

Enhancing Couple Connectedness Through Humor, Surprise and the Spirit of Play in Tanzania

Aiissee!

Unamjua vizuri mwenzi wako?

Jen Orkis

1 Dec 2015



Background

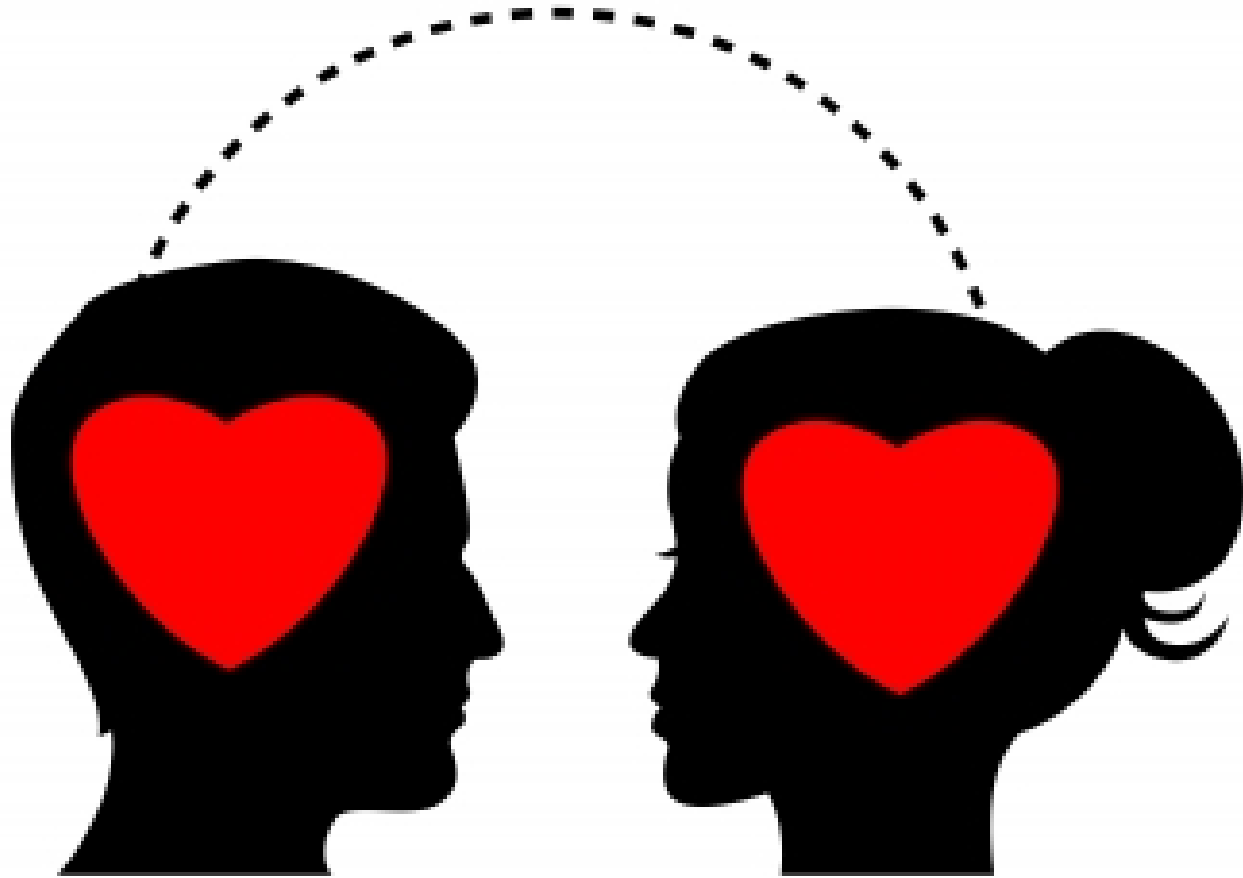
Wazazi
nipendeni



Tunakuthamini

Je Wajua?
Sio kila homa
ni **malaria**

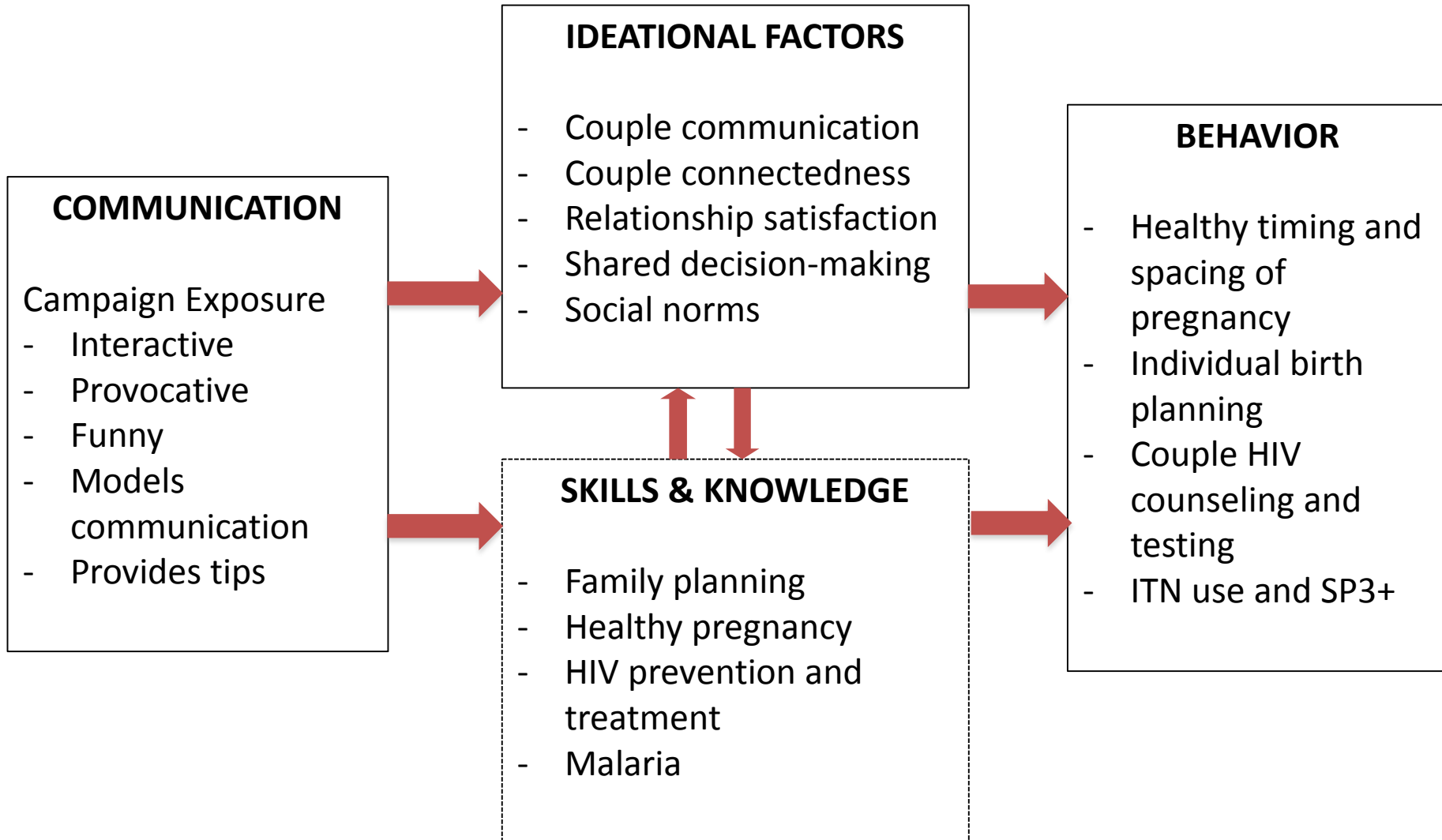
The Common Thread...



Rationale

- Couple communication has been shown to positively influence health behaviors
 - Uptake of FP, HIV counseling and testing, condom use
- Household baseline survey suggests that couple communication is low
 - 39.7% of women and 24.0% of men discussed going for an HIV test with partner
- Formative research found ideas on how to improve relationship satisfaction were accurate but abstract
 - Open communication, joint decision-making, trust, shared goals

Conceptual Framework



Aiisseee!

- “Newlyweds”-style radio game show
- Co-hosted by popular male and female radio personalities
- Q&A format with 3 couples
- Interspersed with VOX pops
- Romantic get-away for winning couples
- Pre-recorded and edited
- Aired Sunday evenings



Sample Questions

We don't ask:	But we do ask:
Are you faithful to your partner?	Would you let your partner read your text messages right now?
Do you hide money from your partner?	Can you guess how much money your partner has with him right now?
Do you give positive encouragement to your partner?	What was the last compliment your partner gave you?
Did you make an individual birth plan?	What was the name of the service provider that delivered your first child?

Aissee!
Kipindi kitachochonyesha ni jinsi gani unamfahamu mwenza wako!

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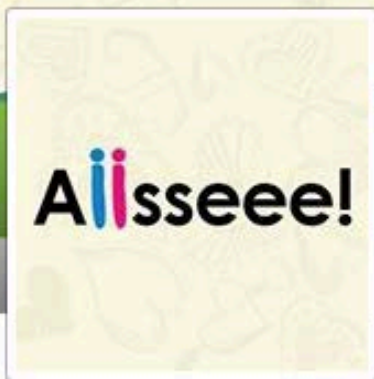
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Unamjua vizuri mwenzi wako?



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PEOPLE



Post

Photo / Video

64,832 likes

Write something on this P



Aiisseee

Community

Timeline

About



113,532 people like this

Rebecca Vichniac and 19 other friends

71% of *Aiisseee!* fans are male

What do you think is the secret to success to have established lasting relationships?

Aiisseee!



Thom Paul Kwanza ni kutambua kwamba uliyempata ndochaguo lako sahihi si kumtaka mtu kwa sababu ya kitu flani kikiisha anakosa thamani pili msimamo katika mahusiano ilo ndonguzo muhimu

Like · Reply · 2 · September 23 at 9:20am

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Aiisseee

Page Liked · September 23 ·

Hebu tueleze: Nini unadhani ni siri ya mafanikio ya kuwa na mahusiano imara yanayodumu?

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163 people like this.

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Rahma Salim Uvumiliv mengine yatafuata aiisee.

Like · Reply · 1 · September 23 at 10:24am

Aiisseee Lakini kuna watu wanasema uvumilivu una mwisho..

Like · Reply · 4 · September 23 at 10:58am



Esther Tobias Mapenzi ya dhati kutoka moyoni, uvumilivu, ukweli na uwazi katika kila jambo liwe zuri au baya. Pia kuomba msamaha na kusamehe pale unapoombwa msamaha.

Like · Reply · 5 · September 23 at 9:49am



Write a comment...



Tell us why you love your partner!



Thom Paul Zipo sababu nyingi zinazonifanya nimpende mwenzi wangu kwanza ni muwazi kwa kila jambo pia ananishauri kwa vtu vyenye faida kwetu pia ni mwaminifu kwangu kingine tunaendana ananisikiliza anajitambua kwamba yye ni mwanamke anatakiwa atimize yapi ili tuendelee kuwa na furaha na amani katka mahusiano yetu

Like · Reply · 5 · October 1 at 9:07am

Aiiissee Aminia!

Like · Reply · 1 · October 1 at 10:03am



Aiiissee

Page Liked · October 1 ·

Tueleze ni kwanini unampenda mwenzi wako!

Like Comment Share

223 people like this.

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2 shares

90 comments



Sylvia Fidelis Nampenda sababu co mkal, ananipenda, ananijal, anajjal, msaf, hajui kukasilika, ananisikiliza, handsome boy, Dah achen nimpende tu, Hata kama anachepuka ila haonesh dalili yyote ile

Like · Reply · 10 · October 1 at 9:42am

Aiiissee #Aiiissee!

Like · Reply · October 1 at 10:02am



Nasra Wa Kitenge B'coz nimwelewa, ananijali na kunskilliza 4all nimwambiayo anytime...all in all he's handsome ndohicho pia kinachonidatishaaaaa

Like · Reply · 4 · October 1 at 10:01am



Write a comment...



Sikiliza
Aiisseee!
 Unamjua vizuri mwenzi wako?

**Kila Jumapili usiku
 saa 1:00-2:00 usiku
 Redio ya watu
 Cloud's FM**



Clouds FM
 Ni haplo, lakini...




Sikiliza
Aiisseee! 
 Unamjua vizuri mwenzi wako?




Sikiliza
Aiisseee!
 Unamjua vizuri mwenzi wako?




How'd we do?

FGDs

Program review

Omnibus survey

Couple Connectedness Scale

Social Media Metrics

Project Midline Survey

Project Midline Survey

- Nationally representative, household-based, cross-sectional project midline survey fielded in April 2014
- 4,000 respondents aged 15-49 years, randomly selected from urban/peri-urban and rural areas (2,060 males and 1,940 females)
- Multivariate and propensity score analyses

Results

Three months after *Aiissee!* launched, 19.1% of men and 10.3% of women had been exposed to the campaign.

Exposure was significantly associated with improved:

Outcome	Multivariate	Propensity Scoring
HIV prevention knowledge		✓
Sexual protection self-efficacy	✓	
Sexual risk communication	✓	
Discussing HIV testing with partner		✓
HIV testing	✓	✓
Condom use at last sex with primary partner	✓	✓

Results

- Those exposed were:
 - **9.2%** more likely to **discuss HIV testing** with their partners ($p=0.002$)
 - **4.9%** more likely to have ever been **tested for HIV** ($p=0.005$)
 - **8.1%** more likely to **use a condom** at last sex with their primary partner ($p<0.001$)







Lessons Learned

- Creating and balancing health and entertainment content
- Recording in batches allowed for continual improvements
- Need to develop and validate Tanzanian couple communication connectedness scales
- Prize considerations
- Evidence-based/evidence-building

Asanteni!



<https://www.k4health.org/toolkits/tanzania-capacity-and-communication-project-toolkit/aissese-couple-communication-campaign>