to:
www.alliancemagazine.org/en/content/femina-hip-%E2%80%93-10-years-reach-10-million

To read the article in 'Sexual Rights for all' visit:
www.sida.se/Global/About%20Sida/S%C3%A5%20arbetar%20vi/Sexual%20Rights%20for%20All_webb.pdf

Regional and International Networking

Femina HIP values its regional and international linkages. We benefit from knowledge exchange, expand our networks and get inspiration for international fundraising through a number of regional and international fora.

During the first six months of 2010, Femina HIP participated in three international conferences. In April, Femina HIP was invited to the Skoll Forum on social entrepreneurship in Oxford, UK. Also in April, Femina HIP was invited to speak about promoting green jobs at the Sunrise Conference in Roskilde, Denmark, but as the infamous ash cloud descended on Europe our representative was stuck, and the conference partly cancelled. In June 2010, Femina HIP participated in a conference organised by Aflatoun in Amsterdam, the Netherlands, on how to provide children and youth with financial education and increase their access to financial services.

For the past years, Femina HIP has been involved in **'Rework the World'** – a global initiative mobilising youth around entrepreneurship, job creation and promoting a green economy. Being part of the Rework network has not only provided Femina HIP with valuable links and contacts, it has also been an important contribution to develop our **combination prevention agenda** covering not only healthy lifestyles but also including livelihoods, entrepreneurship, and financial education. In May 2009, Femina HIP co-hosted a Rework the World regional meeting in Dar es Salaam and in June 2010, the Rework the World initiative culminated in a summit in Sweden where Femina HIP was selected to showcase our media platform in one of the key panels and present our approach to green job creation and entrepreneurship. A video clip of our presentation can be viewed at http://webbtv.compodium.se/yes2010/014/

Finally, when Dar es Salaam hosted the World Economic Forum (WEF) in June 2010, Femina HIP was one of the local CSO's selected to showcase its initiative and we invited WEF participants to join us on an impact journey in Kisarawe (cf. section on Outreach and Road Shows).

Since its launch in October 2008, Femina HIP has dedicated time and resources to drive the regional **OneLove campaign** in Tanzania. OneLove is an HIV-prevention campaign

in nine countries across southern Africa encouraging reduction of Multiple Concurrent Partnerships (MCP). As part of the OneLove campaign, each of the campaign countries plus Botswana was funded by South African Soul City, who spearheads the OneLove campaign, to produce a 30-minute TV drama under the tagline 'Love Stories in a time of HIV/AIDS' (cf. section on Fema TV talk show).

As part of the OneLove campaign, Femina HIP has been funded by UMATI/UNFPA to produce and air a series of articles in our print products and short **radio-spots**. During the first half of 2010, Femina HIP worked on the story line for the spots which are likely to star Bwana Ishi and Tuli, known from the OneLove sketches in Fema TV talk show. The OneLove spots are planned to go on air from September 2010 on either Radio 1 or TBC.

Looking forward – towards 2011

Apart from the recurring production and dissemination of media products, Femina HIP has a number of exiting activities in the pipeline for the second half of 2010.

In relation to **Organisational Management and Development**, the remaining of 2010 will focus on strategic planning as the process of developing a new Strategic Plan continues. Fundraising efforts will also carry on and as the first half of 2010 came to a close Femina HIP was discussing broader collaborations with RFSU, Radio France International (RFI) and HIVOS.

RFI is setting up a number of radio activities in Tanzania and is interested in partnering with us on creating a youth focussed programme. This is very exiting to us as a strong radio profile can boost our reach and further increase our impact; especially in the rural areas where radio remains the dominant media.

For the **Media Communication Program**, Femina HIP will maintain its efforts to bring onboard partners to make our media platform available and cost share production and dissemination.

Another exiting pipeline activity is the future planning and recording of our entrepreneurship competition, Ruka Juu na Fema TV talk show! Our TV team is planning to travel to the field in July 2010 to scout for potential contestants who are running interesting businesses that can be an inspiration to peers across the country. And back in the office we have all started to warm up for the show by rehearsing our individual 'Ruka Juu jumps'!

The **Community Mobilization Program** is planning to travel to Rukwa in August to do a series of road shows to engage local communities in debates about life skills and entrepreneurship. Road shows will be planned together with D.light and promote our joint 'Right to Safe Light' campaign. In October 2010, we are planning to visit Kigoma for the National Youth Week and use that opportunity to organise road shows and engage with youth from across the country. Femina HIP will also take part in the World AIDS day December and is planning to conduct a series of school visits in order to engage students and teachers and promote our materials in the school setting.

For **Public Relations and Networking**, the coming six months will be characterised by partnerships and private sector collaboration. After spending time during the first half of 2010 defining a new partnership and advertising policy, time is now ready to start implementing the policy and bringing onboard interesting new partners.

Contact us

Patel Building, 5th Floor
Kisutu Lane
P.O. Box 2065
Dar es Salaam

E-mail: info@feminahip.or.tz
Tel: +255 22 212 8265 / +255 22 212 6851
Fax: +255 22 211 0842

www.feminahip.or.tz
www.chezasalama.com