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The Tanzania Capacity and Communication Project: Integrated SBCC in Action

September 25, 2017

Jen Orkis

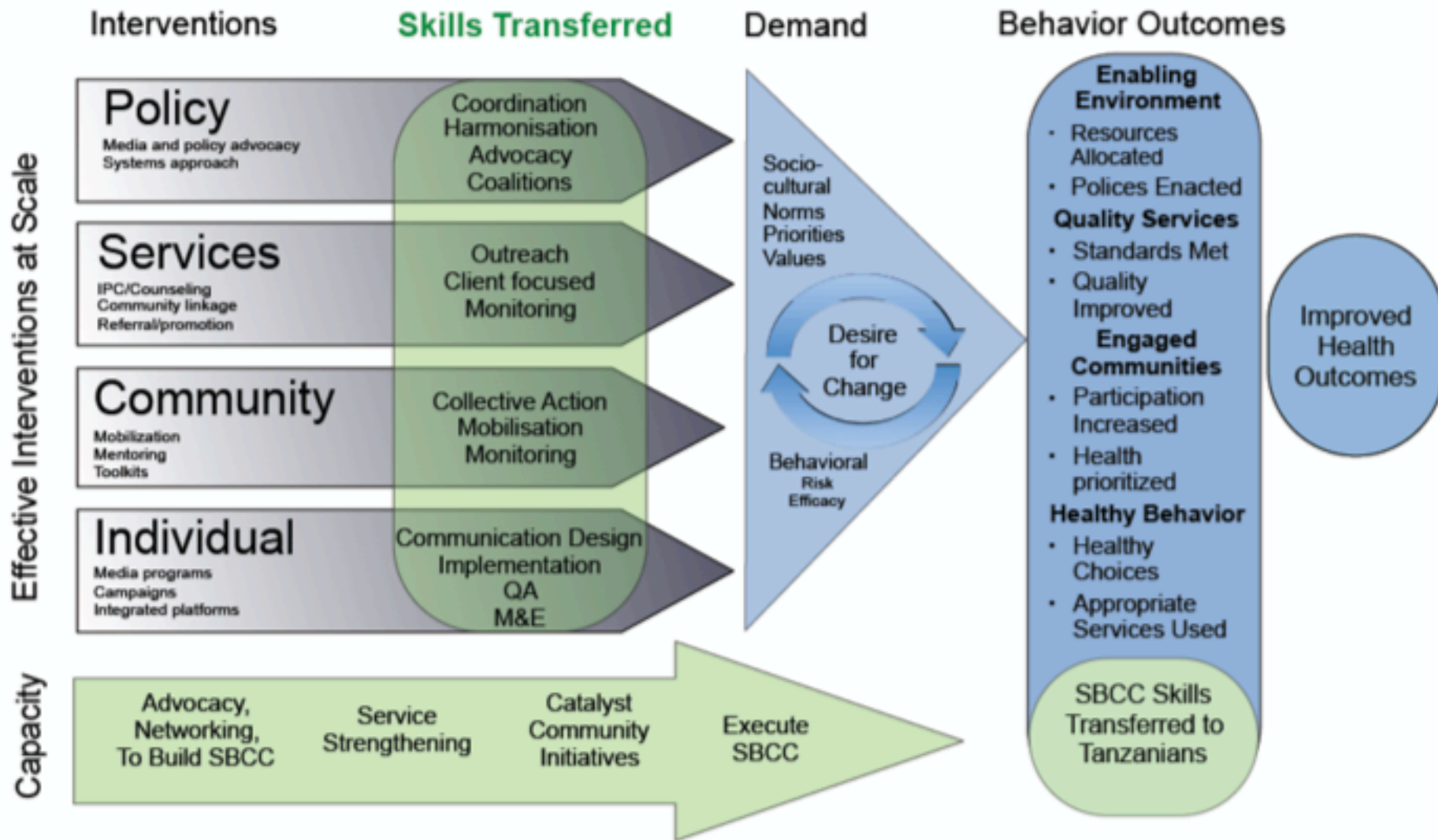


JOHNS HOPKINS
BLOOMBERG SCHOOL
of PUBLIC HEALTH

Tanzania Capacity and Communication Project (TCCP)

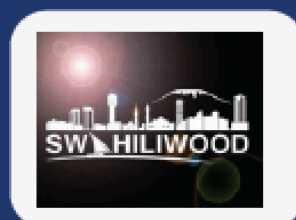
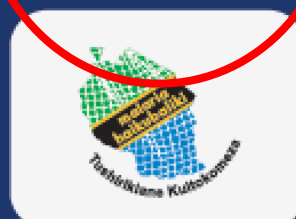
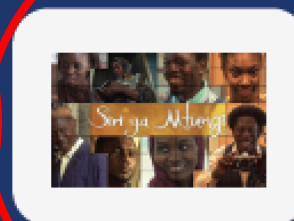
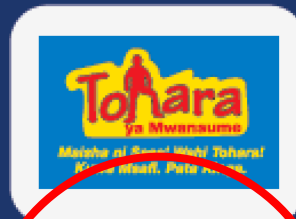
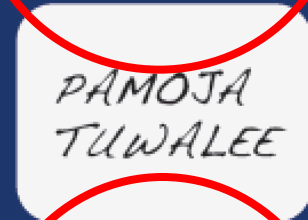
- USAID's flagship social and behavior change communication (SBCC) project in Tanzania
- \$49m over 6 years (2010-2016)
- Health areas included:
 - HIV (prevention, VMMC, VCT, PMTCT, Tx), family planning, malaria, maternal and child health (MCH)
- Led by the Johns Hopkins Center for Communication Programs in partnership with:
 - Media for Development International (MFDI)
 - CARE Tanzania
 - Tanzania Communication and Development Center (TCDC)

TCCP Pathways Framework



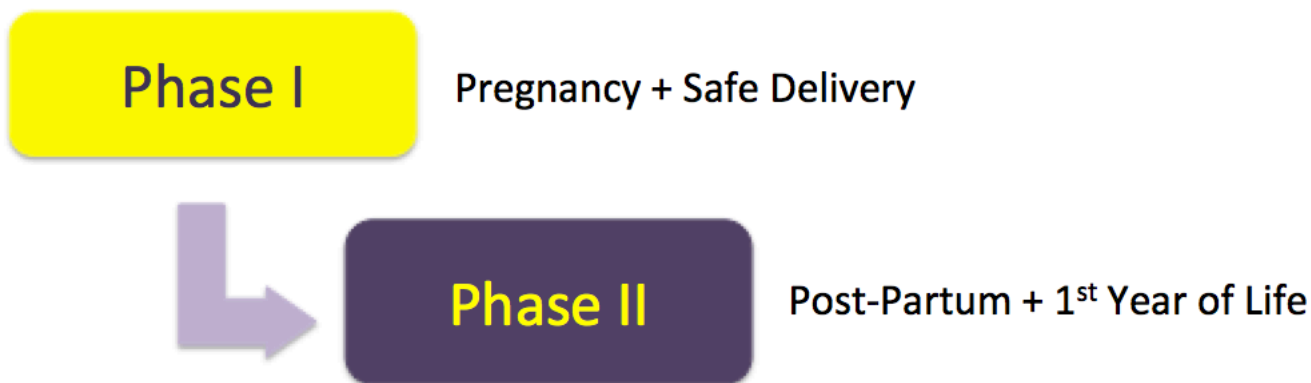
Objectives

- Execute evidence-based SBCC initiatives at scale
- Coordinate SBCC at national, regional, and district levels
- Strengthen SBCC skills of Tanzanian individuals and institutions



Wazazi Nipendeni: Goal

Empower women and their partners to take the steps necessary for a healthy pregnancy, safe delivery and proper care for the newborn during the first 12 months.



Phase I Communication Objectives

Increase the % of pregnant women who:

- Attend ANC within the first 16 weeks of pregnancy
- Attend ANC at least four times during pregnancy
- Test for HIV together with their partner
- Enroll in PMTCT services if HIV positive
- Receive 2 doses of SP for the prevention of malaria in pregnancy
- Sleep under a treated net every night
- Make an individual birth plan
- Deliver at a health facility with a skilled provider

Communication Channels

Mass Media

- Radio spots
- TV spots
- Campaign song & jingle
- Print
- Outdoor (billboards, banners, stickers)
- SMS platform
- Promotional materials

Facility Level

- IBP brochure
- IBP poster
- SP poster
- SP reminder card
- Pregnancy wheel

Community Level

- Interactive modules

Partnerships

- MoHCDGEC
 - Reproductive and Child Health Section (RCHS)
 - National Malaria Control Program (NMCP)
 - National AIDS Control Program (NACP)
 - Health Promotion Section (HPS)
 - mHealth Tanzania Public-Private Partnership
- Donors
 - USAID, PMI, PEPFAR, CDC

Partnerships

- Implementing partners
 - Covered 3,400+ health facilities in all regions

Aga Khan Health Services

Cardno

CCBRT

CRS / AIDS Relief

EGPAF

Jhpiego / MCSP

mothers2mothers

Mwanzo Bora

Plan International

PSI

THPS

Tunajali

National Coordination

- RCHS Advocacy and SBCC Working Group
- Wazazi Nipendeni Task Force
 - Review and update Wazazi Nipendeni materials
 - Monitor distribution of materials
 - Obtain data and coordinate evaluation of the campaign
 - Orient RCH coordinators on the campaign
 - Supervise campaign activities
 - Address SMS platform needs

Wazazi Nipendeni

Ulinzi mtakaonipa ndio tumaini langu

Tuma SMS neno "mtoto" BURE kwenda 1501 kwa taarifa zaidi

USAID KATIKA KAZI WAHAKIKI Center for Communication Programs maisha HEALTH Tanzania USAID CDC

Mama Mjamzito kunywa dozi mbili za SP ili kuzuia athari za malaria

Ulinzi mtakaonipa ndio tumaini langu

Wazazi Nipendeni

Tuma SMS neno "mtoto" BURE kwenda 1501 kwa taarifa zaidi

Andaa mpango binafsi wa kujifungua salama

Atakayeangalia nyumba

KITUO CHA AFYA

Kwa kujifungua

Tarehe ya kujifungua

Vitu vya kwendenayo

Usufiri

Mandikizaji

Tuma SMS neno "mtoto" BURE kwenda 1501 kwa taarifa zaidi

Wazazi Nipendeni

USAID Center for Communication Programs maisha HEALTH Tanzania USAID CDC

Wazazi Nipendeni

Saumu Abidi

Miaka 19, anahizi Bugurumi, DSM

"Niamka naye mtoto huyu haki haina mtoto aliyetamani ni mtoto, kuzina daru pangani na wazi nye mtoto, hapana dawa za matibabu na wazi nye kuzitambua dawa." "Niamka mtoto mwanaye, alikuwa na mtoto aliyetamani kama hospitali yote." "Niamka mtoto mwanaye, alikuwa chache kuzitambua mtoto kuzitambua mtoto, kuzina dawa za matibabu na wazi nye kuzitambua dawa." "Niamka mtoto mwanaye, alikuwa chache kuzitambua mtoto kuzitambua mtoto, kuzina dawa za matibabu na wazi nye kuzitambua dawa."

Thuweba Abbas

Miaka 27, anahizi Bugurumi Kiwani, DSM

Ana upatishi wa mtoto mwanaye. Ana mtoto wa kike anayeji hana mwanaye mtoto mtoto, amekwenda na Dkt. Hassan Said mwanaye miaka 30.

Halima Salim

Miaka 20, anahizi Bugurumi, DSM

Ana upatishi wa mtoto mwanaye. Ana mtoto wa kike anayeji hana mwanaye mtoto mtoto, amekwenda na Dkt. Hassan Said mwanaye miaka 30.

Salma Ally

Miaka 27, anahizi Bugurumi, DSM

Ana upatishi wa mtoto mwanaye. Ana mtoto wa kike anayeji hana mwanaye mtoto mtoto, amekwenda na Dkt. Hassan Said mwanaye miaka 30.

Tumu Ramadhani

Miaka 20, anahizi Bugurumi, Kiwani, DSM

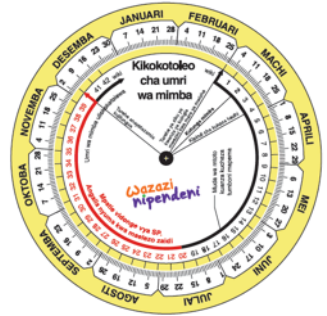
Ana upatishi wa mtoto mwanaye. Ana mtoto wa kike anayeji hana mwanaye mtoto mtoto, amekwenda na Dkt. Hassan Said mwanaye miaka 30.

USAID Center for Communication Programs maisha HEALTH Tanzania USAID CDC

Wazazi Nipendeni

Ulinzi mtakaonipa ndio tumaini langu

Mwongozo kwa Mama Mjamzito



HAKIKISHA UNARUDI KWAJILI YA DOZI YA PILI YA SP

Jina Kamili la Mjamzito:

Tarehe ya dozi yako ya pili ya SP ni:

20

Tumia na kamilisha dozi mbili za SP kwa afya njema ya mama na mtoto

Phase I Evaluation: Methodology

- Exit interviews with ANC/PNC clients (n=1708)
- Triangulated with ANC card data
- 122 health facilities in 5 regions
- IRB approval from NIMRI & JHU

Kaufman et al. BMC Pregnancy and Childbirth (2017) 17:305
DOI 10.1186/s12884-017-1470-x

BMC Pregnancy and Childbirth

RESEARCH ARTICLE

Open Access

“Love me, parents!”: impact evaluation of a national social and behavioral change communication campaign on maternal health outcomes in Tanzania

Michelle R. Kaufman^{1*}, Jennifer J. Harman², Marina Smelyanskaya³, Jennifer Orlis³ and Robert Ainslie³

Abstract

Background: Despite marked improvements over the last few decades, maternal mortality in Tanzania remains among the world's highest at 454 maternal deaths per 100,000 live births. Many factors contribute to this disparity, such as a lack of attendance at antenatal care (ANC) services and low rates of delivery at a health facility with a skilled provider. The Wazazi Nipendeni (Love me, parents!) social and behavioral change communication campaign was launched in Tanzania in 2012 to improve a range of maternal health outcomes, including individual birth planning, timely ANC attendance, and giving birth in a healthcare facility.

Methods: An evaluation to determine the impact of the national Wazazi Nipendeni campaign was conducted in five purposively selected regions of Tanzania using exit interviews with pregnant and post-natal women attending ANC clinics. A total of 1708 women were interviewed regarding campaign exposure, ANC attendance, and individual birth planning.

Results: Over one third of interviewed women (35.1%) reported exposure to the campaign in the last month. The more sources from which women reported hearing the Wazazi Nipendeni message, the more they planned for the birth of their child ($\beta = 0.08, p = .001$). Greater numbers of types of exposure to the Wazazi Nipendeni message was associated with an increase in ANC visits ($\beta = 0.05, p = .004$). Intervention exposure did not significantly predict the timing of the first ANC visit or HIV testing in the adjusted model, however, findings showed that exposure did predict whether women delivered at a health care facility (or not) and whether they tested for HIV with a partner in the unadjusted model.

Conclusions: The Wazazi Nipendeni campaign shows promise that such a behavior change communication intervention could lead to better pregnancy and childbirth outcomes for women in low resource settings. For outcomes such as HIV testing, message exposure showed some promising effects, but demographic variables such as age and socioeconomic status appear to be important as well.

Keywords: Maternal health, Social and behavioral change communication, Tanzania, Birth planning, Antenatal care, Low-income setting, Women's health

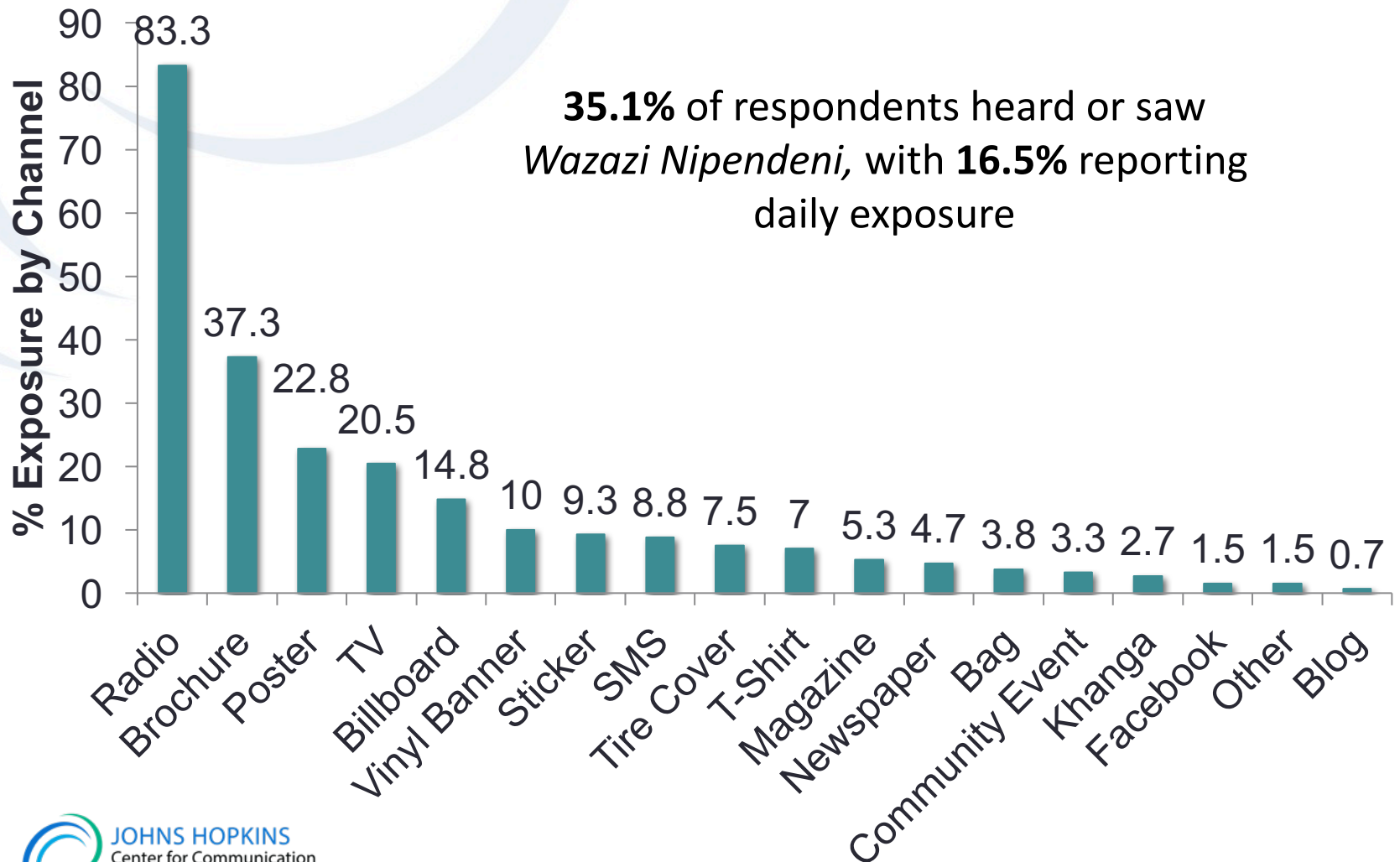
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Exposure by Campaign Channel



Outcome	Exposure Impact	Other Predictors	Details
Time of first ANC visit		Education	More educated women had 44% greater odds of attending ANC before 16 weeks
Number of ANC visits	✓		Exposure improved ANC attendance
HIV testing	✓		Exposure increased the odds of HIV testing by 18%
Individual birth planning	✓	Age, SES	The more sources of exposure, the more they prepared for their birth
Partner testing for HIV		Education	The higher the woman's education, the more likely the partner had been tested for HIV
Delivery at a health facility	✓	Education	With higher education, the odds of delivering in a health facility increased 37% With more message sources, there was a 20% greater odds of delivering at a health facility

Outcome	Exposure Impact	Other Predictors	Details
Knowledge of prevention of malaria in pregnancy	✓	All demographic variables except education	With age, employment and increased SES, the odds of being knowledgeable about malaria prevention increased With greater exposure, participants reported greater knowledge of malaria prevention
Taking SP	✓	Age, SES	With greater exposure, there was a 17% greater odds women received an SP dose
Number of doses of SP	✓		The more message sources to which women were exposed, there was a a 23% greater odds the woman received 2+ SP doses
Sleeping under a net	✓	All demographic variables	With increased number of message sources, there was a 61% greater odds the woman slept under a net

Did Wazazi work?

- The more a woman heard the *Wazazi Nipendeni* messages, the more likely she was to engage in many of the campaign's recommendations
- The more message sources that women had been exposed to, there was a:
 - **23%** greater odds that the woman received 2 **SP doses**
 - **20%** greater odds that the woman **delivered at a health facility**
 - **61%** greater odds the woman **slept under a mosquito net**

Phase II: New Health Areas

Pregnancy

- Iron and Folic Acid
- SP 3+
- Option B+
- Tetanus Toxoid

Post-Partum

- Post-natal care
- Danger signs
- Care for the newborn
- Breastfeeding
- Immunizations/Vitamin A
- Post-partum family planning

onesha upendo wako

Wazazi Nipendeni

Kwa taarifa zaidi tuma neno 'mtoto' kwenda 15001. *Huduma hii haina malipo.

USAID, JOHNS HOPKINS, ICF, National and Child Survival Program, HEALTH Tanzania, USAID, EDC, PVOA

onesha upendo wako

Meza angalau dozi 3 za SP wakati wa ujauzito. Kwa ushauri zaidi nenda kwenye kituo cha kutolea huduma za afya.

Wazazi Nipendeni

Kwa taarifa zaidi tuma neno 'mtoto' kwenda 15001. *Huduma hii haina malipo.

USAID, JOHNS HOPKINS, ICF, National and Child Survival Program, HEALTH Tanzania, USAID, EDC, PVOA

onesha upendo wako

Wazazi Nipendeni

Kwa taarifa zaidi tuma neno 'mtoto' kwenda 15001. *Huduma hii haina malipo.



onesha upendo wako

Wazazi Nipendeni

Kwa taarifa zaidi tuma neno 'mtoto' kwenda 15001. *Huduma hii haina malipo.

Wazazi Nipendeni

- Mwaka mtoto wakati wa mwanzo
- Mwaka mtoto wakati wa mwanzo
- Tambua dalili za hatari mapema
- Pata angalau dozi 3 za SP
- Jifungete salama
- Subiri miaka 2

Kwa taarifa zaidi tuma neno 'mtoto' kwenda 15001. *Huduma hii haina malipo.

onesha upendo wako

Wazazi Nipendeni

onesha upendo wako

Mwongozo wa mjanzi na mama aliyejifungua

Wazazi Nipendeni

Mpango binafsi wakujifungua salama
Andaa, zungumza na mwenzi wako au familia, jaza mpango binafsi wakujifungua salama

Fahamu tarehe ya kujifungua

Mwandao mtu atakae kusindikiza kwenye kituo cha kutolea huduma za afya mapema ili ujifungete huko

Jina: _____ Sema: _____

Fahamu na uhakikishe kituo cha kutolea huduma za afya au hospitali utakapo jifungua

Tayarisha mfuko utakohifadhiwa nguo za mtoto na mahitaji yote wakati ukisika katika kituo cha kutolea huduma za afya

Andaa usafi wa kukikisha mapema kwenye kituo cha kutolea huduma za afya utakapojifungua

Andaa usafi wa kutakia mwachia njumba utakapoenda kujifungua

Jina: _____ Sema: _____

HAKIKISHA UNARUDI KWAAJILI YA DOZI NYINGINE ZA SP

onesha upendo wako

Dozi 1: _____
Dozi 2: _____
Dozi 3: _____

Pata angalau dozi tatu za SP ili kumkinga mtoto aliye tumboni dhidi ya athari za malaria

USAID, JOHNS HOPKINS, ICF, National and Child Survival Program, HEALTH Tanzania, USAID, EDC, PVOA



Integration Lessons Learned

- Increased prominence of less visible topics
- Strength (and challenge) of an all-encompassing umbrella brand
- Know where to draw the line
- Harmonization + scalability potential
- Look for integration opportunities

For more information...

- [HealthCOMpass Spotlight on Wazazi Nipendeni](#)
- [HealthCOMpass TCCP Overview and Campaigns](#)
- [TCCP K4Health Toolkit](#)
- [BMC Pregnancy and Childbirth article on Wazazi Nipendeni](#)

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