

Femina

Issue No. 4: Quarter 4, 2009



WIRE

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Fema and Si Mchezo! Top Survey

Femina HIP is kicking off the new year in a great position.

As 2009 was coming to a close, we received some very good news. Synovate released their 2009 survey, TAMPS (Tanzania All Media and Products Survey), and Femina HIP products came out on top!

According to TAMPS, a national representative survey conducted by Synovate about media habits and consumption among Tanzanians, Fema magazine is the most popular magazine in Tanzania. 42% of the adult population (equal to 9.8 million Tanzanians) know the magazine. 12% (or 2.8 million) have read it within the last 7 days – a result which is particularly good given the fact that Fema is a quarterly publication.

Si Mchezo! is the second most read magazine in the country. 6.8 million know the magazine and 1.2 million have read it within the last 7 days. Only 13% of the adult population has never read Si Mchezo!

Fema TV Talk Show also received positive ratings. 20% of all adults in the country know the show which has almost 1 million regular viewers and 3.5 million viewers who tune in on the show every now and then. 97% of our viewers find the show educative and 82% state that the show has positively influenced the way they live their life.

We are currently processing all the data and will post a summary on the website www.feminahip.or.tz as soon as possible.



HAPPENINGS:

Femina HIP Links with Headmasters:

Femina HIP participated in the most recent TAHOSSA (Tanzania Heads of Secondary Schools Association) meeting in December. We lead discussions on the media platform and methodology, the use of Fema and club formation in schools, and how to enhance sexual health, entrepreneurship and financial literacy in schools.

Researchers Study Femina HIP:

We recently took part in a workshop about how media driven by civil society boosts citizen participation in governance in Tanzania and Kenya. Hosted by the University of Dar es Salaam, Malmö University (Sweden) and Roskilde University (Denmark), the workshop launched several studies, one of which will examine how ordinary citizens engage with Femina HIP products.

2010 Youth Conference All Set:

We're geared up for Femina HIP's fourth annual Youth Conference from 25-28 January in Dar es Salaam, where we and Fema Clubs and teachers from across the country will explore the theme "From Life Skills to Livelihood: Promoting Entrepreneurship Education in School Settings."

Former Irish President Visits Femina HIP



Mary Robinson

This past October, after a meeting at the State House with President Jakaya Kikwete, former President of Ireland Mary Robinson paid a visit to Femina HIP.

The purpose of Robinson's visit was to gain an understanding of Femina HIP's work to promote climate justice, that is, making energy such as solar energy available to people in the rural areas where energy is

a scarce commodity. Robinson had learned of Femina HIP's commitment to help raise awareness in Tanzania about solar lamps and other environmentally friendly energy initiatives.

This is the focus of the work of Robinson's own foundation, which seeks to ensure that the rural poor in Africa access modern energy technologies.

She will this year be attending the 'Rework the World' summit, an initiative led by YES (Youth Entrepreneurship and Sustainability) Inc. and the Swedish-based Tällberg Foundation, which seeks to mobilise youth around entrepreneurship, employment and green jobs worldwide. Femina HIP team members will also participate to showcase our way of working.

Robinson praised the Femina HIP solar awareness initiative as an example to be replicated. Her trip to Tanzania was part of a four-state African tour, which she has written about in a www.realizingrights.org blog entry.

Robinson, who had also visited Femina HIP three years ago, served as president of Ireland from 1990-1997, before taking the post of United Nations High Commissioner for Human Rights from 1997 to 2002. It was an honour for us to receive such a dignitary in our office.

FIELD ANECDOTE:

This past October, as part of a three-week tour of several regions in northern Tanzania, the Fema TV Talk Show team were in Kishapu, Shinyanga region, shooting a programme on early pregnancies and abortion among youth. After wrapping up the discussion with the talk show guests, the team spotted a man passing by with his donkey-driven cart, a common form of transport in the area, used for carrying heavy cargo such as cotton and maize. In this photo we see presenters Iddi and Rebeca riding on the cart. This was an excellent shot for the closing commentary of the episode.



HOT OFF THE PRESSES:



FEMA, ISSUE 15

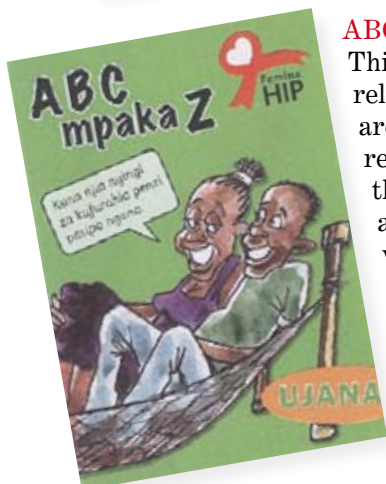
Our cover personality is Mrisho Mpoti, renowned Tanzanian poet, sharing his life stories and exploring the importance of using solar energy to improve the lives of Tanzanians. He is the front figure of the 'Right to Safe Lights' campaign, a joint effort by Femina and the solar lamp company D.light. We also collaborated with UMATI to research abortion in Shinyanga. Read about how mushrooming mobile phones have changed the lives of Tanzanians!

And did you know a condom is a tool like a toothbrush? Bwana Ishi and Tuli are talking openly about it.



SI MCHEZO!, ISSUE 46

This issue was produced in Arumeru, Arusha, in partnership with UMATI. The editors explored how gender roles affect the use of Sexual and Reproductive Health (SRH) services. We wanted to learn more about male involvement and how women's access to SRH services is affected by the knowledge and attitudes of their male partners?



ABC POSTER

This tool broadens perceptions about relationships and sexuality. Youth are reminded that there is more to relationships than sex. From A to Z, the letters of the alphabet offer youth alternatives to sex, emphasise self-value and provide facts about condoms, transmission of infections, etc. A cartoon story follows a couple making decisions about their relationship.

THE TALK TALK RUNDOWN:



Here are some of the topics, guests and organisations that featured on Fema TV Talk Show from October to December 2009:

Topics:

- Solar Energy
- My Right To Choose My Profession
- Fema Clubs
- Financial Literacy
- Male Involvement
- Parent to Child Communication
- Nyerere's Legacy
- Contraceptives
- What Is Love?
- How Youth Spend School Breaks
- Contemporary Dance

Studio discussion guests:

- Banana Zorro, Singer
- UMATI
- Aloyce Makonde, Visa2Dance Director
- ISHI volunteers
- Dr. Datus Rweyemamu, Sociologist
- TANESA
- Champion

ATTENTION PLEASE:

MEDIEA Research Program

www.mediae.ruc.dk

Read about the recently launched media research programme entitled: Media, Empowerment and Democracy in East Africa (MEDIEA), or 'People Speaking Back'. It will include studies on how youth engagement with Femina HIP affects their empowerment, engagement and participation in governance. MEDIEA is a collaboration between Roskilde University (in Denmark), the University of Southern Denmark, the University of Nairobi, and the University of Dar es Salaam.

Femina HIP Documents

www.feminahip.or.tz/research

Download some of Femina HIP's most recent studies and key documents on the Research page of our website. Here you will find evaluations on various initiatives such as Fema Clubs and the OneLove campaign, as well as our Strategic Plan and more.

UMATI Posters

www.umati.or.tz/publications.asp

We worked with UMATI (Chama Cha Uzazi na Malezi Bora Tanzania) to cover issues such as abortion and male involvement in Sexual Reproductive Health (SRH) for the latest issues of Si Mchezo! and Fema. Check out this link for a list and description of various UMATI posters promoting SRH.

QUOTED

"Empowering [women] is an indispensable tool for advancing development and reducing poverty. Sadly, some parents think otherwise, they believe marrying them off reduces poverty. Child marriage not only jeopardises the health and limits the opportunities afforded to women, but also disrupts their education and often violates their human rights."

-Sharifa Kalokola, Sunday Citizen, 26 October 2009.

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