The Tanzania Capacity and Communication Project:
Integrated SBCC in Action

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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)
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: Pregnancy + Safe Delivery

Phase II: Post-Partum + 1st Year of Life
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  Mwanzo Bora
Cardno  Plan International
CCBRT  PSI
CRS / AIDS Relief  THPS
EGPAF  Tunajali
Jhpiego / MCSP
mothers2mothers
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
Tuma SMS neno “mtoto” BURE kwenda 15001 kwa taarifa zaidi

Andaa mpango binafisi wa kujifungua salama

Tuma SMS neno “mtoto” BURE kwenda 15001 kwa taarifa zaidi

Mwongozo kwa Mama Mjamzito
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
Exposure by Campaign Channel

35.1% of respondents heard or saw *Wazazi Nipendeni*, with 16.5% reporting daily exposure.
<table>
<thead>
<tr>
<th>Outcome</th>
<th>Exposure Impact</th>
<th>Other Predictors</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time of first ANC visit</td>
<td></td>
<td>Education</td>
<td>More educated women had 44% greater odds of attending ANC before 16 weeks</td>
</tr>
<tr>
<td>Number of ANC visits</td>
<td>✓</td>
<td></td>
<td>Exposure improved ANC attendance</td>
</tr>
<tr>
<td>HIV testing</td>
<td>✓</td>
<td></td>
<td>Exposure increased the odds of HIV testing by 18%</td>
</tr>
<tr>
<td>Individual birth planning</td>
<td>✓</td>
<td>Age, SES</td>
<td>The more sources of exposure, the more they prepared for their birth</td>
</tr>
<tr>
<td>Partner testing for HIV</td>
<td></td>
<td>Education</td>
<td>The higher the woman’s education, the more likely the partner had been tested for HIV</td>
</tr>
</tbody>
</table>
| Delivery at a health facility                | ✓               | Education        | With higher education, the odds of delivering in a health facility increased 37%  
<p>|                                              |                 |                  | With more message sources, there was a 20% greater odds of delivering at a health facility |</p>
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<tbody>
<tr>
<td>Knowledge of prevention of malaria in pregnancy</td>
<td>✓</td>
<td></td>
<td>All demographic variables except education</td>
<td>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.</td>
</tr>
<tr>
<td>Taking SP</td>
<td>✓</td>
<td></td>
<td>Age, SES</td>
<td>With greater exposure, there was a 17% greater odds women received an SP dose.</td>
</tr>
<tr>
<td>Number of doses of SP</td>
<td>✓</td>
<td></td>
<td></td>
<td>The more message sources to which women were exposed, there was a 23% greater odds the woman received 2+ SP doses.</td>
</tr>
<tr>
<td>Sleeping under a net</td>
<td>✓</td>
<td></td>
<td>All demographic variables</td>
<td>With increased number of message sources, there was a 61% greater odds the woman slept under a net.</td>
</tr>
</tbody>
</table>
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
Kwa taarifa zaidi tuma neno 'mtoto' kwenda 15001. *Huduma hii haina malipo.

Wazazi nipendeni

Meza angalau dozi 3 za SP wakati wa ujuzito. 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.

Mpango binafsi wakujifungua salama
Andaa, ranguma na mwimi wako au feniika, juu mpango binafsi wakujifungua salama

HAKIKISHA UNARUDI KWAAJILI YA DOZI NYINGINE ZA SP

Dodzi 1: _______________________
Dodzi 2: _______________________
Dodzi 3: _______________________

Peta angalau dozi tatu za SP & kumkinga mtoto aliyehumu dhidi ya athari za malaria
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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