



## Reaching millions with information on healthy lifestyles

Every week, more than 3 million Tanzanians read, watch or listen to a media product produced by the multimedia, civil society initiative, Femina HIP. This makes Femina HIP a central player on the Tanzanian media scene and since its establishment in 1999, Femina HIP has empowered and inspired young Tanzanians to protect themselves and become decision makers in their own lives!

Through print, TV, radio and web, Femina HIP 'educates' with information about healthy lifestyles, HIV/AIDS prevention, sexual health, gender equality, entrepreneurship and civic education. Femina HIP has shaped a generation of young Tanzanians by giving them a VOICE to speak up about their experiences, choices and dreams.

### Staying in touch with the audience

Femina HIP's media products are produced in popular youth-friendly formats. The organization works with feature journalism, testimonials and docudrama and the production process is highly participatory.

Femina HIP's editors and community outreach team travel across the country to collect stories and meet their audiences. This enables Femina HIP to get feedback and to ensure that the products are up-to-date and resonate with the audiences.

*"The lack of materials and trained teachers makes education a challenge. The Ministry appreciates the efforts of Femina HIP to produce materials that help students and teachers facilitate HIV/AIDS, sexuality and life skills education in secondary schools."*  
Minister of Education, J. Maghembe

*"I use Fema magazine as a tool when I teach. I want my students to go out feeling as confident and prepared for the adult world as I was thanks to Femina HIP and all its wonderful products."*  
Teacher at Femina HIP's Youth Conference 2010

### Femina HIP's media platform

Femina HIP works through a range of recurring, long-term products using a mix of print and electronic media.

#### ***Fema magazine (launched in 1999):***

A quarterly, 64-page glossy magazine using Swahili and English, endorsed by the Ministry of Education. Printed in 170,000 copies, Fema is distributed free of charge to more than 2,300 secondary schools and 300 partner organisations across Tanzania. Femina HIP encourages students to set up Fema Clubs to increase their engagement with the magazine; today more than 600 Fema Clubs are registered across the country.



#### ***Si Mchezo! magazine (launched in 2003):***

A bimonthly, 32-page magazine using Swahili tailored for semi-literate youth. Si Mchezo! (No Joke! in English) targets out of school youth aged 15-25 and their communities particularly in rural areas. Printed in



175,000 copies the magazine is distributed free of charge to more than 600 partner organizations throughout Tanzania. Editorial collection is conducted in the field providing exposure to regional variation and creating high ownership among readers.

**Fema TV Talk Show (launched in 2003):** A 30-minute weekly TV talk show in Swahili, broadcast on two national stations and targeting both rural and urban youth and their families. The show's dynamic hosts invite youth, experts, celebrities and politicians to the studio to discuss critical – sometimes controversial – topics. Increasingly, the shows are shot 'on the road' to allow a wider audience to share their experiences.

**Pilika Pilika Radio (launched in 2007):** Femina HIP is a partner of the weekly radio show Pilika Pilika, broadcast on national radio. The storyline evolves around a typical Tanzanian village with problems relating to partner communication, MCP, civil rights and corruption. Pilika Pilika caters for a rural audience in areas where radio continues to be the most effective media.

**Chezasalama (launched in 2004):** An interactive website targeting students and teachers with information and debates about sexuality, HIV/AIDS, health services and life skills.

### Documented impact

Femina HIP emphasizes monitoring and evaluation and continuously assess its impact and effect. A comprehensive study from 2009 gives evidence that the media platform is indeed changing mind-sets and behaviours:

- 82% of the Fema TV Talk Show viewers claim that the show has positively influenced the way they live their lives, and 94% either agree or strongly agree that the show has a positive impact on the choices they make regarding health and sexuality.
- 86% of the Si Mchezo! readers either agree or strongly agree that the magazine has positively influenced the way they live their lives, and 89% feels that the magazine has an impact on the choices they make.

#### Reaching millions

Every year, more than 10 million Tanzanians engage with Femina HIP's 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: 1 million regular viewers and 3,4 million who watch 'every now and then'

#### *Pilika Pilika Radio:*

Listenership: 5.4 million regular listeners

#### *Chezasalama.com:*

Users: More than 35,000 registered users





### **Changing lives and giving VOICE to youth**

In connection with Femina HIP's 10 year anniversary in 2009, an essay competition was launched. Almost 600 contributions were received all sharing stories on 'How Femina HIP changed my life.'

**Excerpt from the winning essay:**

*"It was in 2000 when I first learned about Fema magazine. I was in Form 1. I could not afford to buy the magazine, but I managed to read it in the school library or borrow it from other students. That's how it became part of my lifestyle at Kibasila Secondary School until I finished form 4. The magazine has helped me build self confidence. Now I can stand up and express myself without fear. Previously I could not tell a doctor that I had an itch in my private parts, fearing that he/she might think I had sex. But through Fema I got the courage to speak about everything without fearing anything."*

Christine Bisangwa, 23, Dar es Salaam

