



THE MEDIA AWARENESS CAMPAIGN REPORT: POPULARIZING POLICY DOCUMENTS IN TANZANIA

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Dar es Salaam

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1.0. INTRODUCTION

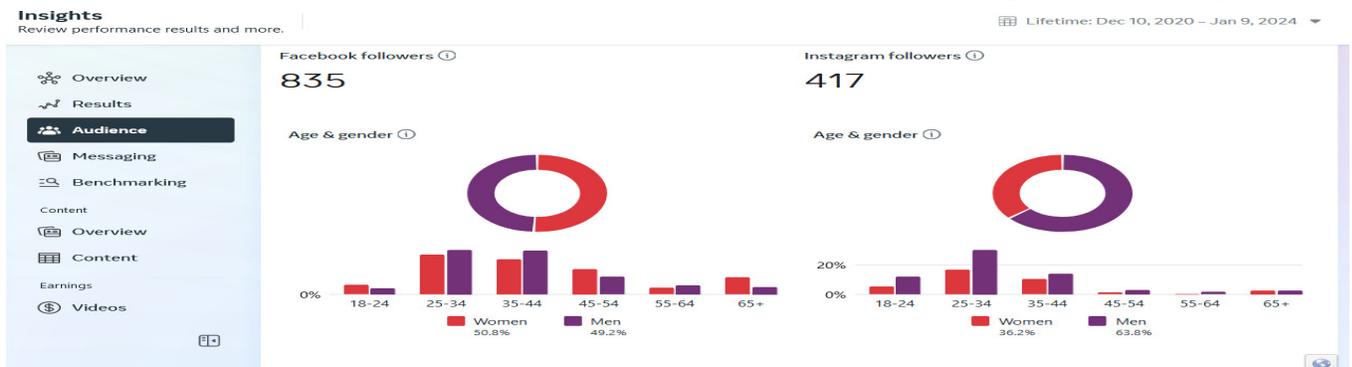
The media awareness campaign, a pivotal component of the Gender Mainstreaming in Climate Change Strategies in Tanzania Project, funded by the Gender Responsive in Policy and Practice (GRRIPP) initiative and meticulously executed by the Gender and Climate Change Tanzania Coalition (GCCTC), transpired on the 21st of December in the Tanga and Mwanza regions of Tanzania mainland. This strategically designed initiative aimed at fostering awareness and understanding of identified policies was successfully executed across multiple platforms, resonating with an extensive audience of over 1252 Tanzanians. The efficacy of the campaign is underscored by the diverse array of platforms employed, as depicted in the accompanying chart, which meticulously outlines the distribution of the audience across various communication channels during the course of the campaign.

Chart 1: Number of Audiences through GCCTC Social Media Accounts.



Source: Instagram *gcctctanzania* FB

Further the chart below is segregated of audiences in term of gender and age.



Source: Instagram *gcctctanzania* FB

Utilizing the social media platforms of Instagram and Facebook, the conducted awareness campaign successfully reached a total of 1252 individuals, with 835 individuals reached on Facebook and 417 individuals on Instagram. In the context of gender distribution on Facebook, 50.8% of the audience comprised women, while 49.2% were men. Conversely, on Instagram, the breakdown revealed 36.2% women and 63.8% men. Regarding age demographics, a significant majority fell within the 25-44 age range, highlighting the campaign's effectiveness in resonating with a key demographic segment. These quantitative insights underscore the comprehensive impact achieved through the strategic utilization of social media platforms, reaffirming the campaign's success in reaching a diverse audience.

2.0. OBJECTIVE

The primary objective of the conducted media awareness campaigns in Tanga and Mwanza, Tanzania, was to disseminate and popularize identified policies among the general public. The focus was on media channels to maximize outreach and ensure widespread understanding of key policy documents.

3.0. ACTIVITY EXECUTION

The activity encompassed press conferences held in Tanga and Mwanza, with a deliberate effort to engage influential media platforms. Notably, the sessions were attended by major television networks, including Azam TV, Wasafi TV, and Tanga TV. These collaborations aimed to capitalize on the extensive viewership of these channels.

Additionally, TK FM radio played a pivotal role in expanding the outreach to a broader audience, utilizing the radio's unique ability to connect with diverse demographic segments. Furthermore, to extend the reach to print media consumers, strategic partnerships were forged with prominent newspapers such as Mwananchi and The Guardian.

The digital platforms were not overlooked, acknowledging its growing influence in shaping public opinion. Miradi Ayo TV and GCCTC actively utilized online platforms to disseminate crucial information, ensuring that the message reached the targeted population.

4.0. SIGNIFICANT ENGAGEMENTS

4.1. Television Platforms

Azam TV, Wasafi TV, and Tanga TV participated in the press conferences, providing a televised platform for the dissemination of policy information.

4.2. Radio Presence

TK FM radio played a key role in reaching a diverse audience including from remoteness area and community members who are unaware of reading and writing, facilitating a deeper penetration of the policy message among different demographic groups.

4.3. Print Media

Collaboration with Mwananchi and The Guardian allowed for the integration of policy information into the print media landscape, ensuring coverage among readers of these prominent newspapers.

4.4. Online Platforms:

Miradi Ayo TV and GCCTC leveraged online platforms to reach a large number of audiences whom majority of them are youth, reinforcing the dissemination strategy through digital channels.

5.0. OUTCOME

The strategic engagements with diverse media outlets successfully achieved the objective of popularizing identified policies among the general public. Beyond mere dissemination, the campaign enhanced the capacity of media partners in effectively presenting gender and climate change news. The collaborative efforts with television, radio, print, and online platforms collectively contributed to the widespread awareness and understanding of the targeted policies, solidifying the impact of the media awareness campaigns conducted by GCCTC in Tanga and Mwanza.

ANNEX 1: VIDEO LINKS

LINKS OF PRESS CONFERENCES AND COMMUNITY ENGAGEMENT ACTIVITY IN TANGA, SONGEA, MOROGORO AND MWANZA- TANZANIA

<https://youtu.be/ZEnmRUeONT0>

<https://youtu.be/0ysFQYwjm9E>

https://youtu.be/IU_o9NCn9il

<https://youtu.be/fcMWpyxFfh0>

<https://youtu.be/NMyVtYZC1Uw>

<https://youtu.be/YS-J0uAWoXU>

<https://youtu.be/-3WyQA0rvWU>

<https://youtu.be/jk6-pg8debo>

<https://youtu.be/93rs6hOSUSI>

<https://youtu.be/hPqvnyKIAIQ>

<https://youtu.be/qaXfMG2Pxts>

<https://www.instagram.com/reel/C1JzH-uLYQ8/?igsh=MTc4MmM1YmI2Ng==>

https://youtu.be/PdMrHt_4E4s?si=Pjnp4-aQrwKc6kW2