



Southern Africa Conference on Early Childhood Development

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Strategic partnership with Media to amplify local voices
and increase investments in ECD across Tanzania

Chiku Lweno
Children in Crossfire

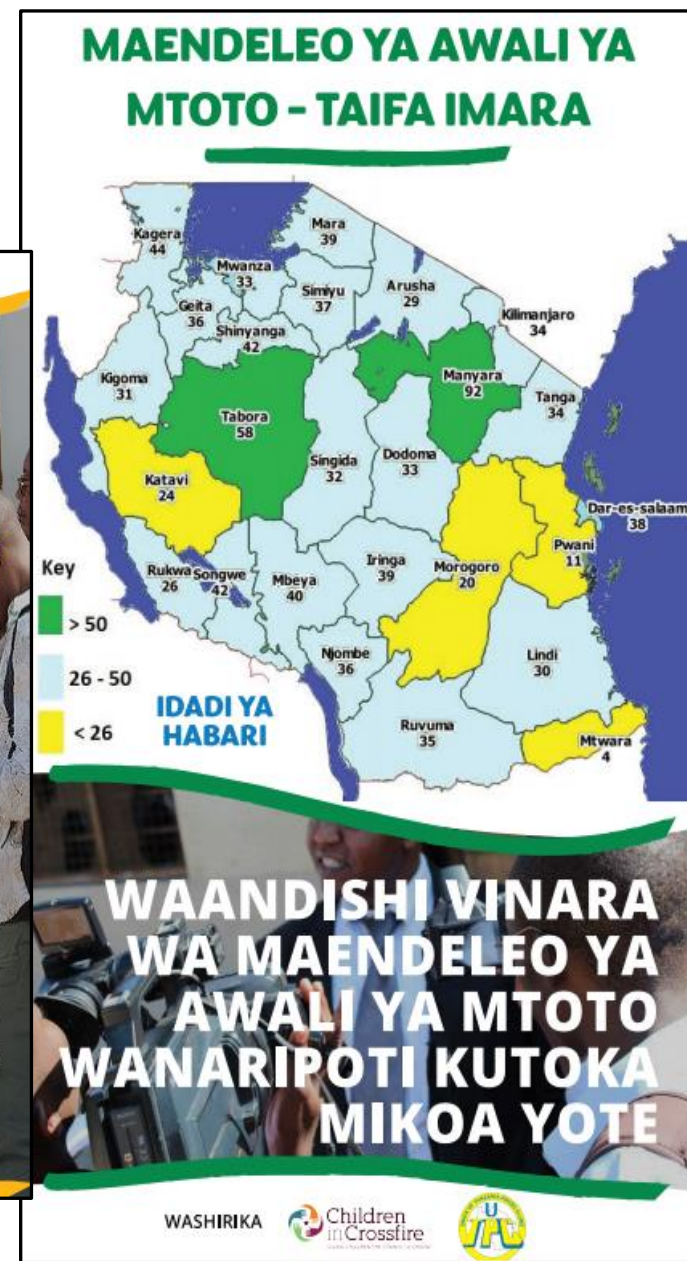
Tanzania's National Multisectoral ECD Programme (NMECDP)

- Tanzania launched its first **5-Yr National Multisectoral ECD Programme 2021/26**
- Flagship programme for Tanzania aiming to ensure **all young children develop to their full potential**
- **[Mainstream] Media** identified as a key communication strategy to **raise awareness + generate accountability** ⇒ at all levels for access + quality ECD



Media for ECD

- **Tanzanians rely on media** as main source of news / information - 45% rely on radio (Media Council of Tanzania)
- Media monitoring baseline study reported **no Focused ECD reporting** in Tanzanian media (CiC, 2019)
- **Union of Tanzania Press Clubs (UTPC)** – umbrella body for regional press clubs (local journalists) **located in all 26 mainland regions + Zanzibar**
- **UTPC and Children in Crossfire partnership since 2019** to support **quality media reporting of ECD**.
 - Journalists trained as ECD champions in all 26 mainland regions
 - >1,000 stories on ECD across all 26 mainland regions 2019-2021
 - Stories span all ECD Components (nurturing care, nutrition, health, early learning, security + safety)
 - Broadcast, Print, Digital Media [36% Radio • 34% Newsprint • 25% Digital • 5% TV] • [70% National • 30% Community Media]
- Since 2022, UTPC/CiC partnership pivoted **to raise awareness + generate accountability** for **NMECDP implementation**
- Emphasis to **amplify local voices** in ECD demand + supply



Chiku Lweno CiC
Hongera Champion kwa kukusanya nondo. Hapa ingekuwa vizuri ungepanga hizi taarifa kiuandishi. Rejea darasa la mwalimu Dotto

1. Makala nzuri Kwa Maana imezingatia lengo la mradi.
2. Makala Ina vyanzo vingi.
3. Nimeona imetazamwa na watu 53, ndani ya siku tatu.

Maeneo ya kuyatazama.

1. Siyo Kila unayemrekodi lazima atokee kwenye stori Yako, makala imekuwa ndefu sana kutokana na Kila aliyerekodiwa kuweka kwenye makala.
2. Kumekuwa na kurejewa Kwa ujumbe uleule kutoka Kwa waliohojiwa hivyo kuifanya makala kuwa ndefu sana. Kumbeka uwezo wa watazamaji na wasikilizaji wa Mitandaoni kutazama maudhui siyo mkubwa sana, wanapenda vitu vitu vifupi na vibakwenda Moja Kwa moja kwenye pointi.
3. Sources wamepewa muda mrefu sana, unakuta source mmoja anaongea mpaka dakika mbili ama na zaidi, hii imesababisha makala kuwa ndefu.
4. Kuna sources walikuwa wanahojiwa wakati Hotuba inaendelea hivyo kuleta muingikiano wa sauti, na kusababisha noise.

Nurturing ECD Journalism



- **Pool of ECD champion journalists** in all 26 regions (Performance MoU, basic stipend)
- **Training + continuous Mentorship**
 - Science of ECD Training
 - Mentored by [holistic] ECD professionals
 - Mentored by media practitioners on effective + responsible journalism
 - ¼-ly 'Bang' on ECD domain
- Journalists **uniquely placed** to support NMECDP implementation @ Sub-national + National

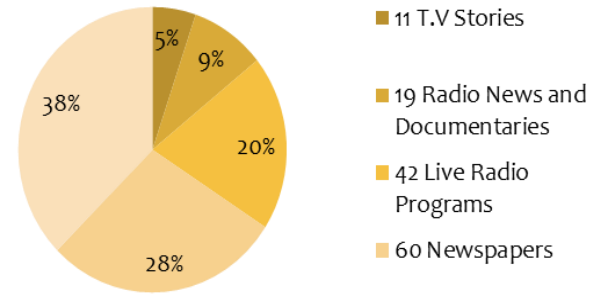




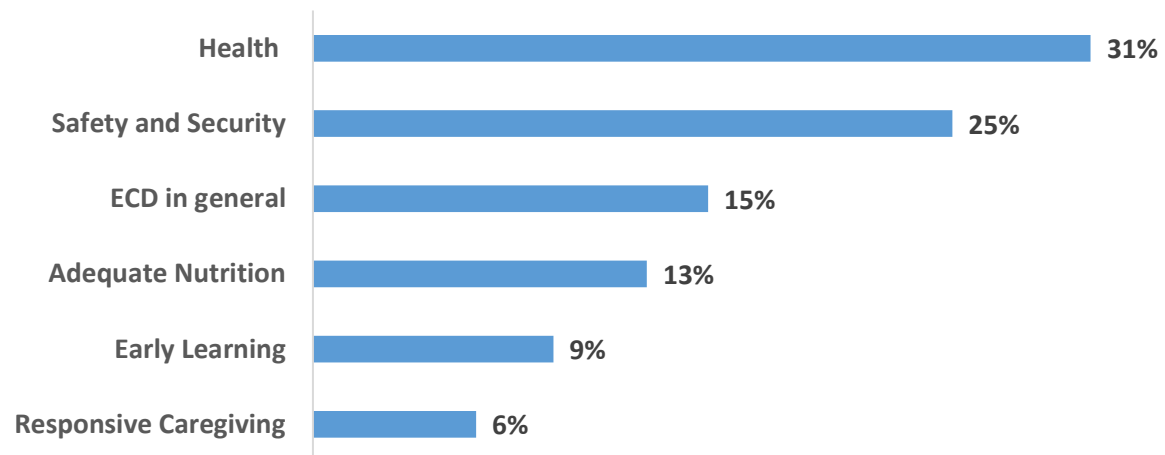
ECD Journalism Coverage

Number of stories published/ aired per media outlet

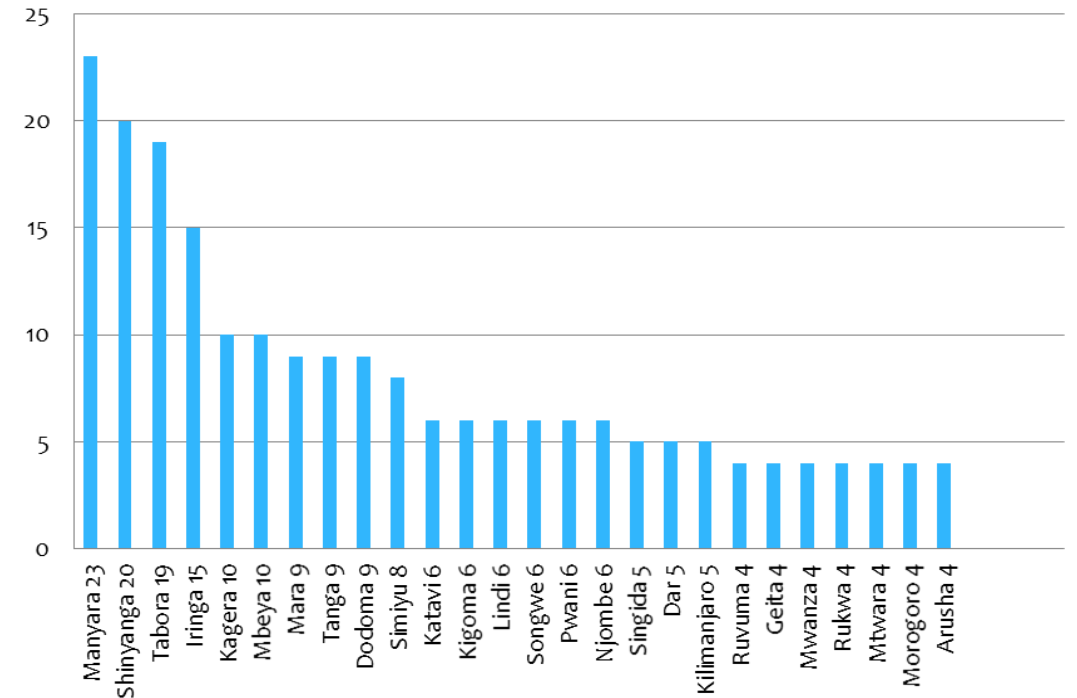
- All **26 regions** • All ECD components
- **801 stories** (Jan-Dec 2022)
- All formats of Mainstream Media
- Developed Tool for **Quality Assessment** (Earned Media Value \Rightarrow Policy delivery)
- **55%** met high quality threshold (Yr 2022)



Thematic Focus of the Published Stories in Year 1



Number of ECD-Stories published by Region from July-September 2022



Community Radio Amplifying Local Voices

- Journalists also support **live Community Radio shows** bringing together ECD experts, government officials, and citizens, with **active listener engagement**.
- Community-based radio **amplifies local voices** + increases public awareness / wider accountability of ECD policy + practice (**demand + supply**)
- **101 live community radio** shows in Yr-1 (25/26 regions) (>2,150 sms + 600 live phonecalls)



Results and continuous learnings

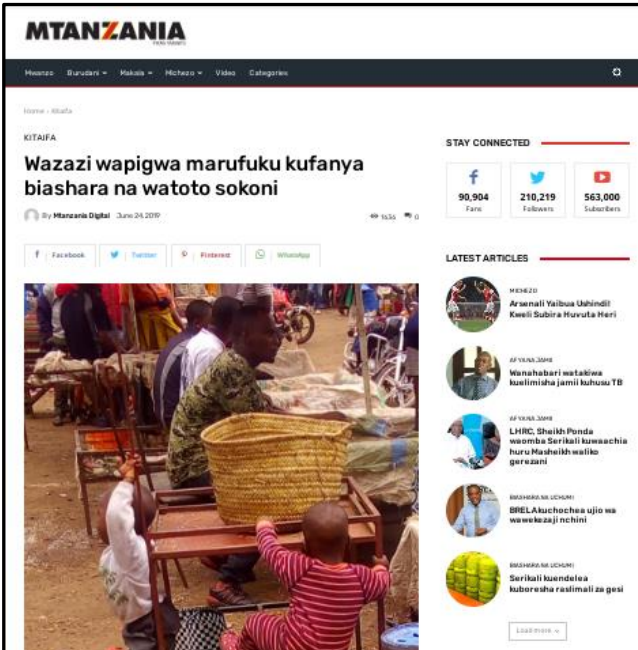


• Role of Quality Journalism in ECD recognised

- Coverage ⇒ Quality ⇒ Influence ⇒ Impact
- Professionalism (inc. ethics), holistic ECD, specialism, quality
- Rubric for Quality journalism across different Media formats
- Sub-National Focus beaming nationwide
- Amplifying Local Voices + citizen engagement
- Awareness and Accountability to National (ECD) Programme: @Family, Community, Local + National Government

• Areas to Improve

- How to achieve and measure: Influence + Impact
- Increase pool of ECD journalists @region
- Engage Editors to ensure priority for ECD stories + quality
- Improve access to official information from Government





JAMHURI YA MUUNGANO WA TANZANIA

**WIZARA YA AFYA, MAENDELEO YA
JAMII, JINSIA, WAZEE NA WATOTO**



**PROGRAMU JUMUISHI YA TAIFA YA MALEZI,
MAKUZI NA MAENDELEO YA AWALI YA MTOTO
(PJT-MMMAM) 2021/22 - 2025/26**

DISEMBA 2021

Asanteni.. Mtoto Kwanza!

