

People Speaking Back?

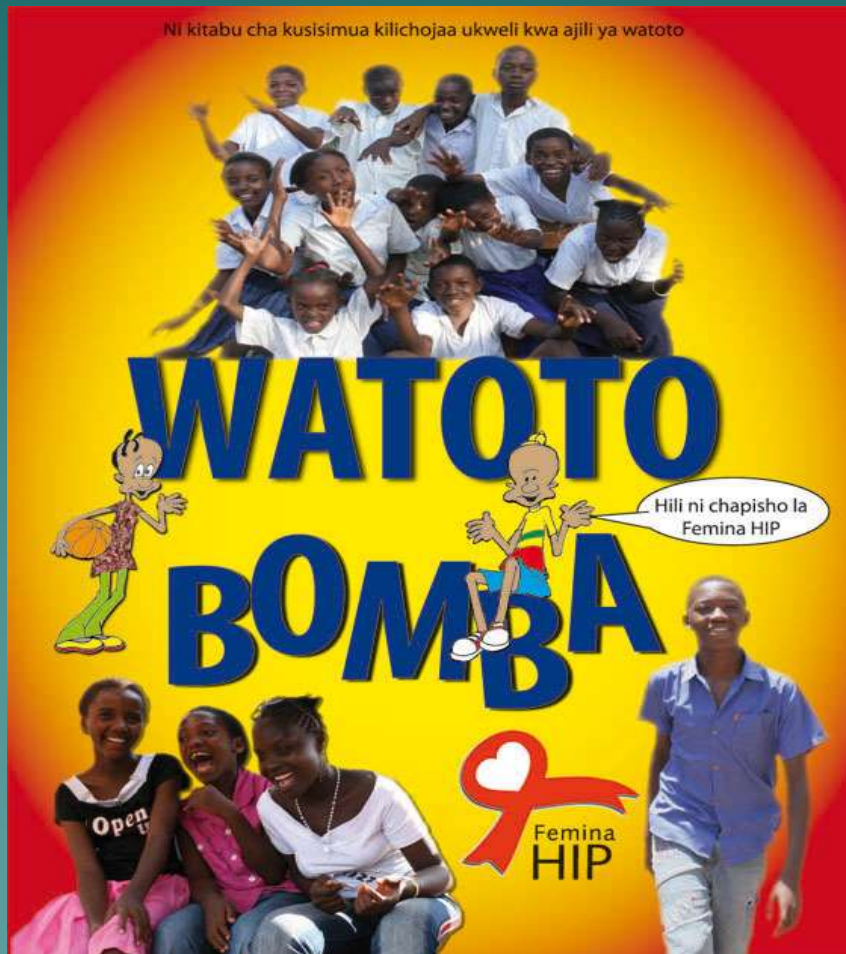
Our Tanzania Case Study: FEMINA HIP

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Tanzanian Context



- ◆ Still low but growing levels of participation in public life and decision-making
- ◆ Changing and growing civil society
- ◆ Much more diverse media infrastructure – new media emerging
- ◆ Comparative advantage: Femina HIP became a visible NGO early on

Introducing Femina HIP

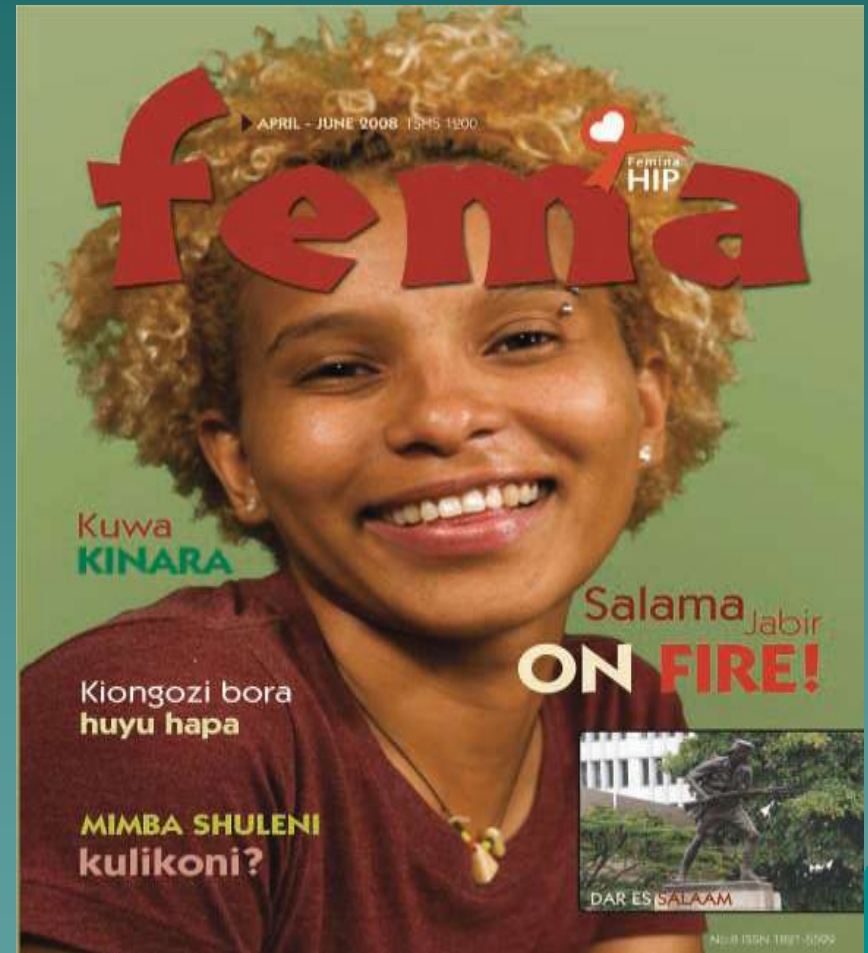
- ◆ Tanzanian NGO, 1999-
- ◆ Focuses on RH and HIV/AIDS
- ◆ Many donors on board, but is a 'homegrown' organisation
- ◆ EE through real life stories
- ◆ Media outlets include: Two large magazines, tv talk show, radio drama, interactive website
- ◆ Femina clubs



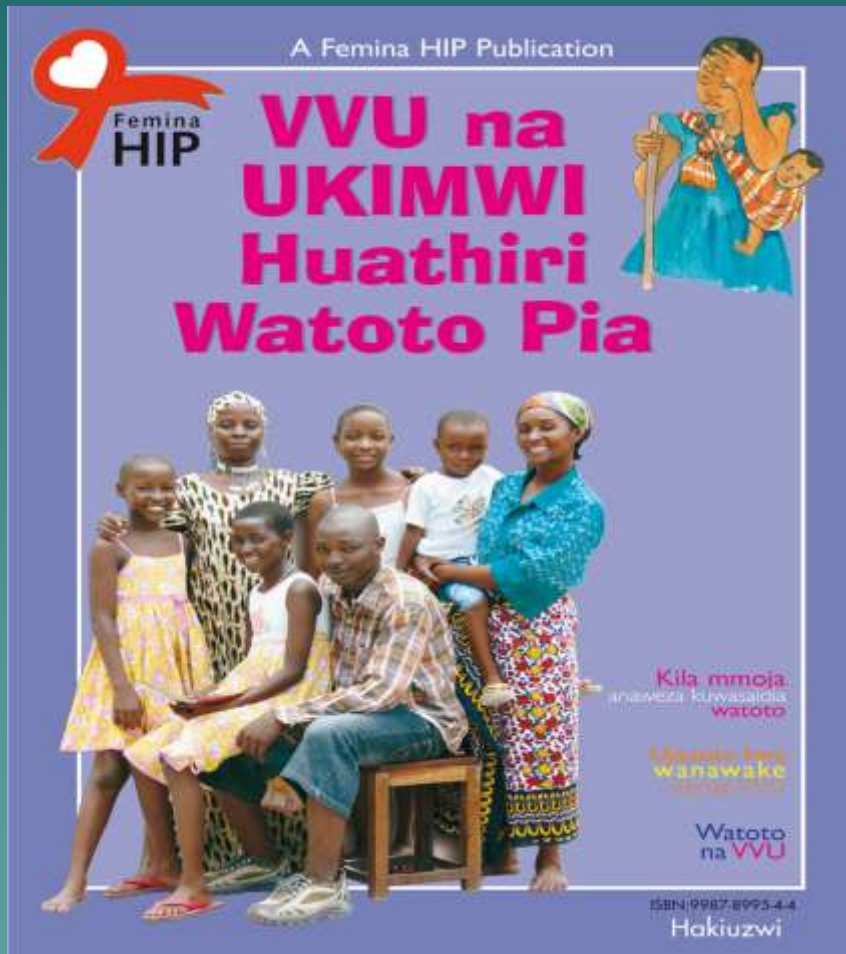
Femina HIP Objective (1)

To build supportive environments in Tanzania where:

- ◆ Young people in their communities enjoy their right to access information & 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.



Femina HIP Objective (2)

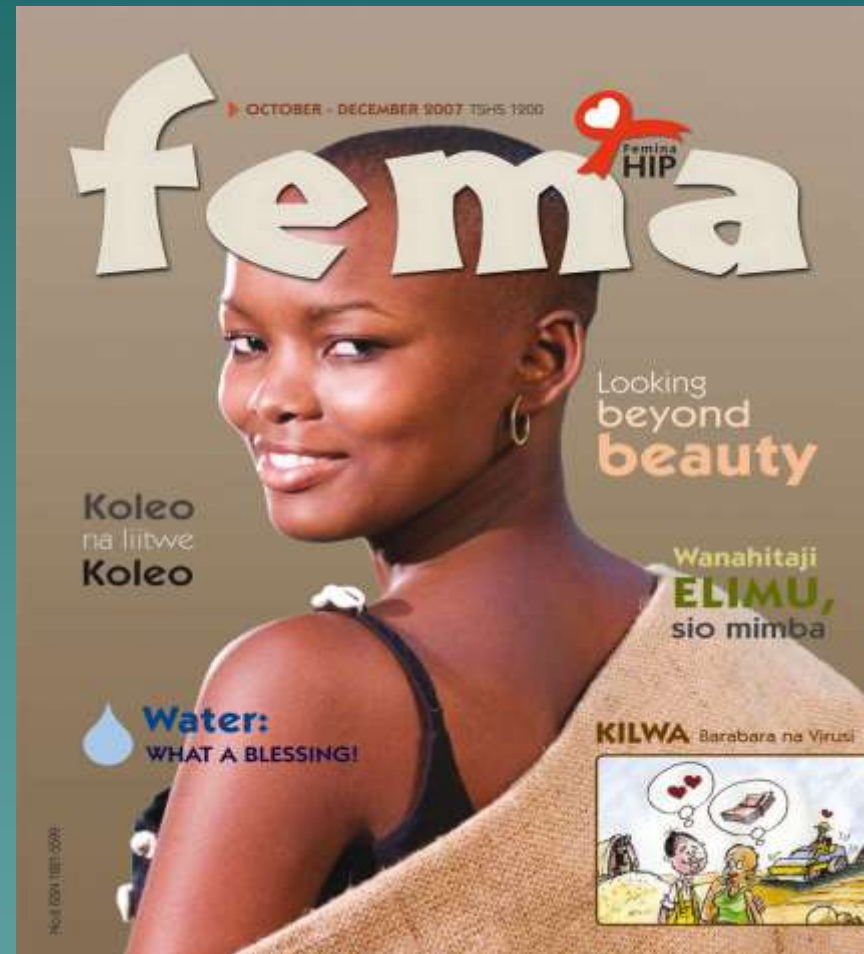


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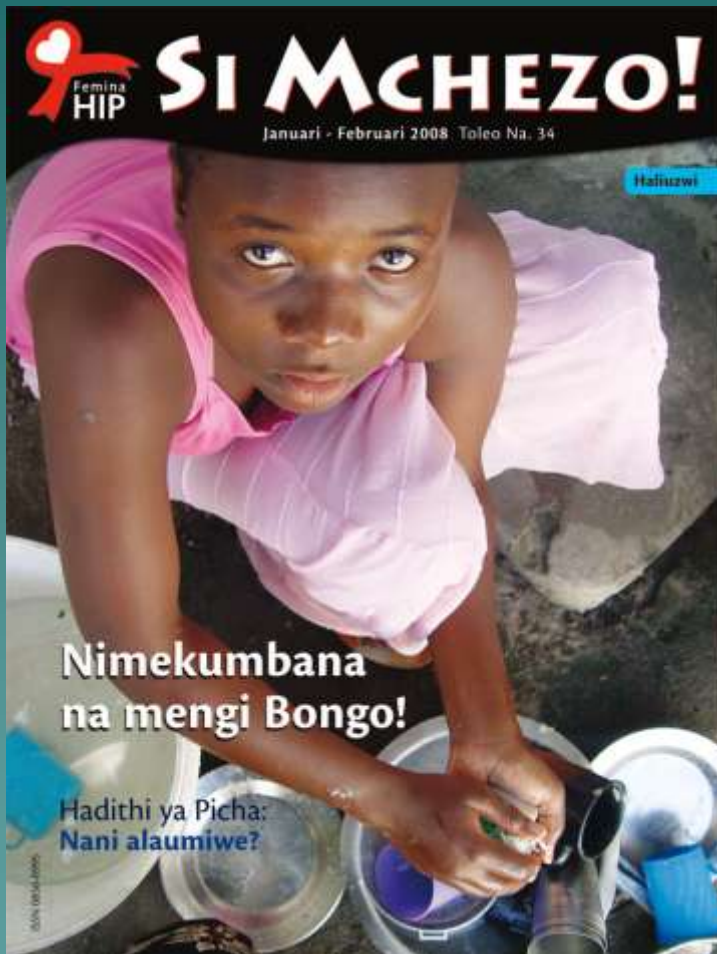
- ◆ Communities exercise their right to express themselves, participate in public debate & engage in civil society. (Femina HIP Logical Framework, 2007)

FEMA

- ◆ FEMA. A glossy magazine, 64 pages, 120.000 copies (rising to 170.000 now). Published 4 x year. Targets youth aged 15-24 especially secondary school students in every region of the country



SiMchezo



- ◆ Si Mchezo! 32 pages, 140.000 copies.
- ◆ 6 x year. Targets out of school youth and their communities particularly in rural areas.
- ◆ Is expanding to 250.000

Other Media Outlets

- ◆ **Pilika Pilika.** A radio soap opera. Carries messages from Femina as well as two other organisations. Aired on national radio 4 times a week.
- ◆ **FEMA Tv Talk Show.** Half ½ hour talk show. Broadcasts on national TV 4 times a week. Mobile phones are used for feedback and voting, particularly around the TV.
- ◆ **ChezaSalama** ('play safe'). Interactive website with a series of activities and information in English and Swahili. First of its kind in Tanzania.
- ◆ **Individual Publications:** Range of specialist publications produced on for example HIV-testing, Treatment (500.000 copies distributed to all CTC clinics), youth empowerment (Watata Bomba, for children/youth was produced in 90.000).

Emerging questions

- ◆ Situate FEMINA within civil society and media development in Tanzania
- ◆ How is FEMINA relating to the changing media environment
- ◆ How participatory is content production?
- ◆ What is the FEMINA presence in communities?
 - Clubs, outreach, use of media outlets
- ◆ Deconstruct forms of use and appropriation of FEMINA and its users/members/followers/readers