

A National Conversation phase 5

Project final report September 2023



**Donors: Minister of Foreign Affairs of Ireland and the
Federal Government of Belgium**

**Budget: €600,000 from Irish Aid and €250,000 from the
Federal Government of Belgium**

Reporting period December 2021-April 2023

Table of Contents

Executive summary	3
Key research findings	4
Project governance	5
Project steering committee meetings	5
Capacity-strengthening	8
Partnership negotiations	8
Central training	8
Content planning and production of local shows	9
Mentoring	9
Feedback from journalists trained by BBC Media Action	11
Radio open days	12
Radio station owners' and middle managers' workshop	13
Production of the radio show and podcast	13
Creative design workshop	13
Production of the podcast	14
National radio show	16
Itika	16
Social media	16
Research and learning	18
Formative research	18
Pretesting of the podcast	18
Pretesting of the national and local show	19
Qualitative monitoring study	19
Lessons learned	19
Challenges and mitigation	20

Executive summary

BBC Media Action has completed year 1 of phase 5 of the long-running project A National Conversation (NC5), funded by the Embassy of Belgium and Irish Aid. During the implementation period, the project helped audiences learn about and gain confidence to engage in discussion about a range of important issues related to governance, gender, and climate change.

The project team produced a weekly national radio show called Itika (meaning ‘answer’ or ‘respond’ in Swahili), which was broadcast on Radio Free Africa (RFA). Through a dedicated team of mentor-producers, the project’s capacity-strengthening component supported five partner radio stations in the NC5 focal regions of Dar es Salaam, Dodoma, Kigoma, Tanga and Zanzibar to produce a local show called Nijuze (meaning ‘tell me’). The team also created and produced BBC Media Action Tanzania’s first podcast, ‘Tanzania Adapts’, to broaden the discussion about the project’s issues and engage influencers and decision-makers.

Evidence shows that the radio shows (and the social media content produced alongside them to support learning) helped audiences feel more confident to engage in dialogue with leaders and decision-makers and built local leaders’ willingness to discussions important issues with citizens.

The project’s national radio show, Itika, went on air in October 2022. By April 2023, it had reached more than two million listeners (2,053,973) aged 18 or older across Tanzania, including more than one million listeners (1,049,286) aged 25-45, the project’s target audience defined in the theory of change.

Itika performed well in terms of impact on its audiences’ knowledge of important issues, with almost half of listeners (46%) saying that the show had increased their knowledge of climate change adaptation. It helped build confidence among listeners, with 40% strongly agreeing that they had greater confidence to influence decision-making on climate change adaptation, gender equality and access to public services, as a result of listening to the show. The show also helped build audiences’ confidence to participate in decision-making, with 33% of listeners strongly agreeing that they have the confidence to “influence decisions on climate change adaptation, gender equality and access to public services.”

On engagement, the show created even greater impact, with 56% of listeners aged 18 or older reporting having engaged in public decision-making meetings to share their views on adaptation to climate change, gender equality and access to public services. A similar proportion (52%) reported having engaged in public dialogue with decision makers to discuss access to public services, livelihoods, gender equality and adaptation to the impacts of climate change.

These results are testament to the hard work and commitment of the project team, who delivered a complex and ambitious project with skill and flexibility. They navigated challenging partnerships and an uncertain governance context (particularly in the project’s early stages) to produce high-quality content and set a solid platform for the next phase of the project, which began in July 2023.

Key research findings

In April 2023, the project team worked with a research agency to gather and analyse data on the impact of project interventions during year one. These were the key findings:

- 39% of respondents aged 36-45 strongly agreed with the statement “I have the confidence to influence decisions on climate change adaptation, gender equality and access to public services with local decision makers as a result of engagement with NC5 content.”
- 35% of female respondents aged 25-35 strongly agreed with the statement “I have the confidence to participate in decision-making and discuss issues relating to climate change adaptation, gender equality and access to public services with local leaders/decision-makers.”
- 39% of women aged 25-35 have engaged in dialogue in public decision-making meetings to share their views on adaptation to climate change, gender equality and access to public services.
- 58% of men aged 25-35 years reported increased knowledge of ways to adapt to climate change.
- 68% of men aged 25-35 years in rural and urban areas reported engaging in public dialogue with decision-makers to discuss access to public services, livelihoods, gender equality and adaptation to the impacts of climate change.
- 8% of people reached by the project were people with disabilities (PWDs)
- Evidence shows that, as a result of interacting with NC5 content, male audience members were motivated to support women’s right to oppose female genital mutilation and the rights of PWDs.
- The research team also gathered qualitative evidence of the impact of the project’s work to support closer engagement between local leaders and citizens.

“In the meetings that I expect to conduct, there are things that I have gained from Itika, so I am planning to deliver them to the society. For example, the participation of young people in decision making is such a very good thing. Most of these young people don’t participate because they lack awareness.”

Male local leader, Kigoma

And journalists who benefitted from the project’s capacity-strengthening component described the ways in which NC5 has supported them to do their jobs more effectively.

“Before the training, I used to do work as usual, and most of the information I relied upon was from the internet. I never used to go to the field to search for information. BBC Media Action has empowered me to go to the field to interview different sources to get information that I can use for news.”

Tunu Lugombe, producer-presenter EFM Radio, Dar es Salaam

“I have a diploma in journalism with about three years of experience. I started to attend BBC Media Action training in May 2022 and since then, my work in the media has significantly changed. The trainings have improved my interview skills, helped me to balance information and do proper content research backed up with data.”

Mussa Chausse, producer-presenter TKFM, Tanga

Project governance

From the outset, a feature of BBC Media Action’s work on NC5 was strong and supportive donor relationships. The team sought to establish this and keep donors informed through meetings and other activities to update colleagues from the Embassies of Belgium and Ireland on spending, partnerships, and key project activities. These meetings also helped the project team revise its approach to project implementation, such as an observation during a May 2022 meeting, during which the team shared a pilot of the national radio show, Itika. A helpful suggestion from meeting participants was that the presenters could provide a summary at the end of the show to remind listeners of the key points discussed and the learning points.

Project steering committee meetings

The NC5 project steering committee (PSC) comprised 11 members, including experts in gender, climate change, civic participation and good governance, representatives of the Embassy of Belgium and Irish Aid, BBC Media Action senior management team members and the NC5 project team. It met twice during year one of the project, in September 2022 and February 2023.

At the first PSC meeting, members were informed about the project’s targets, and asked to suggest issues for it to address, as well as providing recommendations on an edition of the Nijuze radio show played to the committee. The project team agreed to share the broadcast schedule for the national and local shows, as well as links to upcoming editions of the podcast for members to continue listening and sharing and provide feedback. The committee also discussed issues related to gender equality and climate change, for the production and CS teams to address in radio shows and podcasts. The committee recommended that the podcast be distributed on podcast platforms in addition to its YouTube channel.

The main aim of the second project steering committee meeting was to share research findings from the monitoring study and discuss community feedback on the radio shows. More details of the qualitative monitoring study presented during the PSC are found in the research section of this report. In discussion about the monitoring study, participants raised important points to consider about the gender of the moderator during focus group discussions (FGDs) to ensure the quality of information shared by the participants and their openness.

The team gave a short presentation on the Tanzania Adapts podcast, which included the insight that a lecturer at Muhimbili University had been using the podcast to teach students. The meeting also heard from Nijuze audience members, who shared stories of how the show has impacted

listeners and local leaders. They talked about how the radio shows empowered leaders to handle gender-based violence cases, and empowered community members to support GBV victims and improve gender equality in their families. This was the final PSC meeting, and the members recommended holding a reflection meeting before the end of year one of the project.

The first donor field visit to Dodoma in November 2022 was attended by the programme manager from the Embassy of Ireland. The visit involved meeting the production team at Dodoma partner station AFM, a field visit to meet Nijuze listeners and observe the production process.

At the AFM meeting, the station's managers described how their partnership with BBC Media Action has led to improvements in the quality of their content and skill level of their staff. The team also discussed the broadcast slot allocated to Nijuze, which is very early on Saturday mornings. The AFM team acknowledged that this may have been impacting audience reach and committed to review it.

The visit also included a meeting with producers from five local partner stations, who were in Dodoma for a content planning workshop. The producers discussed their experiences, what they were learning and how it would impact their work and build their capacity to create high-quality content focusing on climate change adaptation, gender equality and governance. They raised some challenges, including limited access to production equipment, especially laptops and difficulties in getting sources to participate in recording radio shows. The producers also said they would benefit from additional training on the project's thematic areas, especially climate change and governance.

Recommendations from the visit included that BBC Media Action should collaborate with other Embassy of Ireland partners, (UZIkwASA, UNDP and LHRC) and organise engagement events with local communities to increase impact. The Embassy of Ireland committed to continue providing support on climate change training. Finally, it was also recommended that the local partner stations should consider integrating information from Nijuze in other shows related to community development to promote audience understanding of the thematic areas.

The second donor field visit to Zanzibar in March 2023 was attended by the deputy head of cooperation, second secretary and governance programme manager from the Embassy of Ireland, and the head of cooperation from the Embassy of Belgium.

The participants met with *Waandishi wa Habari za Maendeleo Zanzibar* (the journalists' development organisation) and the Zanzibar branch of the Tanzania Media Women's Association to discuss shortcomings in Zanzibar of press freedom and journalists' rights. Both organisations are involved in efforts to address these issues, although they acknowledge that creating change may take longer than hoped.

At a meeting with managers at NC5 partner radio station Spice FM, participants heard about how BBC Media Action has been supporting the station with training and provision of production equipment that has improved the quality of their radio shows. One challenge they shared is the

difficulty of reaching listeners in Pemba due to the cost of sufficiently powerful transmission equipment. This means that voices, views, and experiences of people in Pemba rarely feature in Spice FM's content. The BBC Media Action team noted this challenge and will consider approaches to tackling it in the coming year of the project.

Project reflection meeting

In May 2023, the NC5 project team invited colleagues from Irish Aid and the Embassy of Belgium to reflect on the project's performance, guided by the research and learning team's evaluation and lessons from year one of the project. Participants in the discussion were impressed by the quality of the radio shows and podcast, storytelling, quantity of success stories and involvement of local government officials in the content to respond to the issues raised. The meeting also identified areas of improvement including a revised broadcasting schedule for the radio shows, improving the balance of male and female contributors to the shows, improvements in branding and increasing audience engagement through social media and SMS messages.

At the end of the meeting, the project team agreed on some areas to address in the upcoming extension phase, including increasing creativity, working with prominent influencers and contributors who can propose solutions to challenges, as well as incorporating contributions from other NGOs in content. The team also committed to use digital platforms to promote the radio shows, as well as formats like storytelling and community live events to increase engagement with citizens and local leaders.

Nairobi climate change event

BBC Media Action's Tanzania country director and the NC5 senior producer took part in a climate change event in Nairobi in June hosted by BBC Media Action's Kenya country office, with support from the organisation's regional business development director.

The event aimed to bring together funders and implementers working on climate change in the region, to understand the role of media and communications in addressing the impacts of climate change, increasing citizens' participation and innovations in adaptation to climate change and showcasing lessons learnt and best practices.

It gave NC5 an opportunity to share details of its outputs, including the podcast and radio shows, and attracted the attention of funders interested in cross-border work across the region. It gave the opportunity for the NC5 senior producer to meet with counterparts in the Kenya and Somalia offices, to share approaches and lessons. Through this event, NC5 project was able to learn how other countries creatively report climate change issues to increase citizens' response, some of which will guide our approach to this issue in the local shows.

Capacity-strengthening

The capacity-strengthening (CS) team was responsible for negotiating and agreeing partnerships with local partner stations in the project's focal regions, providing mentoring and training to journalists from the partner stations and organising events such as radio open days, radio station owners' meetings and middle managers' workshops.

Partnership negotiations

The CS team visited the project's focal regions to identify partner radio stations with the technical capacity and staffing to engage successfully in the project and receive mentoring and training. They identified national broadcasters Clouds FM and RFA, and local stations EFM in Dar es Salaam, (a station with national reach who we have supported as a local partner broadcaster) AFM (Dodoma), Radio Kwizera (Kigoma), TKFM (Tanga) and Hits and Spice FM (both in Zanzibar). Following a review of the team's findings, the project signed partnership agreements with the following stations:

- AFM
- EFM
- Radio Kwizera
- TKFM
- Spice FM
- RFA

In October 2022, it became apparent that due to management changes, Hits FM was no longer committed to its partnership with the project, so the team signed a new agreement with Spice FM to ensure continued representation in Zanzibar.

Central training

The CS team held four central training workshops (in May, August and November 2022, and February 2023). Fifteen local producers (seven female and eight male) took part, with the aim to equip them with the production and editorial skills necessary to produce high-quality, well-researched, impartial, and engaging radio shows about climate change, gender equality and governance.

Reports from BBC Media Action mentors on the quality of partner station shows following this training show improvements in sound quality, arrangement, content quality and presentation that are also noted by audiences. Journalists working on the shows demonstrated increased confidence to conduct interviews with government leaders and experts.



Expert on disability and inclusion training journalists on the reporting of issues around PWD during Central training conducted in Dodoma - November 2022

Partner station journalists became more willing to go out to the field to collect stories, rather than finding them online. Since they started working with NC5, some partner stations have started airing content focusing on climate change and gender in their other shows and in news bulletins.

Content planning and production of local shows

The project team ran four content planning meetings with local partner stations, which were held immediately after the four central training workshops.

The content planning meetings were attended by reporters and producers from the local radio partner stations and experts on climate change, gender, and governance. In each one-week meeting, 60-75 topics were developed (12-15 for each of the five partner stations) and planned in detail. The selection of each topic was tailored to the needs of the local community and the target audience of each partner radio station. As of June 2023, the partner stations had developed plans for 252 shows and broadcast 207, with the remainder to be broadcast by the end of August. In previous months, 12 shows planned by the team at Hits FM were not broadcast after the project ended the partnership and one show planned by Spice FM was not broadcast due to internal challenges. With the support of experts, local producers were able to develop topics and learning points for each show that were relevant and resonated with the communities they serve.

The following table sets out the topics that the partner stations developed for broadcast in June:

Station	Topics
Spice FM	• How do you generate income using alternative energy? • How do you use technology to generate income? • How do you work with your leader to ensure availability of water in your area?
TK FM	• How do you use technology to adapt to climate change? • How does use of bad language contribute to GBV? • Are health services satisfactory in your area? • Is music an opportunity for earning an income?
A FM	• Is the system for reporting GBV friendly in your area? • How do you conserve the environment in your area? • How do you protect a child against violence? • Is your leader responsible enough in your area?
E FM	• How do you use your environment to get income? • How do you participate in decision making within your area? • How does good up bringing of child reduce GBV? • What is the position of local leader to reduce/eradicate the use of drugs in your area?

Mentoring

BBC Media Action's mentor-producers spent one week per quarter with each local partner station to provide needs-based tailored onsite support. This enabled staff at the partner stations to strengthen their radio production skills and editorial judgment in their daily production of news and radio shows including *Nijuze*.

Before the mentors' first visit, the research team conducted an assessment of each station's needs, taking into account their capacity in production, editorial decision-making, safeguarding and quality/creativity of content. During implementation, the mentors supported partner station journalists in all these areas, building their skills and knowledge to develop high-quality, editorially-sound content related to climate change, gender, civic participation and related current affairs issues. While they were away from the stations, the mentors provided support through calls, emails, and online meetings. This support aimed to cement learning from the central training workshops and ensure the quality of episodes of *Nijuze*. All staff in the partner radio stations benefitted from the mentoring, including those working on other shows and those who couldn't attend the central training workshops.

As of June 2023, the CS team had provided training and mentoring to 126 producers (73 male and 53 female) at the project's local partner radio stations. The producers who participated in central training are encouraged to share what they learned to ensure the benefits can be shared among other staff at the partner radio stations.

Feedback from journalists trained by BBC Media Action

"I started to attend BBC Media Action training in June 2022. Before the training, I used to do work as usual, and most of the information was from the internet. I never used to go to the field to search for information. BBC Media Action has empowered me to go to the field to interview different sources to get information that I can use for news.

I would like to thank BBC Media Action for all the trainings I have been receiving, they have changed my career and I am now used as a reference whenever they are trying to address journalism dilemmas. I research my topics and use data when reporting. I have knowledge on climate change and gender issues. I have started sharing the knowledge with the rest of the team in my station."



Tunu Lugombe, producer-presenter EFM, Dar es Salaam



"I am a form four leaver, with about 12 years of experience in journalism. I first took part in training from BBC Media Action in November 2022. Before the training, I used to do journalism without proper and basic journalism skills. Most of what I used to do was based on observation from what others are doing and my personal inborn skills. For the first time when I started working and being mentored by BBC Media

Action mentors, I started using scripts in my presentations and the quality of my content significantly improved."

Abdoo Bakari Hassan, producer, Spice FM, Zanzibar



"I have a diploma in journalism with two years of experience. Training from BBC Media Action have improved my media ethics – this is something of which I was not aware before."

George Charles Kiwanga, journalist, AFM, Dodoma

Radio Open Days

The CS team supported partner stations to hold radio open days, which sought to boost their profile and increase awareness of Nijuze. Each station held two open days with the involvement of local government officials and experts on climate change, gender, and governance.

At each one, the partner station invited officials including the district commissioner, village executive officer, district executive director and district deputy mayor; participants from the Tanzania Meteorological Authority, social workers, police gender desk and representatives of local CSOs working on climate change, gender, and governance.

The open days helped make local officials aware of Nijuze and they committed to support the local stations by participating in content and informing them about important local issues. One of the challenges commonly faced by journalists is securing the participation of strong contributors in their shows – for example, Spice FM and Radio Kwizera's production teams often struggled to access government officials. Following open days in both regions, they were able to establish better working relationships with government and secure their participation in their shows.

Radio station owners' and middle managers' workshop



Radio owners and Middle managers workshop conducted in Dar es salaam - March 2023

Two workshops were held in October 2022 and March 2023 to strengthen the relationship between BBC Media Action and the local partners and promote their ownership of project radio shows.

During the workshops, BBC Media Action shared progress and talked with the partner stations about challenges, areas of improvement, revenue generation, management, and leadership. Attendees included one station owner (from TKFM), three directors (Radio Kwizera, AFM, Hits FM and Spice FM) and five program managers/middle managers.

The workshops helped participants build better awareness and understanding of Nijuze, its thematic areas and how the content can be used on other shows and in news bulletins produced by the partner stations. At the end of each workshop, the owners and directors committed to increase ownership of *Nijuze* radio show and involve other staff in its production.

Production of the radio show and podcast

Creative design workshop

This workshop in late 2021 aimed to identify content formats (such as drama, group discussions, long-form interviews, and packaged stories from the field) for Itika and think through how the show could best serve its audience and meet project objectives. The two-day workshop in Dar es Salaam was attended by the NC5 project team, producers from other BBC Media Action shows, Clouds FM and EFM.

Production of the podcast

'Tanzania Adapts' is BBC Media Action's first ever podcast, and the first Swahili podcast focusing on climate change. It was launched in June 2022 and has up to June 2023 produced and distributed 25 episodes. It discusses solutions to various challenges related to climate change and how they are affecting Tanzanians, with a focus on the impact on women and girls.



Production of Tanzania adapt podcast, Interview by Marygoreth Richard seats with Gibson Kawago who is the Founder of Wanted Garage (WAGA).

Tanzania Adapts is produced and presented by an experienced BBC Media Action journalist and producer and is distributed via YouTube and other podcast platforms. These include Apple Podcasts, Spotify, Google Podcasts, Castbox, RSS, Pocket casts, Overcast, Player FM, Podcast Addict, Pod bean, Pod hero, Podcast Republic and Android for people to subscribe, download, listen and share.

As of June 2023, the number of people accessing the podcast were increasing, with various stakeholders using it for reference and source of information. Should this output continue, we would hope that numbers would continue to increase and would expand ways to boost the target audience's familiarity with the podcast, which may include targeting subscribers in other countries. Of the more than 500 downloads to date, almost 50 percent were from outside Tanzania.

Mabadiliko ya tabianchi: Hatua za mageuzi ndiyo dira ya mapambano



"Kiwango ambacho hatua za mageuzi zitachukuliwa ili kupunguza utoaji wa hewa chafu ndicho kitaamua"

WHO

Na MwanaSayansi

Mabadiliko ya tabianchi ndio tishio kubwa zaidi la kiatifa linalowakabili wanadamu, na wataalamu wa afya ulimwenguni kote tayari wanashughulikia madhara ya kiatifa yanayosababishwa na changamoto hii inayopendea.

Itategemea kiwango ambacho hatua za mageuzi zitachukuliwa ili kupunguza utoaji wa hewa chafu na kupuka ukiukaji wa viwango hatari vya joto.

Jopo la Serikali Mbalimbali la Mabadiliko ya Tabianchi (IPCC) limeshauri dunia kuopusha athari mbaya za kiatifa na kuzuia mamilioni ya vito vinavyohusiana na mabadiliko tabianchi kwa kupunguza ongezeko la joto hadi 1.5°C.

Ingawa hakuna mtu aliye salama kutokana na hatari hizi, watu ambao afya zao zitaathiriwa kwana

na mbaya zaidi na changamoto hii ya mabadiliko ya tabianchi ni watu ambao wanachangia kidogo kwenye uchatuzi wa hewa na ambao wana uwezo mdogo wa kujilinda na familia zao dhidi yake - watu wa chini.

Maendeleo yaliyofanyika kwa miaka hamsini liliyopita yako hatari kutoweka, hususani katika afya na kupunguza umaskini.

Inahatarisha pakubwa kupatikana kwa huduma za afya kwa wote (UHC) kwa njia mbalimbali - ikiwa ni pamoja na kuongeza mzigo ulopo wa magonjwa na kwa kuzidisha viwazo vilivyopo vya kupata huduma za afya, mara nyingi wakati z inapohitajika zaidi.

Zaidi ya watu milioni 930 - karibu 12% ya idadi ya watu duniani - wanatumia angalau 10% ya bajeti ya kaya zao kuliipa huduma za afya. Huku watu maskini zaidi wakiwa hawana bima, matafitizo ya

kiatifa yanasukuma karibu watu milioni 100 kwenye umaskini kila mwaka, huku athari za mabadiliko ya hali ya hewa zikizidisha hali hii.

Mabadiliko ya hali ya tabianchi yanaathiri afya kwa njia nyingi, ikiwa ni pamoja na kusababisha vifo na magonjwa kutokana na hali mbaya ya hewa inayozidi kuongezeka mara kwa mara, kama vile mawimbi ya joto, dhoruba na matoriko, kuvuruga kwa mitumo ya chakula, kuongezeka kwa mbuga za wanyama na chakula, maji na magonjwa yanayonezwa na wadudu, na masuala ya afya ya akili.

Zaidi ya hayo, mabadiliko ya tabianchi yanadhootisha vigezo vingi vya kijamii vya afya bora, kama vile itziki, usawa na upatikanaji wa huduma za afya na miundo ya usaidizi wa kijamii.

(Chanzo: WHO)

Mabadiliko ya tabianchi na afya ya mama na mtoto: Tuelewe uhusiano huu

Monica Pili Bernard

tzmonica@gmail.com



Tanzania ni moja kati ya nchi za Afrika ambapo jamii nyingi zimeathiriwa na mabadiliko ya tabianchi kutokana na sababu nyingi, ikiwemo ongezeko la joto. Wajawazito na wazoto wachanga wanaathiriwa zaidi na mabadiliko haya ukilinganisha na watu wengine. Kipindi cha ujuzito huambata na mabadiliko ya kifiziolojia na kimaumbile, ambavyo hupunguza uwezo wa kuratibu joto la mwili.

Joto hili la mwili kwa mjamzito huongezeka. Utafiti uliyofanyika nchini Marekani, unaoonyesha kuwa mabadiliko hayo ya kifiziolojia na kibiolojia husababisha mwitiko kwenye mwili wa mjamzito ambao una madhara kwa afya ya mama na mtoto. Joto la mwili linapongezeka mwilini kupita kiasi, linaweza kusababisha kifafa cha mimba au damu kushindwa kusafirisha chakula kutoka kwa mama kwenda kwa mtoto. Mabadiliko haya husababisha madhara kwenye ukuaji wa mtoto tumboni. Baadhi ya tafiti zimeonyesha kuwa, kuna uhusiano mkubwa kati ya kuongezeka kwa joto mwili na kupasuka kwa mtuko wa uzazi, kuzaa mtoto mfu, njiti au mwenye uzito mdogo.

Kisayansi, mwili wa mama mjamzito hupunguza joto la mwili kupitia ng'ari au kutokwa na jasho. Inapotokea mabadiliko ya tabianchi hasa pale joto kati kuongezeka na mwili wa mama hushindwa kuhimili mabadiliko hayo, mwili hutafuta njia mbadala ya kuleta usawa wa joto mwilini kwa kuzalisha protini za kupunguza mshtuko wa joto kati.

Pia, kupungukiwa kwa maji mwilini hasa pale mwili wa mama mjamzito unapopambana kuleta usawa wa joto mwilini kipindi cha joto kati kwa kutokwa na jasho, huweza kusababisha uchungu kabla ya wakati au uchungu wa muda mrefu.

Hadi kufikiwa Januari 2023, tayari kutakuwa na miradi nchini ambao ufatekeleza uboreshaji wa afya ya mama na mtoto katika maeneo ambayo yameathiriwa zaidi na mabadiliko ya tabia nchi hasa joto kati.

Kupitia Podikasti ya "Tanzania Adapts" inayozalishwa na Marygoreth Richard kutoka shirika la utangazaji la BBC, tumejifunza kuwa mashirika mbalimbali yasiyoya serikali yanafanya kazi kubwa kwa kushirikiana na serikali kuhakikisha malengo ya nchi katika kupunguza vifo vya wajawazito na watoto yanalikwa.

Mwandishi ni Mfanasia | Anajishughulisha na Afya ya Uzazi, Mtoto na Vijana | Utafiti | Uongozi wa kimkakati na usamizaji wa Programu



This article from Mwanasayansi magazine referenced the Tanzania Adapts podcast in a piece about climate change (the section highlighted in red).

National radio show

Itika is a weekly radio show focusing on climate change, gender, and governance, which since October 2022 has been broadcasted on national partner station RFA. To date, 27 episodes have



Figure 1 Interview with District Commissioner from Hanang, discussing about the campaign to plant trees in Hanang district, Manyara region.

gone on air, with Pangani FM and AFM rebroadcasting each episode after its first broadcast on RFA.

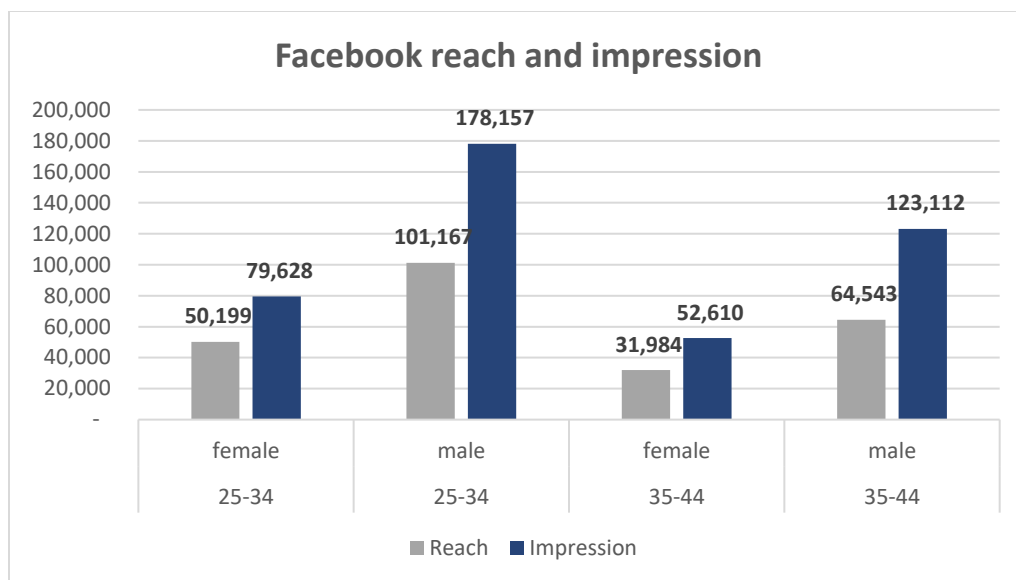
Producers engage with the audience through messages sent by listeners and through social media accounts on Instagram and Facebook. These were also tracked by the research team to identify listeners who have been impacted by the radio show and identify participants in the qualitative monitoring study.

From October 2022 to March 2023, the show reached a total of

2.9 million people from all age groups. Further analysis is ongoing to know the reach within the target group.

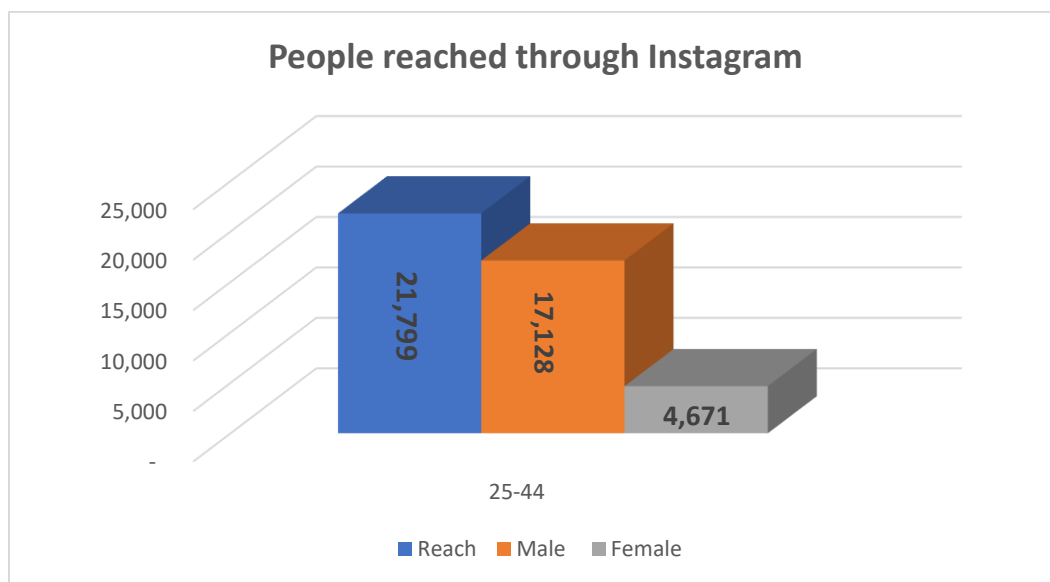
Social media

The production team produced content on climate change, gender and governance that was distributed on the project's social media accounts. It was produced during production field trips and posted on Facebook and Instagram to correlate with weekly radio topics. In February 2023, the project started promoting its social media pages which resulted in reach on Facebook increasing to 247,893 (women and men aged 25-44). In the same period, the total impressions (NC5 content being displayed even when users didn't click on it deliberately) were 433,307 among users aged 25-44.



During the next phase, the team will conduct qualitative research to identify the factors driving the significant difference in the numbers of female and male users interacting with the project's social media posts.

On Instagram, the national show was promoted using the @Itika_radioshow account from February to March 2023.



Within the project's target age group of 25-44, Instagram content reached 21,799 people, with a large male majority. Evidence from other BBC Media Action shows that the disparity between female and male social media users is largely due to unequal internet access, which heavily favours men. The project will conduct qualitative research to understand more about this in the next phase.

Research and learning

During the reporting period, the project conducted formative research and pretesting of local and national radio shows, and the podcast. Formative research helped to identify the needs of target audiences, and to inform the design of a theory of change to guide the production of radio and social media content that responds to the needs of the people.

Formative research

The research team conducted formative research in February 2022 to identify and analyse power dynamics, underlying social structures, policies, laws, social and cultural norms that limit freedom of expression and effective civic participation. The study also assessed people's understanding of climate change adaptation, gender equality and their roles in sustaining availability of public services. The study found that radio was still the primary media source for people to access information, guiding the decision to make radio the primary platform for the project.

Difficulties in accessing essential public services emerged as a significant issue in rural areas. Respondents mentioned shortages of teachers and classroom supplies as challenges in education, with a lack of medical workers, equipment and supplies hampering delivery of health services. The government was perceived to be investing more in health and school buildings than in water, infrastructure, employment and solving corruption at the community level. Citizens' knowledge of climate change was largely limited to drought, which they attributed to deforestation, farming along water sources and industrial activities. Respondents identified tree planting as the main activity in response to this problem led by government and NGOs. Many people rely on TV and radio for weather forecasts.

Gender equality is a challenge in many communities, with women bearing the double burden of earning an income and running the household. Violence against women and children was the main issue that communities identified as needing urgent action. These findings were used in development of the theory of change and development of radio shows.

Pretesting of the podcast

In April 2022, the BBC Media Action research team ran two focus group discussions with participants aged 18-34, all based in urban areas. Participants said they liked the topic of discussion, the use of statistics and duration, but were keen to hear a more conversational presentation style. They also fed back that the podcast needed positive examples to inspire people to take action. Respondents recommended improvements, including reducing the podcast's formality, increasing women's voices, improving the introduction and slowing down the pace of discussion.

Pretesting of the national and local show

Pretesting of the national and local radio shows took place in June 2022, with BBC Media Action's research team setting up FGDs with seven groups of radio listeners in Tanga, Dodoma and Zanzibar. Findings from the FGDs on the radio shows were largely positive, with respondents saying they liked the radio shows, the presenters and format. They felt that the message presented could be easily understood, and they liked the involvement of government officials and local leaders. They said the pace of the show was too fast, pointed out a gender imbalance in the contributors and said the duration of the national show was too short. These findings were shared with producers to ensure the local and national shows met their audiences' needs and expectations.

Qualitative monitoring study

Qualitative monitoring took place in January in Tanga, Dodoma, Kigoma, Zanzibar, Geita and Dar es salaam. The objectives of the study were to capture audiences' views of the local and national shows and track the increase of knowledge of adaptation to climate change, gender equality and



Focus Group Discussion conducted in Dodoma during qualitative monitoring in January 2023

skills to livelihood. The study aimed to identify action taken by audiences (citizens and leaders) as a result of listening to the local and national show. Thirteen FGDs and seven in-depth interviews were conducted in the selected regions, with findings including that the radio show topics were relevant, informative and entertaining. They liked the style of presentation, expert interviews and use of drama. Participants said the shows

could be improved by reading messages from the audience during episodes and improve some the broadcast slot for shows that went on air very early in the morning.

Lessons learned

- Collaboration with other organisations working on the project's thematic areas helps the team gather content for the project's radio shows and come up with ideas. In year one, the project collaborated with UNDP in Zanzibar and the Legal and Human Rights Centre.
- The podcast aims to tap into a growing market offering in-depth conversation to unpack complex issues like climate change and gender for people to have more information.

- National and local partner stations are keen for commercial and media management training to enable them to exploit opportunities to earn income from the shows they produce in partnership with the NC5 project and develop sustainability.
- Outreach events such as radio open day events are important ways for stations to connect with their communities and increase the popularity of the project's radio shows.
- BBC Media Action on-site training and mentoring enables our partner stations to increase their credibility.
- A flexible approach to partnerships is important, to enable the project to explore new agreements when circumstances change at partner stations, jeopardising their commitment.
- The project steering committee is an important tool for delivering the project, as well as understanding external factors, building relationships, identifying and managing risk.

Challenges and mitigation

- The broadcast slot that some local stations allocated to Nijuze was not ideal and would have potentially limited its reach. To mitigate this in a new phase, the project team will begin negotiations early on with partners and reference the success of the shows to date to encourage them to find a better slot and hopefully secure advertising revenue.
- Limited resources have limited the project's reach in areas such as Pemba and some parts of Tanga. To mitigate this, the project will consider adding additional partner stations.
- RFA has seen its reach fall in regions including Dar es salaam, Dodoma and Zanzibar. To mitigate this, the project has sought rebroadcasting agreements for Itika with local radio stations that are popular in these regions, such as Spice FM (Zanzibar), A FM (Dodoma), E FM to rebroadcast the national show.