

# Issue No. 2 July-September 2009 Femina



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## WIRE

### “Reworking” Tanzania

Femina HIP recently joined hands with Rework the World, a global initiative mobilising youth around entrepreneurship, job creation and growing a green economy. Our audience needs jobs and income and we are committing to assist. Risky behaviour such as unsafe sex is often related to financial need, so Femina HIP is using its media as a vehicle to reach young people with information on skills development and entrepreneurship and link them to business opportunities.



On 7 May 2009, a Rework the World regional meeting organised by the Tällberg Foundation, YES Inc., the University of Dar es Salaam Entrepreneurship Centre and Femina HIP was held in Dar es Salaam. Endorsed by the Ministry of Labour, Employment and Youth Development, the meeting was a forum for entrepreneurs, youth leaders, investors, business leaders, media representatives and policy makers to “create new links between ideas and resources.”

Participants took part in working group sessions covering four areas: energy, land, skills and finance. A summary of outcomes and future initiatives is available at: [www.reworktheworld.org](http://www.reworktheworld.org).

Read the July-September edition of Fema to find out about opportunities for youth in solar energy and entrepreneurship.



## HAPPENINGS:

### Femina Connects in Bagamoyo

The Community Mobilisation and M&E units travelled to Bagamoyo in May for quarterly road shows to meet our audience and generate feedback. They carried out school visits and met with district officials, CBOs and NGOs to discuss communication and distribution challenges and opportunities.

### Fema Club Uplifts Peers

Fema clubbers at Zanaki Secondary School recently gathered funds and supplies for 15 fellow students experiencing hardships in daily life. After one student went missing from school for an extended period of time, the clubbers tracked her down and helped her return by providing her with supplies and peer counselling.

### TEN/MET Picks Femina HIP

In June, Femina HIP was selected by TEN/MET (Tanzania Education Network) as one of four organizations on the committee for Cross Cutting Issues as part of the technical working group of the Ministry of Education and Vocational Training.

### A Loss To Femina HIP

We take this space to inform our partners of the untimely passing of our colleague and friend Zakaria Mwita, who died this past 5th of May of liver cancer. Zak was with Femina HIP for seven years and grew with us to become the IT officer. He was a loyal team member and a true believer in the organisation's fundamental purpose. His absence is truly felt, and his voice is missed.



## The Latest on OneLove

Since October of last year, Femina HIP has been coordinating OneLove in Tanzania. To date, OneLove country campaigns have been launched by organisations in Lesotho, South Africa, Swaziland, Zambia and Zimbabwe. This HIV-prevention campaign, initiated under the Regional Programme of the Soul City Institute for Health and Development Communication, is taking place in 9 Southern African countries and has been bringing attention to multiple concurrent partnership (MCP) as one of the leading drivers behind the spread of HIV across the region.

In the last issue of Femina Wire, we told you about the launch of the regional website [www.onelovesouthernafrica.org](http://www.onelovesouthernafrica.org). Its articles have since been provoking quite a bit of online discussion this past quarter, inspiring members of the public to share their stories about infidelity, offer each other counsel and debate matters about sexuality and MCP.

Meanwhile, in Tanzania, audiences are waiting for the upcoming season of Fema TV Talk Show, home of the OneLove couple. The characters Bwana Ishi and Tuli will be back by popular demand, continuing to spark discussion around partner communication about topics such as sexual health, trust, fidelity and HIV testing.

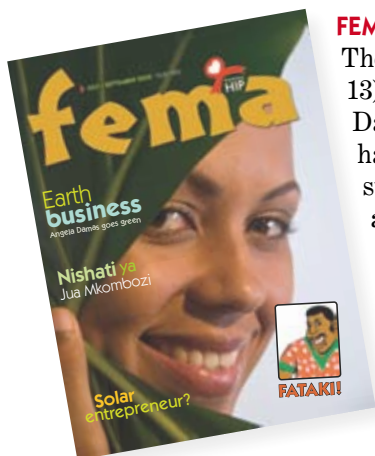
Femina HIP has also been driving the campaign through other products: [chezasalama.com](http://chezasalama.com), Fema Magazine and Si Mchezo! Magazine. Also coming up are: a booklet for couples about MCP and partner communication, TV/Radio spots about the campaign and a short drama film.

### FIELD ANECDOTE:

A funny thing happened this past May when editors Robert Zephania and Hassan Bumbuli were in Morogoro town collecting material for Fema and the Fataki campaign. As they shooting a photostory about a girl being approached by an older man in a car, a woman walking by did not realise this was a photoshoot. She grabbed the young girl and tried to pull her away and shout in protest! The photo you see shows the two actors from the organisation Shusamo (Shule Ya Sanaa Morogoro) acting out the photostory before they were stopped by the woman, who was not captured on camera. Her response as a community member is an example of the Fataki campaign messages in action!



## HOT OFF THE PRESSES:



### FEMA

The July-September issue (issue no. 13) features a cover story on Angela Damas, a former Miss Tanzania who has become an entrepreneur in the sustainable tourism sector. The Jobs and Money section has information on entrepreneurship and investment in solar energy. We also learn about the Fataki campaign, which focuses on harmful cross-generational relationships. We talk to young girls about what motivates them and these older men to enter such sexual

relationships, and we listen to the community's suggestions on what can be done about the problem.

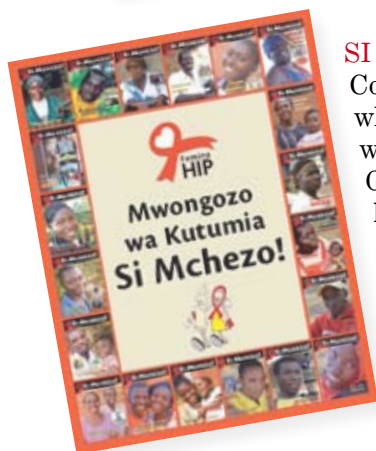


### SI MCHEZO!

In the July-August issue of Si Mchezo! (issue no. 43), the editors visit Kilosa in Morogoro Region. Readers will find inspiring stories, articles and views about the Fataki campaign. We see how tackling the presence of fatakis, men who seek sexual relationships with young girls, is a fresh approach to HIV/AIDS prevention. The cover story features the testimonial of a young girl who was able to resist a fataki.

### SI MCHEZO! USER GUIDE

Communities can now make the most of what Si Mchezo! Magazine has to offer with the arrival of the Si Mchezo! User Guide. This is a practical tool designed to help peer educators and youth leaders lead group discussions about themes within any issue of Si Mchezo! magazine. The purpose behind each section of the magazine is explained. Suggested discussion questions and activities are given.



## THE TALK TALK RUNDOWN:



Fema TV Talk Show is back with a new season. It airs on ITV on Saturdays at 19:30 (repeats Wednesdays at 13:30), and on TBC1 on Tuesdays at 21:00 (repeats Saturdays at 11:00). The team has already been on the road in Tabora and Morogoro, meeting audiences and speaking to communities about their experiences.

This season, topics will include:

- Albino myths and killings
- Abortion in Tanzania
- HIV in the Maasai community
- The Fataki campaign and much more....

Also new:

- *Fema TV Talk Show gets a makeover! Stay tuned for a fresh new look in the studio and a dazzling new show opening.*

## ATTENTION PLEASE:

### OneLove in Zambia:

[www.onelovekwasila.org](http://www.onelovekwasila.org)

This is the website for “OneLove. Kwasila!” – a Zambian national multimedia campaign to prevent HIV transmission caused by having multiple concurrent sexual partnerships (MCP). Learn about the campaign’s communication strategies in TV, Radio and Print, and find out which organisations are driving the project. One partner in the campaign is Zambia Centre for Communications Programmes (ZCCP), a partner of the Soul City Regional Programme.

### The Fataki Campaign:

[www.stradcomtanzania.com/pr\\_fataki.php](http://www.stradcomtanzania.com/pr_fataki.php)

Visit the link above to learn more about the development of Stradcom/JHU’s Fataki campaign. You will find background information as well as information on the pilot campaign in Morogoro and the national launch that followed.

## QUOTED

### MP Praises Femina

During a recent interview on the TV programme Jambo Tanzania on TBC1, Honourable Maulidah Anna Komu, a member of Parliament, cited Femina HIP as a unique example of an organisation that, through Fema TV Talk Show and Fema magazine, provides a platform for Tanzanians to discuss important things happening in our communities and access real life stories and testimonials.

### Knowing Your Pandemic

*“We need to focus now on strengthening healthcare systems, not just dropping pills on parachutes in peoples’ waiting open mouths...It will not be easy to turn this pandemic around, modifying human behaviour never is, and some cultural practices have been around a lot longer than AIDS.”*

– Tom Walsh, Global AIDS Coordinator of PEPFAR, in an interview with IPS (Inter Press Service) during the week of this year’s annual HIV/AIDS Implementer’s meeting in Windhoek, Namibia (10-14 June).

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