

Femina HIP Annual Report 2008

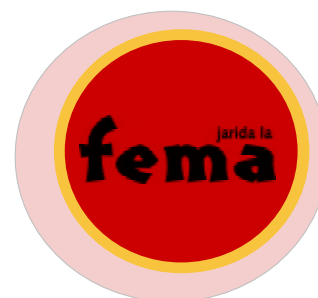


jarida la fema • jarida la Si Mchezo! • Fema TV Talk Show • chezasalama.com • Femina HIP • jarida la fema •

Short Version

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2008 AT A GLANCE

2008 was in many ways a defining year for Femina Health Information Project (hereinafter referred to as Femina HIP) with a lot of positive and exciting developments.

In June 2008, Femina HIP hosted its first out-of-school conference, bringing together almost 100 youth who have set up Fema Clubs. Discussions centred on their expressed need for sexual health information to be complemented by information about income, job opportunities, and business skills.

In October 2008, Femina HIP launched the Tanzanian version of the OneLove campaign, a regional campaign spearheaded by South African Soul City informing the public in 9 countries across the region about the dangers of multiple concurrent partnerships (MCP). The campaign was informed by a seminal research study commissioned by Femina HIP on contemporary Tanzanian sexuality and the study has been used extensively by partners.

In November 2008, Femina HIP was awarded an Excellence Award 2008 for best NGO in the Eastern Zone by the Foundation for Civil Society.



In November and December 2008, Femina HIP underwent a Mid-Term Review commissioned by Sida, the lead donor in our 'basket'. The Annual Report 2008 refers to some of the main conclusions and recommendations from the Mid-Term Review as these will guide and direct the work of Femina HIP in the coming years.

And finally, as the year drew to a close, Femina HIP started planning for the celebration of its ten years anniversary – an anniversary that will influence Femina HIP's profile in 2009. In connection to the jubilee an essay competition was launched and as we approached New Years contributions from all over the country poured in. These essays will form a unique testimony of contemporary Tanzanian life and bear witness to how Femina HIP has, during the last decade, shaped a generation of young Tanzanians by giving them a voice to speak up about their experiences, choices, aspirations and livelihoods.

'It was in 2000 when I first learned about Fema Magazine. I was in form one and the magazine was called Femina back then. I could not afford to buy it, 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 four.

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 Peter Bisangwa,
Essay Competition Winner*



I. INTRODUCTION

Welcome to the Femina HIP Annual Report 2008!

The Femina HIP annual report 2008 is aimed at informing stakeholders of the activities, outputs, achievements and challenges faced by Femina HIP during 2008. Furthermore, the report aims to share the key recommendations that will inform Femina HIP strategies and priorities in the year ahead.

The report is the output of the annual strategic planning retreat that took place on December 12 and 13, 2008. The retreat was attended by managers and key senior staff of the organisation and the annual report reflects the discussions that took place during the retreat. At the annual retreat progress and activities were measures against the annual work plan 2008. Furthermore, lessons learned throughout 2008 were discussed and used to formulate the strategies for 2009 that appear at the end of this report. Finally, the retreat served as point of departure for the completion of the annual work plan 2009 and an update of the Femina HIP Logframe 2007-2010.

Further information on Femina HIP methodologies, programmes and strategies is provided in Femina HIP's Strategic Plan 2006-2010.

10 years with Femina HIP

Femina HIP was initiated as a civil society sexual and reproductive health and rights initiative in 1999 targeting Tanzanian youth. Since then, the project has grown rapidly producing popular long term and recurring media vehicles using the voices and experiences of young Tanzanians as a point of departure for communication.

Since its birth ten years ago, Femina HIP has grown in depth as well as in width. Today Femina HIP is in many ways a full blown media house producing and disseminating a range of recurring products starting out with Fema Magazine (at the time called Femina Magazine) in 1999 and steadily growing with Fema TV Talk Show and Si Mchezo! Magazine in 2002, the Chezasalama.com website in 2004, and Radio Pilika Pilika in 2007. In addition to this, every year Femina HIP produces a number of one-off publications on sexual health and life skills issues.

To ensure that the behaviour and social change effect of these products is maximized, Femina HIP has also throughout its lifetime worked closely with community mobilization. It has developed and strengthened its community outreach work, now including regular road shows in Districts, visits to schools and partner organizations, annual youth conferences as well as a broad dialogue with our readers, viewers and listeners through SMS and letters.

From the beginning, the Femina HIP initiative has used an 'edutainment' approach to promote behaviour change at both the individual and community level. Through an interactive and participatory production process the methodology uses docudrama, real life testimonials and role modelling to entertain, educate and empower its audiences.



During the past 10 years, Femina HIP has increasingly gained recognition and strengthened its cooperation with the Government of Tanzania (GoT). The Ministry of Education and Vocational Training (MoEVT) has today recognized the vital role Femina HIP media products play as extra curricular resources in the school setting assisting in the implementation of the Guidelines for HIV and Life Skills Education and promote the use of our products. Furthermore, TACAIDS has included Femina HIP in its advisory working group on HIV prevention and have partnered with Femina HIP on production and launches.

Organisational Strategy

As described in the Strategic Plan 2006-2010 Femina HIP's activities are guided by a vision and a mission, and we work to achieve two overall development objectives.

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 a 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.

Femina HIP delivers against the development objectives through four program areas; each with its own program objective:

Media Communication Program: 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.

Community Mobilisation Program: To cultivate community oriented supportive environments for open talk, critical thinking and social change that will foster healthy lifestyles and positive, responsible attitudes towards sexuality, HIV/AIDS, gender equality and democratic culture.

Public Relations and Networking Program: To develop strategies and partnerships that sustains 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.

Organisational Management Program: To develop organisational capacity to enable the organisation to be managed effectively and efficiently.



II THE YEAR BEHIND: PROGRAMS AND ACTIVITIES

A. Organisational Management and Development

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

Late 2008, Femina HIP underwent a Mid-Term Review commissioned by Sida, the lead donor of the 'basket' fund. Generally speaking, the review process has been an important learning experience for Femina HIP and a stepping stone for formulating new strategies and identifying ways ahead for the years to come.

The general outcome of the review is very positive, and Femina HIP is described as a successful organization delivering within all program areas. The quality of products is described as 'outstanding' given the constraints that Femina HIP works within (Femina HIP Mid-Term Review, p. 22).

The production process is portrayed as innovative and as giving voice to young people in a way that was previously unknown in the country. The review points to the fact that Femina HIP is breaking new and important ground in enriching the public sphere and providing civic education in Tanzania.

At the same time, one of the main recommendations is that scaling up production or activities should be dependent upon improvements of the conceptual approach, of evaluation and of strengthened collaboration with partners on the ground.

Another main recommendation is for Sida to pledge to a longer term commitment to Femina HIP, playing a more active role as lead donor in the basket fund and in securing support from other bilateral donors.

The review points to a number of concrete areas where Femina HIP can improve its work. In 2009 it will be a top priority for Femina HIP to implement some of these recommendations.

Funding

Since 2006, Femina HIP has received funding in a 'basket' set-up. This enables Femina HIP to diversify its funding base and implement its Strategic Plan simplifying reporting mechanisms vis a vis the donors. In 2008 the basket continued to be the biggest source of income for Femina HIP. Swedish Sida and the Danish Embassy (Danida) are the remaining contributors to the 'basket'. Regretfully, the agreement with SDC (Swiss Development Cooperation) came to an end in 2008, as SDC is pulling out of the HIV/AIDS sector. Donor policies and priorities are changing with the new donor 'architecture'; budget support is gaining ground and donors are streamlining assistance by involving in fewer sectors. Furthermore, the abundance of funds for HIV care and support through the Global Fund and PEPFAR can open new opportunities for Femina HIP however these cannot give the same long term commitments and often entail considerable administration. This new donor situation entails a challenge for the Femina HIP 'basket'.

Outside the 'basket' fund, Femina HIP continued to receive support from USAID / FHI as part of the five-year UJANA project as well as from Germany/ GTZ and Rapid Funding Envelope (RFE).

At the donor partner meeting held on June 11 2008, the donors endorsed the Annual Report 2007 as well as the Audit Report and expressed their great content with the continuing work of Femina HIP.



A contract was signed between GTZ and Femina HIP for the year 2008 covering maintaining the Chezasalama website and printing brochures for districts on available IEC materials.

Governance

At the Council Meeting held on the May 21 2008, achievements and challenges faced by Femina HIP were discussed. The Council Members made the following recommendations:

1. Propose to the Board of Directors to extend Femina HIP's Strategic Plan to 2014 (the current five-year strategic plan expires in 2010). The extension would make it easier for Sida and other basket donors to make a decision to continue funding Femina HIP without the need to do a new assessment of the basic tenants of the Strategic Plan.
2. Make a request for an extension of funding to the Swedish Embassy for the next four-year phase (2010-2014). A letter to this effect was sent to Sida.
3. Ask Mr. Torbjorn Pettersson's successor, Mr. Erik Korsgren, to succeed Pettersson on the Council, as his post as head of development came to an end during summer 2008. Discussions on this matter are still ongoing.

The Board of Directors met on July 3 2008 and again on October 31 2008. On the July meeting the Audit and Annual Report 2007 was presented and approved by the Board. Furthermore, the Board decided to adhere to the proposal from the Council and extended Femina HIP's five-year strategic plan to 2014. On the October meeting, the Board of Directors were informed about and discussed the Mid-Term Review of Femina HIP to be carried out in November 2008. Furthermore, the regional edutainment workshop and the 10 years' celebrations of Femina HIP to be held early 2009 were discussed.

Due to work load and frequent travels, it was unfortunately not possible to have the third board meeting as required.

Management and Human Resources

During the first half on 2008 Femina HIP's HR manual was revised and updated. Staff appraisals were completed and terms of reference were reviewed. Staff trainings were recorded in staff files.

Femina HIP continued to prioritize human resource development and actively advocated staff capacity building. A significant number of staff underwent various trainings and attended workshops and conferences. One staff was enrolled in a leadership training programme at the Aga Khan University and the Executive Director attended a leadership programme with Soul City in South Africa.

Femina HIP faced a number of human resource challenges. The organization continued to grow but it is a challenge to find suitable candidates for the vacancies.

This meant that considerable resources were channelled into the recruiting of new staff. Advertising in the mainstream media, recruitment agencies and headhunting were used to identify possible candidates.

At the end of 2008, Femina HIP had not yet succeeded in recruiting a new Managing Editor for Fema Magazine. Femina HIP's graphic designer, who used to work with the organization on an consultancy basis, came onboard 'in house' to assist the organization build a solid art director function in the production process. This was a huge resource to the Media Communication department.

Femina HIP has had positive experiences working with VSO volunteers in the past and recruited two volunteers in 2008; one to work as a TV Production Advisor, one to work with records management.



A number of new staff was successfully recruited, including a Regional Communications Officer, a Chezasalama Editor, a Community Mobilization Manager as well as a Community Mobilization Officer.

Femina HIP will continue to work with the recruitment challenges and bring onboard talented young staff in 2009.

Finances and Accounting

The external audit for 2008 was conducted in February 2009 by Ernst & Young and was immaculate. The internal audits took place in June 2008 by Femina HIP's financial consultant. Generally, Femina HIP received positive comments to the implementation of the new financial procedure system which is being streamlined to reflect the external audit report from 2007. A few recommendations for further improvements are being implemented. Both external and internal audit reports were sent to donors.

Furthermore, a fixed Asset Register is now in place and an NSSF inspection was carried out successfully.

A budget for 2009 was submitted to the donors in November 2008. Following, the Danish Embassy committed to increase their funding to Femina HIP in the future, but at the closure of 2008 Femina HIP still awaited further clarity regarding the funding.

As the year ended, USAID/FHI was processing the work plan and budget for October 2008 – September 2009 and Femina HIP was preparing a proposal to GTZ on the Chezasalama.com website. In addition to this, Femina HIP was preparing to submit proposals to UNICEF, USAID, MTF and Global Fund for additional funding.

Distribution

Distribution of Femina HIP products occurs through partner organizations or is outsourced to a distribution agency. Femina HIP has successfully invested in trying to get partner organizations to use their own transport logistics to distribute the publications to rural areas as barter for the publications.

A sound and effective distribution system is a prerequisite for Femina HIP to reach its audiences and make an impact. Distribution was carried out according to the goals in the annual plan, however due to staff turnover in the distribution section it sometimes proved difficult to meet all requirements.

During the past years a database has been created with the help of a VSO volunteer. The database is a tool to ensure effective and correct distribution practice but it has been a challenge to maintain it and despite training, staff has lacked competence in handling the database. Making the database work optimally is a priority and Femina HIP hopes to overcome the initial challenges in 2009.

Purchases

Among the major purchases during 2008 was a new vehicle (Toyota Hard Top) to be used for Community Mobilisation's outreach activities and for editorial collection in the field for Fema TV Talk Show.

Planning, Monitoring and Evaluation

As in previous years, 2008 commenced with an Annual Planning Retreat focusing on the organization's strategic planning. During the retreat a review of 2007 activities took place and the Annual Workplan and Logframe 2008 were developed. Subsequently, it is the responsibility of the M&E Department to monitor the adherence to these documents.



In early 2008, the M&E Strategy & Plan was developed. The Strategy & Plan links specific activities to the three main working areas for M&E namely 1) to develop rigorous and practical planning, monitoring and evaluation tools and processes, 2) to optimize regular audience interaction and participation, and 3) to develop a clear, compelling case for the impact and effect of Femina HIP programs and methodologies.

Throughout 2008, M&E put focus on further developing rigorous and practical monitoring tools. A comprehensive set of tools and templates are now in place and are continuously being renewed and refined. It is however a challenge to make tools and templates an integrated part of regular work procedures for staff and it has taken time to make them accustomed to reporting systems.

As per the Strategic Plan four Quarterly Review Meetings were carried out involving all staff. At the review meetings each department reports on activities, successes and challenges during the previous quarter. Checklists from each department / product are filled in and filed to ensure organizational memory. The quarterly reviews are important in monitoring the organization's work progress, in sharing information within the organization, and in collecting information for the Mid-Year and Annual Reports.

For a period of 2008, staff meetings and senior managers meetings were only held when a specific need required it. Previously, these meetings were held on a regular basis; weekly and bi-weekly respectively. The procedure was changed because staff and a management consultant felt that the many meetings were taking up too much work time. However, as 2008 came to a close it was acknowledged that these meetings are crucial for managing activities and work routines, for information sharing, as well as for the general team spirit. Regular meetings were reintroduced.

During 2008, the M&E department also faced human resource challenges. Both the M&E Manager and the M&E Officer left the organization for other job opportunities. A new M&E Officer was recruited but shortly after left the organization when offered to do a PhD. Subsequently, an international consultant was brought in, but the M&E Department suffered from a lack of staffing for the main part of the year. A consequence of this was that some of the planned research activities could not be carried out.

During 2008, the M&E department did however carry out a number of studies. These include:

1. ***'Resounding the Voices: Letter Writing, Audience Participation and HIV/AIDS Communication for Social Change'***
A comprehensive letter study was conducted including both quantitative and qualitative analysis of reader's letters that have been coming into the Femina HIP office from readers all over Tanzania during the past years. The study was presented at the International Media Congress (IAMCAR) which took place in Stockholm, Sweden, in July 2008. A co-authored paper will be published from this study and it has already created a lot of interest as a source for documenting reader response.
2. ***'One Love - Connect, Protect, Respect. Multiple and Concurrent Sexual Partnerships among Youth in Tanzania'***
Femina HIP commissioned an extensive study on Sexuality and Multiple Concurrent Partners (MCP) among young people in Tanzania as part of the 9 SADC country regional OneLove Campaigns which will be launched in all countries during 2008 and 2009. This study has become one of the most significant pieces of baseline research that Femina HIP has conducted. The results have been shared with partners including TACAIDS who have found the findings extremely useful. The report has been used extensively by partners in informing and designing new activities.
3. ***'Watoto Bomba Study'*** A follow-up study was conducted in order to evaluate the Watoto Bomba booklet with data collection both in Dar es Salaam and Iringa. The book makes children aware of a range of crucial



topics on healthy lifestyles and life skills and the study confirmed that Watoto Bomba is highly appreciated and provides children with information that they are not able to access elsewhere. Some distribution challenges have been encountered e.g. identifying organizations that work with issues of children's life skills outside the school setting, as the book is not curriculum and therefore cannot be used in schools.

4. 'AIDS, Edutainment and Youth Sexual Agency: A Case Study of the Femina Health Information Project in Tanzanian Secondary Schools' In 2008 Femina HIP also received the PhD dissertation of a researcher at Columbia University who did her fieldwork with Femina HIP. The PhD dissertation underlines the value of the edutainment approach adopted by Femina HIP and describes how schools interact with Femina HIP products.

5. 'Fema clubs: Promoting Leadership and Change Processes' During the In-School-Youth Conference that took place in January 2008 a number of focus group discussions were carried out with students and teachers in order to stimulate leadership skills amongst Tanzanian youth and explore which role Fema Clubs can play in this context. Amongst the main findings were that Fema Clubbers see themselves as peer educators and



that being a club member is associated with leadership and agency – club members are acting as catalysts of change within their schools and communities.

6. 'Empowering Youth for Employment – Study of the Out-of-School Clubs and the Potential for an Expanding Agenda' This study – carried out in connection with the Out-of-School Youth Conference in June 2008 – explored the role Femina HIP could take in empowering Tanzanian youth to become entrepreneurs and productive members of society so that they do not have to engage in transactional sex. A main conclusion was that education on entrepreneurship, business skills and lending schemes is in high demand by the out-of-school youth. Femina HIP can and should play an important role in providing such education to the youth by putting these issues on the agenda.

7. 'OneLove Launch Participant Survey' A small survey was carried out among the participants at the OneLove Launch in order to understand why youth in Dar es Salaam enter into MCPs. The study found that the main



driver behind MCPs is material gain. The study also showed that cultural habits are much more important for men than women when it comes to having MCPs.

8. 'Letter Study on Club Letters' A small study was done on a sample of the club letters that Femina HIP has received over that last couple of years. The study maps the activities and identities of In-school Clubs and gives a number of recommendations to how club work can be strengthened.

In order to utilize the information gathered in the studies a number of staff presentations were held during the year. Research results were discussed with staff so that findings could be fed into editorial planning and community mobilization work.

Though the Mid-Term Review recommended Femina HIP for the quality of research carried out or provisioned, it also underlined that there is need for more baseline research with quantitative focus in order to understand important contextual factors affecting communication programming. Femina HIP agrees with this and will pursue these recommendations in 2009 within the financial and human resources available.

Challenges and Recommendations for Organizational Management

Human resource issues are a recurrent challenge for Femina HIP. Recruiting the right staff is a time consuming and challenging task. Neither advertising through newspapers nor hiring recruitment agencies, have proved very efficient. Headhunting seems to be the only feasible way of recruiting competent staff with fitting profiles but recruitment sometimes fails because Femina HIP is not able to pay competitive salaries.

Femina HIP also needs to work more closely with its line managers. During 2008, three new line managers were appointed and the managers are relatively inexperienced, some being promoted from within. As the organization grows, the need for strong line managers increases. In 2009, Femina HIP will therefore work to strengthen the management capabilities among its line managers and the management team. A management consultant will be hired to provide managers with concrete management tools.

As underlined in the Mid-Term Review it is a source of concern for Femina HIP and existing basket donors that only two donors, Sida and Danida remain in the 'basket' while the remaining donors fund specific activities. This brings the organization back to square one, reporting procedures are once again complicated and diversified and Femina HIP needs substantial long term funds for solidity.

As 2008 came to a close the global financial crisis was a reality. For an NGO like Femina HIP this is a cause of concern. Femina HIP is very much aware that in such a situation performance is crucial as competition for donor funding increases. In 2009, Femina HIP will intensify its fundraising activities and work strategically with donor relations.

Femina HIP needs to attract diversified funding and needs to communicate clearly to the donor community that it is more than a narrow HIV/AIDS initiative which seems to be the general impression. Rather, Femina HIP is a fully fledged healthy lifestyle movement working with a range of issues embracing also livelihoods and civic education.

Finally, in 2009 Femina HIP will further explore the possibilities of cost sharing with partner organizations. Femina HIP has a strong brand and reaches an exceptionally high number of audiences for Tanzanian standards. We are very 'sellable' but need to make partners see the opportunities and understand that through working with Femina HIP they can reach high numbers of beneficiaries at relative low costs.



B. 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

Femina HIP continues to work through a comprehensive range of recurring, long-term products using a mix of print and electronic media while at the same time producing one off publications on healthy lifestyles.

The Mid-Term Review praised the achievements and quality of Femina HIP media products underlining that especially Fema and Si Mchezo! magazines 'have become incorporated in the fabric of Tanzanian life in the way that few other efforts from NGOs can be.'

Fema Magazine

Short history:

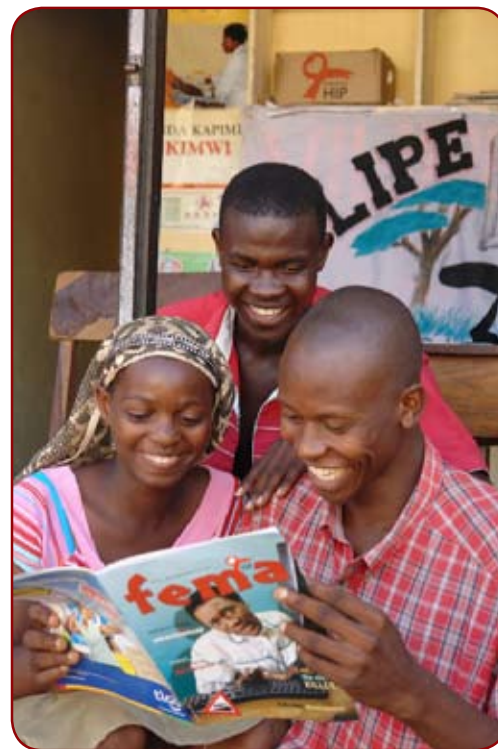
Fema Magazine, back then published under the name Femina, was started in 1999 with a print run of 30.000 copies quarterly. Today, ten years later, the print run has reached 170.000 copies and the magazine is distributed to more than 2.600 secondary schools across Tanzania.

Fema Magazine continues to be a quarterly, full-colour magazine about healthy lifestyles targeting secondary school students and civil society partners in every region of Tanzania.

In 2008, Fema Magazine grew both in terms of print run and number of schools reached. At the end of 2008, the print run had reached 170.000 copies and the magazine was distributed to more than 2.600 secondary schools. In the typical rural school setting where the majority of copies are distributed it is estimated that each copy is read by at least a dozen people making the total reach above 2 million Tanzanians.

Approximately 70 % of the Fema Magazines are distributed to secondary schools, 20 % are distributed through more than 300 partner CSOs while 10% are sold commercially. The sales in cities and towns across the country enable Fema Magazine to maintain a presence on the mainstream newspaper stands and to help position the magazine as a desirable, contemporary lifestyle brand. However, as has been the trend in previous years, sales remained relatively low in 2008. Finally, a small number of subscriptions are sold to companies, who use the magazines in their HIV/AIDS workplace programs.

In compliance with the Annual Work Plan 2008, four new issues of Fema Magazine were produced and disseminated in 2008.



The four issues had the following focus themes:

January-March issue: Safe Motherhood. Regional focus for editorial collection, Kigoma

April-June issue: Youth Leadership, issue focused on Femina HIP's 2008 Youth Conference. Regional focus for editorial collection, Dar es Salaam

July-September issue: Environment, issue featuring Wangari Maathai. Regional focus for editorial collection, Coastal Region

October-December issue: Education. Regional focus for editorial collection, Mtwara Region

Since 2006, Fema Magazine has adopted a regional focus. The editorial team travels to different districts to research and collect stories and photos for the magazine. The regional focus continues to be very popular among Fema Magazine readers and gives the editors more opportunity to interact with audiences across the country.



Fema Magazine continues to receive lots of letters and e-mails from readers all over the country expressing their interest and excitement about the magazine, asking questions, contributing views, suggesting possible future themes and asking how to start up Fema reading clubs.

During the third quarter a combined Fema Magazine and Si Mchezo! Magazine planning retreat was held. The retreat focused on editorial planning and defining future strategies for the two magazines. Special attention was given to the User's Guides.

During the first half of 2008, the Fema Magazine User's Guide was reviewed, additions and rewritings were made and the guide was printed and distributed in 50,000 copies. The User's Guide aims to inspire and guide teachers and peer educators to maximize their use of Fema Magazine. The guide is rich in activity ideas and discussion points and presents a multitude of ideas on how to use the magazine in a teaching environment. It also explains how the use of Fema Magazine is aligned to the Ministry of Education and Vocational Training's Guidelines on Sexuality and HIV/AIDS Education and Extracurricular activities in schools.

Finally, Femina HIP also began developing a Fema Magazine Production Guide or 'cookbook'. The purpose of the guide is to document the production process and ensure that editorial knowledge and practices are put on record and follow certain guiding principles to ensure quality and distinctiveness. The guide will document how each and every section of the magazine fits into Femina HIP's content vision and edutainment approach and follows the methodology, e.g. the participatory production processes, by giving voice to our readers through positive role modelling, testimonials, docudrama and advice columns.



Fema TV Talk Show

Short history:

Fema TV Talk Show was initiated in 2002 and has steadily grown more and more popular and expanded its viewership. The 30 minutes, Swahili language talk shows consist of in-studio and out-of-studio segments, vox-pops, testimonials and a comedy sketch and mirror the content of other Femina HIP products.

Fema TV Talk Show continues to be a popular show reaching youth and their families across Tanzania, particularly in urban and semi urban areas where TV reach is dominant.

The show's young hosts invite youth, experts, celebrities and politicians into the studio to discuss critical and controversial issues relating to modern lifestyles; debates between people of opposing views are encouraged. Shows are often produced in partnership with other NGOs and government agencies who act as theme and content experts, and some shows are shot entirely 'on the road'. The idea is to report on what youth and their communities are thinking and doing in the rural areas.



As part of the strategy to become more sustainable, cost share, and facilitate more out-of-studio shows, the TV Talk Show produced a show together with the partner organization WaterAid on a cost sharing basis. The collaboration was very successful; the team traveled to Dodoma and shot the entire show in the field. This strategy will be further pursued in coming seasons.

A new host, Rebeca Gyumi, came aboard, and as a young female and previous Fema Club member just out of school Rebecca has contributed to balance the presentation of the more seasoned TV reporter, Iddi Ligongo. The combination proved very popular and successful.

Fema TV Talk Show gives voice to young people and communities who generally find accessing the airwaves difficult. Interactivity is encouraged through SMS and the shows receive up to a thousand SMS messages per show – a number that has increased significantly compared to previous seasons. The out-of-studio segments allow for a wider public to share their experiences and the 'on the road shows' allow for rural voices to be heard. The shows create visibility around what is happening in rural Tanzania and are immensely popular. Today, these elements make the show unique Tanzania.

In 2008 26 shows were recorded and 24 shows were aired. Fema TV Talk Show continued to explore a range of healthy lifestyle issues including:

- House girls
- The 4 C's: Cash, Cars, Cell phones and Chips (in relation to the OneLove Campaign)
- The disconnection between knowledge about HIV and behaviour
- Water and sanitation (produced in Dodoma in collaboration with WaterAid)





- Financial literacy and income generation
- Mama Misitu and the environment (recorded in Ruvu forest)
- HIV and disabilities (produced in collaboration with CCBRT, the hospital for handicapped in Dar es Salaam)

In addition to the private ITV, the national Tanzania Broadcasting Service (TBC) was added as a broadcaster with good results. Shows were broadcast on ITV Saturdays, Wednesdays and Sundays, and on TBC Wednesdays and Sundays. Shows are also made available on VHS and DVD for partner organizations.

In order to increase the reach of the shows even further Femina HIP entered into an agreement with our partner organization PSI. PSI has 25 cars touring Tanzania and showing films about sexual health in local communities. As from the beginning of 2009, these 'mobile cinemas' will show episodes of Fema TV Talk Show.



Si Mchezo! Magazine

Short history:

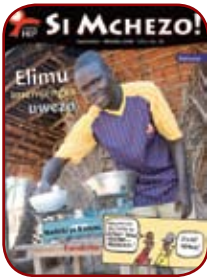
Si Mchezo! Magazine was started in 2002 aiming to reach out-of-school, semi-literate youth and their communities. A main feature of Si Mchezo! has from the beginning been that each issue is produced on location in different districts of the country. In the early days, Si Mchezo! focused on the rural youth but today the magazine is expanding incrementally throughout the country, including less developed urban areas, for example some areas in Dar es Salaam. Print run has also grown immensely from 10.000 copies per issue in 2002 reaching 160.000 in 2008.



During 2008, Si Mchezo! Magazine continued to expand – from 140.000 copies in early 2008 to 160.000 copies at the end of the year. An estimated 15 readers per copy brings the total readership close to 2.4 million readers. Magazines are distributed on barter terms out to partner organizations; CARE, PACT, UJANA, UNICEF, Peace Corps, GTZ, SPW and smaller NGOs, local government as well as large-scale employers such as tea estates and mining companies who then commit to use the products in their local settings and programs.



Unlike Fema Magazine, Si Mchezo! Magazine is not distributed in all regions. Because of the target group, distribution of the magazines is complex and Femina HIP has decided to concentrate on the regions that are in most need of information and education about healthy lifestyles and where there are active partners that can make good use of the magazines. The map beneath illustrates where Si Mchezo! Magazines are found today.



During 2008, 6 issues of the bi-monthly magazine were produced and disseminated:

- January-February issue: Labor and Migration, editorial collection done in Dar es Salaam
- March-April issue: Living Positively, editorial collection done in Bagamoyo
- May-June issue: Employment, editorial collection done in Tanga, Hadeni
- July-August issue: Myths and facts about HIV & Multiple Concurrent Partnerships, editorial collection done in Mbarali
- September-October issue: Education, editorial collection done in Mtwara Rural
- November-December issue: Marijuana and alcohol, editorial collected in Kilombero



SiMchezo Magazine Distribution



Areas where Si Mchezo! Magazine was produced & distributed in 2008



Areas where Si Mchezo! Magazine was distributed in 2008



A range of other healthy lifestyle issues such as alcoholism, mobile phones as a source of income, and behavior change were also discussed.

The production of a Si Mchezo! User's Guide was initiated and the guide is intended to be printed and distributed in 150,000 copies during the first half of 2009. The User's Guide will be a teaching and learning tool on how to better use the magazine targeting peer educators, counselors and others in workplaces and communities through our partner organizations in the Districts. Through the guide Femina HIP hopes to further deepen engagement, encourage collective responsibility at community level and advance the formation of new Si Mchezo! / Out-of-school Clubs.

Finally, a Si Mchezo! Production Guide ('cookbook') was created in order to secure in-house know-how about the production cycle and content elements of the magazine. The guide is for internal use but can be shared with partners and stakeholders interested in Femina HIP's methodology.

Si Mchezo! radio, 'Pilika Pilika'

Short history:

The Si Mchezo! collaboration with radio Pilika Pilika was initiated in 2007 thus making it the latest recurring product to be added to the family of Femina HIP products. The radio show is currently produced through a partnership between Femina HIP, WaterAid and Policy Forum coordinated by the production company MediaE. It caters for rural communities in areas where the radio media is powerful and has a strong reach.

Femina HIP's participation in Pilika Pilika is a partner effort under the UJANA project funded by USAID through FHI (Family Health International). Femina HIP and the partner organizations Policy Forum and WaterAid define and provide content themes for the shows, which is then woven into the story line of the Pilika Pilika radio show. The proposed storylines and script synopsis for the show are then reviewed by the partners before the final production is made and the radio soap is made ready for broadcast by MediaE.

Pilika Pilika also does strong product placement of Si Mchezo! Magazine in the shows and is an extension of the messages found in the magazine.

The show is broadcasted weekly airing a total of 52 shows in 2008. As 2008 came to a close, a total of 242 Pilika Pilika shows have been produced; Femina HIP being part of the project for the last 89 shows. Pilika Pilika airs four times a week, every week of the year, on the public radio station TBC (Tanzania Broadcasting Company); formerly known as RTD (Radio Tanzania Dar es Salaam) as well as on the FM station Radio Sauti ya Injili.

The overall theme for all shows in 2008 was 'parent-child communication'. Each show contains a soap (15 min.) and a magazine programme (15 min.). The magazine features interviews with experts on the theme of the soap and are often recorded regionally from different field sites. In addition, each show presents vox pops.

Femina HIP's Mid-Term Review underlined, that radio is the most accessible medium in Tanzania and because radio overcomes the issues of literacy there is far more scope for Femina HIP to work with this media. However, there are also a number of constraints when working with radio: Air time is very costly - though comparatively radio is still a cheap mass-media to engage with. Liberalization, deregulation and privatisation



of radio in Tanzania also make radio a complex medium to work through as the number of FM stations has mushroomed. Many different stations compete today mainly through light entertainment and music-based programming and the rapidly growing number of FM stations makes the listenership very fragmented and audiences difficult to capture. Furthermore, research shows that listenership is controlled by the male elders in the community. Young people do not always get to access the programming and even if they wish to they seldom get to listen on their own.

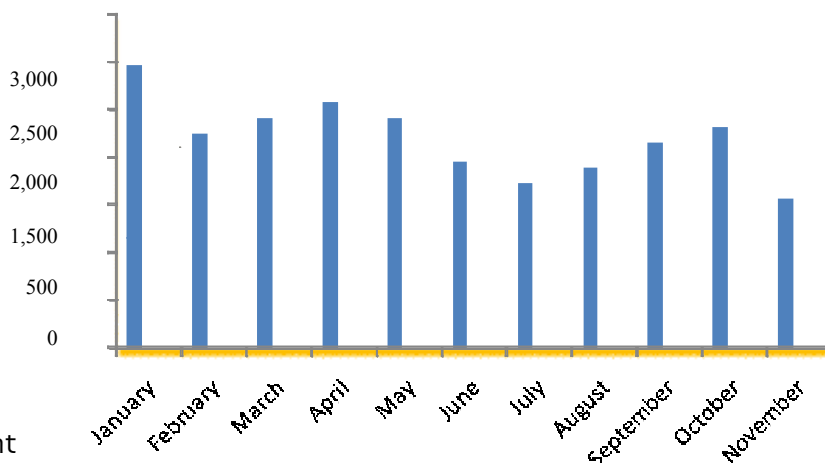
Chezasalama.com

Short history:

The chezasalama.com website was launched in 2004 and was the first interactive HIV/AIDS and sexuality education website in Tanzania. The website aims at filling the gap in sexuality and healthy lifestyle information as internet penetration grows across the country. The number of users has increased steadily since its launch and today the website is among the most popular Tanzanian websites.

The Chezasalama website targets Swahili and English speaking youth on issues such as sexuality, HIV/AIDS, health services, and life skills. The website mirrors the content of other Femina HIP products and employs an interactive approach. Current issues of Fema Magazine can be downloaded from the website that also conducts polls on healthy lifestyles and has an active discussion forum. GTZ remains the principal technical and financial sponsor of the site while SPW, one of the partners, continuously contributes with important support regarding content and by giving access to their network of learning institutions.

Chezasalama.com visitors for 2008



The Chezasalama website continues to be a popular product. In 2008 the website continued to be updated weekly and grew in number of registered users and visits. Chezasalama.com was visited 25,530 times (average of 70 visits per day) during 2008 and had more than 24,500 registered users by the end of the year making it one of the most visited Tanzanian websites (according to the TAMPS 2007, Chezasalama.com was the second most visited Tanzanian webpage). As illustrated on the graph, the number of visits varies during the year. The fluctuations are partly caused by school holidays.

In mid-2008 a new website editor and moderator was recruited. This is a huge asset in the needed overhaul of the website and helps improve the monitoring of the site. Unfortunately, the discussion forum had to be temporarily closed during the second quarter due to problems with pornographic links being posted on the site. This problem was promptly addressed and the necessary action has been taken to avoid similar problems in the future. Regretfully, time spent on the website remains somewhat low with an average duration of four minutes per visit and an average of four pages opened per visit. In order to improve these figures the Chezasalama website was actively promoted during 2008.



Promotion took place through other Femina HIP products in the same way as the website regularly used product placement of both printed and the electronic Femina HIP media products. The partner organizations GTZ and SPW also promote the website through their activities.

A Chezasalama promotion 'week' was took place from September 15-30 2008. During the week, posters were distributed, a radio promotion of the website was organized in collaboration with the SPW and t-shirts were given out to 20 people who posted the highest number of contributions in the discussion forum. The Chezasalama week resulted in an increase of visits to the website from 1,900 in August to 2,163 at the end of September and 2,318 in October showing that the website is promotion sensitive.

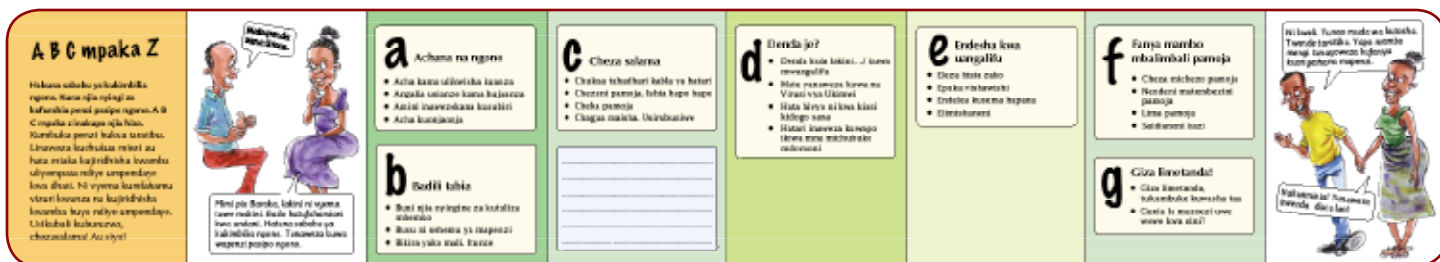
In November new Chezasalama posters were produced and printed in 5,000 copies. At the end of 2008 3,000 of these had been distributed. GTZ has distributed to their field offices, SPW has distributed through their network of learning institutions, and Femina HIP has distributed to internet cafes and libraries. Furthermore, Chezasalama was promoted through Femina HIP's outreach travels and at various fairs and festivals.

Finally, Femina HIP is planning to expand the webpage in 2009 to include a 'Teachers' Corner', to make it more relevant in the school setting, and enable a teachers network where lessons learned can be shared.

Other Femina HIP products in 2008

Apart from the recurring Femina HIP products a range on one off publications and products are also developed and disseminated each year.

According to the Strategic Plan Femina HIP must publish and disseminate at least three short (< 50 pages) one-off publications per year covering specific themes. Content ranges from User's Guides to booklets on themes such as Living Positively with HIV/AIDS, life skills, and school curriculum biology books. The booklets are distributed throughout the country with Femina HIP magazines to key decision makers, partner NGOs, schools and colleges.



In 2008 Femina HIP published the following booklets:

- 'VVU, UKIMWI na Tiba' ('HIV/AIDS and Treatment') was revised and printed in 457.700 copies. Out of these, 437.700 copies were funded by RFE, the remaining 20.000 by the donor basket. The copies were distributed to all CTCs across the country through the PEPFAR Technical Partners. Until now this booklet constitutes the only support material for clients in the clinic setting in Tanzania. The booklet is also a milestone since 'VVU, UKIMWI na Tiba' is the largest single print run Femina HIP has ever printed of any booklet for distribution in Tanzania.
- 'Yaliyopita si Ndwele' (Life goes on – Living positively with HIV/AIDS in Tanzania) and 'VVU na UKIMWI Huathiri Watoto Pia (HIV/AIDS affects children too') were also reprinted in 100.000 and 200.000 copies respectively. Distribution was initiated out to support organizations for PLHAs, CTC centres, and other



NGOs and will be completed during 2009.

- Femina HIP also initiated the cultural adaptation of the Soul City booklet 'Choose Life' on life skills issues targeting youth. The book entitled 'Chagua Maisha' ('Choose Life') in Kiswahili was translated and the texts extensively tested. All photos and illustrations were shot locally in collaboration with Fema Club members. The book will be finalized and printed in 2009 through the collaboration with FHI/UJANA.

In addition to the booklets, Femina HIP also produced a number of other products:

- ABC to Z poster: The poster was initially printed in 2005, reprinted in 2006 but as demand continues to be high a third, updated reprint was prepared. With funding from FHI Femina HIP will reprint 40,000 copies of the poster in 2009. The ABC to Z poster explains the 'sexual alphabet' and stresses that it includes more letters than just the commonly known A (abstain), B (be faithful) and C (use a condom). In addition to the poster an 'ABC to Z leaflet' using the same concept was designed and will be printed in 2009.
- Femina HIP also started developing a Club Poster. The poster is planned to be printed in 25,000 copies in early 2009 and will be distributed to all schools receiving Fema Magazine.
- As in previous years, a Femina HIP fold-out calendar was designed and included in the January-March 2009 issue of Fema Magazine. Besides branding Femina HIP products the posters are highly welcomed in the secondary schools.

Challenges and recommendations for Media Communication

The main challenges for the Media Communication Program are those of managing expansion, increased workloads and limited resources as well as upgrading production processes and systems.

The program is the corner stone of Femina HIP activities and continues to place huge importance on participatory production process, dialogue with audiences and formative research in order to ensure that media products remain relevant, edgy and stimulating for readers, viewers and listeners.

One of the main challenges during 2008 was recruiting a new Managing Editor for Fema Magazine as the previous manager was promoted to Manager of Publications and Production, a new position set up in April 2008. The position as Managing Editor was vacant throughout 2008 and as a consequence, the promoted manager had to compromise and fill parts of the two posts for the rest of the year. The fact that Femina HIP managed to recruit a graphic designer in house during the same period eased up the work load. Despite intense efforts it was not possible to find a suitable candidate for the managing editor position with the desired qualities, but filling this vacancy remains a top priority.

C. Community Mobilization Program

Femina HIP's agenda centres on behaviour change and communication for social change. Individuals need a supportive environment in order to adopt healthy lifestyles, talk openly, exercise their rights, protect themselves from HIV, and live positively with HIV/AIDS.

Experience shows that when Femina HIP media products are actively used in face-to-face interaction, in out-reach activities, in clubs or by peer educators their effect is more profound and the content is reinforced in a tangible way. The activities of the Community Mobilization Department seek to further engage audiences in community conversations and dialogue

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



around issues in focus in the media products. This reinforces the messages communicated in a profound way. Outreach activities also enables audience to interact directly with Femina HIP staff, a further motivation and role modelling exercise that has proved very influential.

In order to strengthen Femina HIP's community mobilization and outreach activities additional human resources was channelled to the Community Mobilization Program in 2008. Femina HIP successfully recruited an experienced manager to head up the section and hired an additional community mobilization officer with good field work experience.

In 2008 the Community Mobilization undertook the following activities:

Road shows and outreach events

Road shows inform and educate communities about the issues on the Femina HIP agenda. The events are also excellent opportunities for Femina HIP to build awareness and to interact with audiences, generate feedback, address stigma, promote open debate and trigger social change within communities. Furthermore, the road shows promote Femina HIP as a lifestyle brand. They allow Femina HIP to engage with the wider community including gatekeepers such as religious leaders, parents, elders, community leaders as well as local government and district authorities.

The road shows should ideally take place in communities where audiences and organizations are already engaging with the Femina HIP materials - Fema or Si Mchezo! magazines - and have some prior knowledge of who we are.

In 2008 four outreach trips with 12 road shows in 10 different districts were conducted under the following themes:



- March 2008: 'Youth Migration' visiting Tanga Region, Handeni District (with road shows in Handeni, Mkata and Vibaoni) with an estimated 3.100 audiences
- May 2008: 'Alcoholism and risky behaviour' visiting Mbeya Region, Mbarari District (with road shows in Ubaraku, Rujewa and Igurusi) with an estimated 3.400 audiences
- July 2008: 'Multiple Concurrent Partnerships and Girls Education' visiting Mtwara region, Mtwara Rural District (with road shows in Lipwidi, Msimbati and Ziwani) with an estimated 4.200 audiences
- October 2008: Multiple Concurrent Partnerships visiting Morogoro Region, Ifakara District (with road shows in Idete, Ifakara and Lupilo) with an estimated 3.400 audiences

If the participant figures are added up a total of more than 14.000 Tanzanians attended Femina HIP road shows in 2008.



Road shows are planned in dialogue with District authorities to ensure local endorsement. Moreover, Femina HIP seeks to collaborate with local NGO partners on the ground. In 2008 Femina HIP collaborated with amongst others UMATI Vijara, MSOAPO (Mtwara SOciety Against POverty) and KVTC (Kilombero Valley Teak Company). As has been the case in previous years, the road shows consisted of drama and music performances as well as Q&A sessions with PLHAs and others. Magazines and other promotional materials were distributed.

A number of criteria are employed when Femina HIP decides which districts to visit with road shows. Prevalence rates, appeals from local community leaders, specific community problems and partners on the ground are all factors that are taken into account when choosing where to travel to.

In connection to the road shows, schools and partner organizations were visited in order to create personal contact, motivate students, teachers and club members, gather information about how Fema Magazine is used in the school setting, collect feedback and ensure that schools receive the materials intended according to the distribution plan. During 2008, 74 schools were visited. The visits provided Femina HIP with information regarding the Tanzanian school environment valuable for both monitoring distribution and product development.

Clubs and youth leadership development

In order to empower Tanzanian youth to make informed choices and lead healthy lifestyles Femina HIP continued to focus on youth leadership development and promoting voluntarism and grass root organization by encouraging young people to form Fema Clubs.

Fema Clubs are an effective means of bringing together young people to discuss issues around sexuality and healthy lifestyles, of stimulating peer education, leadership, voluntarism and community service as well as promoting a culture of reading. The clubs are very popular and give audiences a stronger affiliation with Femina HIP products and a feeling of belonging to the Femina HIP family. During 2008 the total number of clubs rose by 59 from 452 to 511.

Femina HIP coordinates two different types of clubs: The In-school Clubs for readers of Fema Magazine across the country, and the Out-of-school Clubs reading Fema but also Si Mchezo! Magazine mostly located in the Dar es Salaam area.

In 2008 it was decided to separate the clubs and give them a more separate identity by naming them Fema Clubs and Si Mchezo! Clubs respectively. However, discussions are ongoing about whether Femina HIP has the capacity to take on the support of Si Mchezo! / Out-of-school Clubs or whether this should not be left to the partner organizations that use the magazines in their work.

Fema Clubs are extra-curricular but constitute an important forum for sexuality education and life skills training in today's school setting. A double page spread in each issue of Fema Magazine is dedicated to club information, activities and contributions. At the end of 2008, about 419 Fema Clubs had been formerly registered making them an important youth movement in contemporary Tanzania.

The Out-of-school Fema Clubs or Si Mchezo! Clubs mobilize out-of-school youth and give them a platform for organizing and discussing different topics. Femina HIP has learned that many of these clubs are already registered as youth CBOs but they are eager to be associated with Femina HIP and benefit from education and resources made available. Several Out-of-school Clubs have approached Femina HIP with requests for developing skills in entrepreneurship, business and income generating activities, stating that while they do appreciate the focus on sexual and reproductive health, they would like to gain skills to improve economic



activities and business development. Taking these requests into consideration, Femina HIP has started planning for a broadened agenda on income generation and job creation recognizing that income and sex are often dangerously interlinked.

As 2008, came to a close a total of 92 Out-of-school Clubs / Si Mchezo! Clubs had registered. However, these Out-of-school Clubs are challenging to manage as they do not operate in a fixed setting as do the in-school Fema Clubs. Furthermore, the Out-of-school Clubs are a somewhat urban phenomenon with the majority of clubs based in and around Dar es Salaam.

In 2008 Youth Conferences were held in January and June targeting in-school and out-of-school youth respectively. In both cases conference themes were presented and discussed by facilitators and structured around group workshops and plenary sessions.

The 2nd In-School Youth Conference was held in the beginning of January 2008 and centred around the theme Youth Leadership and Sexuality. The conference brought together around 100 students and teachers from 29 schools. All mainland regions were represented as well as Zanzibar and Mafia. Officials from the Ministry of Education in Zanzibar also attended the event. The Minister of Education and Vocational Training at the time, Margaret Sitta, officiated the conference underlining the Ministry's endorsement of Femina HIP's activities in schools. Prizes from Best Club and Best Teacher were awarded and two new Femina HIP ambassadors were recognized for their contributions.



As a new initiative, Femina HIP also hosted an Out-Of-School Youth Conference which was held on June 25.-27. The Youth Conference brought together more than 100 youth and peer educators from Dodoma, Morogoro, Kilimanjaro, Dar es Salaam and Pemba to discuss the theme 'Empowering Youth for Employment'. The conference was an eye opener for Femina HIP as it was realized that the out-of-school youth needs to be addressed on their own terms and that the issue of entrepreneurship and financial literacy has to be addressed in addition to sexual health and HIV/AIDS to assist young Tanzanians improve their livelihood.

Every year, in connection to the In-School Youth Conference Femina HIP ambassadors are appointed in recognition of their active use of Femina HIP products and their dedication to promote healthy lifestyles. Femina HIP now has 11 ambassadors working in different parts of the country to spread the messages communicated through Femina HIP's media vehicles and engage communities.

Correspondence with audience

Femina HIP continues to regularly correspond with readers and viewers throughout the country. During 2008 the Community Mobilization Department received almost 1300 letters and emails from readers and viewers. A significant number of letters are requests to start a club, club reports or nominations for best teacher. Numerous letters are questions for the 'Dear Auntie' column, contributions to the 'Sauti Yangu' (Your Voice)



page or simply letters to the editors.

Effort is made to respond to letters and emails promoting dialogue and ownership to Femina HIP products. But it is simply not possible to reply to all. Femina HIP prioritizes the communication with clubs and besides responding to club letters, Femina HIP sent out Youth Conference reports, certificates of registration and taped Fema TV Talk Shows on VHS to clubs with access to a TV and video. Furthermore, materials were included on maternal mortality and girls' pregnancy issues from partner organizations.

The audience correspondence provides invaluable information about Femina HIP's readership and the impact of its work. Therefore, Community Mobilization strives to work closely with the M&E Department to utilize the knowledge and information in the correspondence.

As a new initiative in 2008 all Femina HIP's recurring products were provided with mobile numbers to further encourage and increase audience dialogue. The SMS technology is rapidly gaining a strong foothold and becoming one of the most accessible means of communication in Tanzania. Femina HIP wishes to tap into to the possibilities that this technology opens and plans to develop a SMS Policy during 2009 addressing both the needs to store and analyze the received messages and exploring the possibilities for automatically responding to received messages.

Teacher support

Femina HIP believes that teachers are central gatekeepers when it comes to reaching youth and promoting healthy lifestyles and therefore works strategically with teacher support.

In 2008 Femina HIP met with a significant number of teachers and encouraged teachers to contribute to Fema Magazine. By reviewing and reprinting Fema User's Guide teachers were provided with a tool that they can use when teaching about sexuality and life skills. Furthermore, teachers were a key target group for the In-School Youth Conference and their important role and work is encouraged and recognized by electing the teacher of the year.

Finally, Femina HIP is planning to expand teacher support by introducing a 'Teachers' Corner' to the Chezasalama website as mentioned above.

Attendance of fairs, festivals and other events

In order to maximize exposure, strengthen its brand and reach out to large audiences Femina HIP attended 14 fairs, festivals and workshops during 2008 including Sauti za Busara (Zanzibar Music Festival), Sabasaba Festival, Nanenane Festival, Workers Day, Child Rights Day exhibition (organized by UNICEF), World AIDS Day and National AIDS Day (organized by TACAIDS). Femina HIP staff presented our products and engaged in healthy lifestyle discussions with the audience.

Distribution follow-up

A well functioning and smooth distribution system is a key precondition for Femina HIP's success. Therefore, distribution follow-up is a central part of ensuring that magazines and booklets reach their intended recipients.

Distribution-follow up is carried out both through visits and phone calls. During the course of 2008, distribution follow-up visits were conducted to 74 schools in 10 districts. Visits also were made to partner organizations and recipient communities of Si Mchezo! Magazine.



A cleaning-up of the distribution database was carried out and new schools and partners added to make the list up-to-date. In late 2008 a questionnaire was developed and sent out to all schools on the distribution list (approximately 2,300 schools) in order to verify their coordinates, the number of students/teachers and gather information about potential clubs. At the end of 2008, 10% of the questionnaires had been returned, but in early 2009 this figure increased significantly. Returned questionnaires are being fed into the database to ensure that the information is updated and that distribution is based on correct figures.

Finally Femina HIP's warehouses were reorganized and cleaned to make stocktaking and distribution easier.

Challenges and recommendations for Community Mobilization

One of the main challenges faced by the Community Mobilization Program is the time consuming and resource intensive activities combined with lack of sufficient human resources. Each quarterly road-show and district visit takes the community mobilization team out of the office for ten working days and partner events, fairs and festivals are also time consuming and resource intensive. The demand for copies and materials in the field is huge and impossible to fulfil. The unit receives numerous requests to visit partners, schools and Fema Clubs all around the country. Meanwhile the number of letters requiring a response continues to mount.

To deal with these pressures the number of staff in the unit was increased during 2008. Furthermore, moving the responsibility and maintenance of the database to another department is under consideration; Organisational Management and PR & Networking are among the possibilities.

Based on both experiences from 2008 and on the conclusions and recommendations from the Mid-Term Review it was decided to begin the new year by drawing up a new community mobilization strategy. The strategy will include a clearer school strategy to enhance the use of Fema Magazines in schools. It will also analyze how collaboration with local authorities and gate keepers can be strengthened via community dialogue and conversations. Furthermore the strategy will rethink how outreach activities, including road shows, can be rethought in order to maximise impact. A more long term engagement with districts where there is mutual commitment, coordinated with TACAIDS and UNICEF to enhance overall District Response to HIV&AIDS is in the planning.

D. Public Relations & 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.

The PR & Networking sector continued during 2008 to collaborate with a range of actors and to build stronger partnerships with the private sector, NGOs and development partners, the Government of Tanzania and the media.

Mobilizing the private sector

Femina HIP engages with the private sector in multiple ways. In 2008 the organization continued its work to set up workplace HIV prevention programs and provide training around HIV/AIDS prevention and the reduction of stigma.

Among the successful collaborative ventures with large scale employers are programs with a wattle company in Njombe, Iringa and with a teak company in Ifakara, Morogoro. In both cases the programs have positive impact on the wider communities.



In 2007 Femina HIP became a member of the HIV/AIDS Business Coalition of Tanzania (ABCT) Board and this was seen an excellent change to deepen relations with the private sector forging linkages with corporate and advocating for workplace programs.

As in previous years Femina HIP also collaborated with the private sector by selling advertising space and subscriptions to Fema Magazine. This provides a source of income for the organization but also enables companies to reach a wide audience across Tanzania and to demonstrate their social responsibility. In 2008 advertisers included Marie Stopes, PSI, NBC, CRDB, Vodacom, Dellah Publishers and Pearson Longman. Femina HIP will continue this cooperation next year and signed agreements with NBC and Voda for the whole year of 2009.

However, the income generated is still a fraction of the production cost and selling advertisement space has proven a tedious exercise when it comes to following up payment for the adverts that are placed in the magazine. For some companies, it takes up to six months and entails numerous phone calls and physical visits before payments are honored.

NGO Networking

Collaboration with partners is extremely valuable and Femina HIP prioritizes networking with like minded NGOs. The collaboration is extremely valuable for technical support, advocacy, distribution, funding and visibility purposes. Furthermore, Femina HIP has started to systematically explore the possibilities of cost sharing activities with partner organizations. As Femina HIP positions itself as a media platform that can be utilized by other development actors in reaching out to Tanzanian communities, the need for strong, focalized networking increases.

Femina HIP maintains a regular dialogue with a wide range of partners in the field of HIV/AIDS prevention (FHI, GTZ, TMARC, PSI), child rights (UNICEF, Save the Children), youth leadership, sexual and reproductive health (SPW, UMATI, Marie Stopes) and environment (TFCG, WWF etc.). CBOs working to support PLHAs (TAYODEN, SIDEPHA, etc.) are also valuable partners. Finally, Femina HIP also networks with volunteer organizations such as VSO, Peace Corps, UNV and DED.

Femina HIP collaborated with a range of NGOs on editorial content including KIWOHEDE, Dogodogo Centre, Technoserve, Red Cross, UKUN, Umati, WaterAid, PSI, Youth Action Volunteers, Engenderhealth / Champion, WLAC, AMREF, and Marie Stopes. Other activities include participation at a 2-day UNICEF exhibition, a 2-day Foundation for Civil Society exhibition, as well as a 1-day Engenderhealth workshop. Partners were also invited to attend Femina HIP events and launches such as the launch of the OneLove Campaign.

Interaction with the Government of Tanzania (GoT)

Femina HIP aligns itself with government policies. Activities are designed to assist the GoT to achieve the objectives stated in key government policy documents such as the national HIV/AIDS Policy, the 2006 National HIV/AIDS Communication Strategy, the Ministry of Education and Vocational Training's (MoEVT) HIV and Life Skills Policy and the Ministry of Labour and Youth Development's (MoLYD) Youth Policy.

At national level, interaction focused on the MoEVT, the MoLYD, the Ministry of Health, the Ministry of Natural Resources and the Ministry of Information. Furthermore, TACAIDS, the Tanzanian Commission for AIDS located under the office of the Prime Minister continued to be a key government partner. The GoT; and especially the MoEVT; is increasingly acknowledging Femina HIP as a key actor in sexuality education, life skills training, HIV/AIDS prevention and youth media.



During 2008, Femina HIP's collaboration with the MoEVT was strengthened. Former MoEVT minister Margaret Sitta participated as the guest of honour at Femina HIP's In-School Youth Conference where she urged youth to organize in Fema Clubs. Femina HIP and the MoEVT also collaborated on the production of a special episode of Fema TV Talk Show on counselling in secondary schools.

Femina HIP also engaged in a profound dialogue with NACP and the Ministry of Health on the launch and distribution of the booklet 'VVU, UKIMWI na Tiba' (HIV/AIDS and Treatment) on care and treatment.

The Ministry of Natural Resources made available their Permanent Secretary, Blandina Nyoni, as guest of honour for the Mama Misitu Campaign launch. For this launch Femina HIP managed to attract as the Guest of honour the Nobel Price Lauriat, Wangari Maathai from Kenya. The occasion created considerable public attention to the launch of the campaign.

The MoLYD was the guest of honour at the Out-of School conference in June and the Ministry also sent representatives to facilitate a session on entrepreneurship. This event was important for the relationship between Femina HIP and the MoLYD as the Ministry realized what a significant role Femina HIP can play in promoting the youth and employment agenda.

Femina HIP had throughout the year extensive contact with local government; mainly at district level. When editors or outreach staff travel to the field contact with the local authorities is prioritized. Local authorities are central gate keepers when reaching out to communities. If they embrace our products and presence, making an impact and bringing change to communities become much easier.

Promotion and branding of Femina HIP and Femina HIP media products

The Femina HIP brand is highly visible and highly regarded across Tanzania and beyond. Media products are promoted through cross-product advertising and media campaigns.

During 2008 a number of promotional material from banners to t-shirts and wheel covers were produced and Femina HIP advertised through daladala posters and bill boards in main cities of Tanzania.

Furthermore, Femina HIP designed and had its own khanga printed. It is decorated with the Femina HIP lips (knows from the TV Talk Show) and the Chezasalama dancers (known from the Chezasalama webpage) as well as the big Femina HIP ribbon at centre space. In Tanzania, khanga fashion is a traditional means of communicating cultural identity and messages. Still today, kangas are used to convey different messages from fashion statements to political declarations – the most evident example from the past year being the Obama khanga. Femina HIP therefore wanted to experiment and add to its means of communication this more traditional kind of messaging. The Femina khanga proved immensely popular.

During 2008, Femina HIP worked on creating an organizational webpage. As the organization grows the need to promote our agenda and reach a wider group of stakeholders – inside as well as outside of Tanzania - increases. The Mid-Term Review deemed the webpage 'particularly necessary and overdue' but despite intense efforts it was not possible to launch the webpage in 2008 (Femina HIP Mid-Term Review, p. 38). However, Femina HIP is confident that the webpage will be online during 2009 presenting visitors with information about the organization, our agenda and our products.

Finally, Femina HIP decided to start a quarterly newsletter with the (working) title 'HIP Wire' and began the initial preparations. The newsletter will target partners and will be distributed via e-mail and website uploads. The newsletter will increase visibility and awareness of Femina HIP's work and each issue will have two feature articles, a number of smaller news and what to look out for in the coming quarter.



Public relations

Making Femina HIP visible in the public media is an important part of promoting our brand and raising awareness about products and messages. According to the Mid-Term Review, Femina HIP's public relations work is 'a resounding success' (Femina HIP Mid-Term Review, p. 32).

Several of the Femina HIP events throughout 2008 resulted in media coverage. The In-School Youth Conference resulted in 6 in-depth feature articles and 8 news articles in mainstream media. The Mama Misitu campaign launch led to 7 feature articles and 9 news articles while the Out-of School Youth Conference entailed 5 feature articles and 8 news articles. The launch of the OneLove Campaign attracted big media coverage with 12 feature stories and 7 news articles as well as radio and TV coverage. Finally, the Day of an African Child event resulted in a number of press placements.

Throughout the year, the quality of media coverage was ensured through carefully designed press releases and by encouraging journalists to produce feature articles rather than short news stories.

Regional / International networking

Femina HIP values its regional and international linkages and benefit from knowledge exchange and skill sharing through a number of regional and international fora. Most innovation and technical development within the areas of 'communication for behaviour change' and 'edutainment' is occurring outside of Tanzania and Femina HIP evolves through learning from likeminded organizations' experiences. Nevertheless, the Mid-Term reviewers warned that given the limited financial and human resources, 'Femina-HIP should focus on further consolidating its position as an example of national excellence, rather than turning its attention across national borders in an advisory function. (Femina HIP Mid-Term Review, p. 36)

In 2008, efforts in the area of regional networking centred around Femina HIP's collaboration with Soul City and the launch of the OneLove Campaign. A MoU between Femina HIP and Soul City was signed.



The OneLove campaign is a 4-year regional campaign which aims to reduce HIV prevalence in 9 Southern African Countries by reducing multiple concurrent partnerships (MCPs). The strategy is to use mass media to stimulate public discourse and debate around culture and gender and challenge harmful practices that promote MCPs. The campaign was rolled out across the region in 2008 with Tanzania being the first country to launch in October 2008.

The campaign is spearheaded by South African Soul City and grew out of the Soul City Regional Partnership. Soul City and Femina HIP has for years had a close working partnership and Femina HIP was thus naturally chosen by Soul City to be its Tanzanian OneLove partner.

Femina HIP hosted the OneLove campaign launch at a big event at Mnazi Moja in Dar es Salaam with more than 300 participants. Dr. Fatma Mrisho, Chairperson of TACAIDS, was the guest of honour and other dignitaries such as UNAIDS' Country Director, Luc Barriere, the Swedish Ambassador, Staffan Herrström, and Femina HIP board members also attended the event. The launch was celebrated with speeches, live music performance and dance.

As part of the OneLove Campaign, Femina HIP produced a series of



sketches starring the popular characters Bw. Ishi and Tuli from the Fema TV Talk Show. The sketches centre on partner communication and deliver messages from the OneLove campaign about staying faithful and refraining from MCPs. The characters talk about their relationship and communicate the message 'Mlinde, Mheshimu, Mhusishe' – Respect, Protect, Connect. The campaign was heavily promoted through billboards, daladala branding, newspaper strips and other promotional activities.

In 2008 Femina HIP also started the preparations to produce a TV drama in 2009 funded by Soul City. Every country in the OneLove campaign will produce a TV drama around MCP and each film will be broadcasted in the nine countries. Femina HIP devoted considerable time and effort to participate in scriptwriting and attended workshops in Johannesburg.

Furthermore, Femina HIP arranged a 5-day participatory regional training workshop on the themes of sexuality, gender, partner communication, counselling and MCP in the context of HIV. The workshop was facilitated by an expert on sexual health, Janne Nordstrom from RFSU, Sweden, and had 25 participants, many of which came from partner organizations across the region: Ethiopia, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Uganda, Zambia and Zimbabwe were all represented. The purpose of the workshop was to train practitioners to be aware of their own values around sexuality before interacting with communities, to train them to communicate difficult and sensitive issues, and to highlight the important link between sexuality education and HIV/AIDS prevention. The workshop received excellent reviews from the participants who highly valued the training. At the same time the workshop facilitated important regional networking and helped strengthen links to like minded organizations in the region.

Finally, in September 2008 Femina HIP participated in the YES Initiative Summit (Youth Entrepreneurship and Sustainability) in Baku, Azerbaijan. Femina HIP is a partner of the YES Initiative as part of our agenda on youth and employment. The summit focused on entrepreneurship and green jobs and was a valuable contribution to developing and fine-tuning our agenda on entrepreneurship as well as valuable for cultivating international networks.

Challenges and recommendations for PR & Networking

The PR & Networking Program has a broad range of activities and requirements as per the strategic plan and struggles to fulfill all of these under the current staffing structure. Maintaining and cultivating strategic partnerships is time consuming and networks need to be nourished. This means that NGO networking can be a challenge for the PR & Networking Department that is currently made up only one staff, namely the PR & Networking Manager.

The present manager was internally promoted from within the organization in April 2008 when the previous manager left. This also means that the department has had to adjust to a new staffing situation. One of the biggest challenges faced by PR & Networking is to consolidate Femina HIP's strategic partnerships and to develop a partner and media strategy. A thorough partner mapping is needed but the task is time consuming and daily activities and work tasks meant that it was not possible to complete this task in 2008. Femina HIP will therefore prioritize this task in 2009.

Moreover, the PR & Networking program is currently not guided by a media strategy. Such a strategy needs to be developed to guide how the organization best communicate to public and private partners that Femina HIP is more than a HIV initiative: Femina HIP has grown into the largest media platform in Tanzania outside the conventional media and is planting the seeds of a people's health movement. This development needs to be more clearly communicated and outlining a media strategy will be of high priority in 2009. These challenges call for a clearer prioritization in 2009 making sure that staff time is allocated to the most important areas.



III LOOKING FORWARD

New Strategies, Priorities and Partnerships

As previously mentioned, the Mid-Term Review will be very important in shaping new strategies and priorities for Femina HIP in the coming years. As the review process centred on dialogue and open talk between Femina HIP, its stakeholders and the consultants, the findings in the report reflect many of the considerations Femina HIP is having. At the same time, the report and its recommendations has provided new insights which we believe will benefit our work and which Femina HIP will seek to incorporate in future developments.

In Mid-December 2008 the Annual Planning Retreat 2009 was held. This time the retreat only included senior staff and time was devoted to examine the conclusions and recommendations from the Mid-Term Review. A Planning and Budget meeting was held in early January to follow up and to make sure that recommendations are considered and implemented.

Among the top priorities for Femina HIP's work in 2009 are:

- **To develop a new Community Mobilization Strategy**

This strategy will rethink how Femina HIP works with communities and asses how to make the biggest impact with the resources available. Femina HIP will continue to stimulate and enter into community dialogues with gatekeepers such as local authorities and school leaders. However, this work will be intensified in a few selected 'learning districts' in collaboration with partners such as UNICEF. A central part of the Community Mobilization strategy will be a new school policy. The purpose of this will be to make teachers and headmasters engage better with Femina HIP products and make the products a more integrated part of the school setting. The school policy will include a school kit and besides the magazines, posters and the Fema User's Guide, the kit will also include a chart with suggestions for different circulation options.

- **To work strategically with management**

The Femina HIP organization has been growing rapidly. This means that the organization needs stronger line managers, who can embrace the vision of the executive director and the organization, drive the work in their departments and deliver results. The main part of Femina HIP's managers are relatively new in the management role and need training and awareness raising about what it means to be part of management. Femina HIP will therefore devote time and resources to build more effective leadership and management approaches.

- **To develop a media strategy**

Femina HIP wants to refine its work with media through developing a media strategy. One of the reasons behind this is the need to communicate to both the donor community and the wider society that Femina HIP is more than a HIV/AIDS initiative. Femina HIP wants to send the message that it is a full fledged media platform and a central actor on the youth agenda. The organization feels that size, width and scope of the organization are not seen by the public.

- **To work more strategically with partners**

Femina HIP needs to work more strategically with its partners. Today, Femina HIP has more than 300 partners in its database, but more effort needs to go into mapping these and identifying those partnerships that should be prioritized. Strengthening the partner interaction and network would increase information sharing; content expertise and ideally some partnerships should lead to cost sharing activities.



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