

Femina

Issue No. 12: Jan-March 2012



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Looking at the Girl Effect

WIRE



Students from Mkwawa Secondary school in Iringa, reading in class.



HAPPENINGS:

Trucker study:

Femina carried out a study in Mbeya in October at the border with Malawi. The study looks at perceptions of truck drivers and sex workers toward concurrent partnerships and sexual health. The study informs a SADC-funded booklet being developed with partners in Malawi, Zambia and Namibia. The booklet will address the lifestyle challenges of truck drivers and focus on condom use.

Chezasalama week:

World AIDS Day marked the start of another chezasalama.com week this past December. The theme for this week of polls, competitions, prizes and giveaways was HIV/AIDS and Disability.

Sexuality training:

Staff members took part in an annual sexuality training session conducted by Janne Nordstedt, a trainer working with sexuality education, SRHR and gender equality. The purpose of the training is to use up-to-date information to keep Femina staff sensitised to critical issues around sexuality, strengthening the quality of our editorial and field work.

The Girl Effect has become a global movement highlighting the need to empower girls. In 2012, Femina is renewing our commitment to promoting equality among girls and boys in Tanzania. We are creating awareness around how investing in the health, safety and education of a young girl will benefit not only her family but also her community.

Using our media platform is essential to getting this message to young people. In the January-March issue of Fema, we meet the current top secondary school student in Tanzania, a young woman named Lucylight, and see how investing in a girl makes a positive change in her life. Fema TV Talk Show is also exploring barriers to girl empowerment this coming season, as partners such as PSI and FHI 360 team up with Femina to produce episodes on early teenage pregnancy, transactional sex and gender-based violence.

What better place to give wind to this initiative than the 2012 Youth Conference? Every year in January, Femina gathers Fema Clubs and Teachers from across the country to take part in several days of discussions, debates, educational games, and recognition of outstanding clubs and teachers. In 2012, the conference theme is "Girl Power" which is Femina's take on the girl empowerment initiative. These 150 secondary school students, both female and male, will have the opportunity to deepen their understanding of how gender dynamics affect their school lives and communities, as well as share and contribute their ideas on the topic.

Talking Edutainment in India

New Delhi was the site for the 5th International Entertainment Education Conference which took place from 17 to 20 November. The purpose of the conference was to bring together people and organisations using Edutainment for a cause, and Femina was invited to present such an example.

Speaking on behalf of Femina, Executive Director Dr. Minou Fuglesang presented a background on the organisation and methodology, as well as a video clip of Ruka Juu – the 2011 entrepreneurship competition season of Fema TV Talk Show. Femina's Media Director and Fema TV Talk Show presenter Amabilis Batamula spoke further about the concept of Ruka Juu, as well as how Femina is working with the show's winners to establish entrepreneurship information centres. Also in attendance and representing Femina were Operations Manager Pushpa Sheth and Bahati Mdetele, TV Coordinator and co-presenter on Fema TV Talk Show.



Bahati Mdetele of Fema TV Talk Show draws on a wall for participants to contribute to at the conference.

In addition to showcasing, during which the call for proof of impact and results was a recurring theme, several workshops took place with more focused topics. For more information on the conference,

visit: <http://www.ee5conference.org>

FIELD ANECDOTE:

The Si Mchezo! editorial team took a trip to Serengeti this past November to collect stories for an upcoming issue on Family Planning, in collaboration with TCCP. From the car, during one of their editorial collection, the team spotted this interesting couple (pictured) going for a stroll.



HOT OFF THE PRESSES:



FEMA 23: The Girl Effect

Lucylight Mallya, the number one secondary school student in Tanzania, is the striking cover personality for the January-March issue.

Fema travelled to Iringa to collect stories around the theme “The Girl Effect”, exploring the argument for and impact of treating girls as equals to boys in our societies. Also in this issue of Fema: The Citizen Engagement section looks at gender dynamics among head boys and head girls, while the Lifeskills section takes up child abuse.



SI MCHEZO! 57:

Mobile populations and HIV/AIDS

The region of Rukwa plays host to this issue of Si Mchezo! The cover story features a driver working for a road construction company that is building a road between Laela and Sumbawanga. He talks about how he had to get tested when starting the job, and how the company’s partnership with the FHI 360 ROADS project has provided him with access to health services as well as information on HIV/AIDS.

Also in this issue: education on

male circumcision in Rukwa, a look at the needs

of the women we know as mamantilies as micro-entrepreneurs along the road between Tunduma and Sumbawanga, and a photo-story about the importance of young people investing their money.

THE TALK TALK RUNDOWN:



In preparation for the all new season of Fema TV Talk Show kicking off in February 2012, the TV team was on the road again this past quarter. After travelling through Rukwa in previous weeks, it was time to go to Tabora, Singida and Iringa where we worked with partners such as TCCP, PSI, RFSU and FHI 360 to produce episodes on Sexual Networks, Lifeskills and the concept of Safe Schools.

ATTENTION PLEASE:

<https://twitter.com/FeminaHIP>

Femina is tweeting! Follow us on Twitter for organisational news and updates on our products, as well as current events that relate to our work.

QUOTED

“Some observers note that creating a National Youth Council is not enough. The latitude of operation such a body gets as well as the financial and manpower empowerment it is given matter a lot for it to be effective. We already have enough toothless bull-dogs in the name of national institutions.”

- *Henry Muhanika, Media Consultant, as he wrote in an article titled “Yes, youth challenges need more focused approach” in the 16 October 2011 edition of Guardian On Sunday.*

PARTNER WITH US

Buy into our media platform and reach 10 million people in rural and urban areas weekly through our print, TV, radio, SMS and web-based products. We offer content expertise on topics such as healthy lifestyles, sexuality, lifeskills, HIV/AIDS, entrepreneurship, and livelihoods.

Fema magazine

(Quarterly, 180,000 copies)

Target: Young women and men age 15-25, secondary schools, workplaces, organisational settings

Si Mchezo! magazine

(Bi-monthly, 173,000 copies)

Target: Young women and men age 15-25,

community-based organisations in rural areas

You can sponsor copies, advertise and buy theme issues as well as generic articles.

- Address readers directly with your own message and branding.
- High visibility/extensive reach on a scale incomparable to other Tanzanian media.
- Design a sponsorship tailored to your corporate social responsibility.

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