



**TANZANIA MEDIA WOMEN'S ASSOCIATION (TAMWA)
BASELINE SURVEY REPORT**

**BASELINE SURVEY ON THE SEXUAL AND REPRODUCTIVE HEALTH RIGHTS (SRHR)
UNDERSTANDING AND ITS MEDIA COVERAGE IN TANZANIA MAINLAND MEDIA
OUTLETS BOTH ONLINE AND OFFLINE**

PROJECT

***"Media Advancing Rural and Urban Women and Girls in Sexual Reproductive Health
Rights (SRHR) in Tanzania"***

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ABOUT TAMWA

Tanzania Media Women's Association (TAMWA) is a non-partisan, non-profit sharing professional media membership Association registered in 1987 under the Societies Ordinance Cap 337 of 1954 with registration number SO 6763. The association also in 2004 complied with the new Non-Governmental Organizations' (NGO) law of 2002. For operational purposes, TAMWA is also registered in Zanzibar under Society Act No 6 of 1995 with registration number 493 and awarded a new registration number ONGO1886. For operational purposes in the United Republic of Tanzania, TAMWA is also registered in Zanzibar as TAMWA – Zanzibar under society act no 6 of 1995 with registration number 493, in 2019 Zanzibar office complied with the registration requirement awarded a new registration number Z0000016523. Therefore, TAMWA has offices in Dar es Salaam and Zanzibar.

The Organization started with 12 media women, but the membership has grown to more than 165 women journalists. TAMWA has 30 years' experience in partnership with other organizations, advocating for women and children's rights through the use of media.

TAMWA's mission – To advocate for women and children's rights by conducting awareness raising activities for cultural, policy and legal changes/transformations in the society through the use of media.

TAMWA's Vision – A peaceful Tanzanian society which respects human rights from a gender perspective.

ACRONYMS AND ABBREVIATION

AIDS	Acquired Immunodeficiency Syndrome
EATV	East Africa Television
GBV	Gender-Based Violence
HIV	Human immunodeficiency virus
ITV	Independent Television
MCT	Media Council of Tanzania
MI	Msichana Initiative
MISA	Media Institute of Southern Africa
MOH	Ministry of Health
NGOs	Non-Governmental Organization
RFA	Radio Free Africa
SRHR	Sexual and reproductive health and rights
STA	Senior Technical Advisor
TAMWA	Tanzania Media Women's Association
TBC	Tanzania Broadcasting Corporations
TGNP	Tanzania Gender Networking Programme
UDSM	University of Dar Es salaam (UDSM)
UNESCO	United Nations Educational, Scientific and Cultural Organization
WPF	Wellspring Philanthropic Fund
WFT-T	Women Fund Tanzania Trust
WGNRR	Women's Global Network for Reproductive Rights
WHO	World Health Organization
YAI	Young and Alive Initiative

EXECUTIVE SUMMARY

This study portrays the situation of how media is advancing rural and urban women and girls in sexual reproductive health rights (SRHR) in Tanzania. The baseline survey was commissioned to the experienced consultant on the area of SRHR in April, 2023 with the aim of collecting, analyzing, reporting detailed disaggregated information in media capacity in coverage of the area and research capacity in information sharing for the purpose of enriching and empowering media practitioners' skills in promoting sexual and reproductive health rights outcomes in Tanzania.

Specifically, the objective of the baseline study was to generate the necessary baseline data for the project entitled "Media Advancing Rural and Urban Women and Girls in Sexual Reproductive Health Rights (SRHR) in Tanzania" regarding how media in Tanzania is covering SRHR issues and their involvement in amplifying SRHR in their day to day publication and broadcasting.

The survey adopted a mixed-method approach entailing; desk review, quantitative and qualitative methodology. A combination of probability and convenience sampling methods were employed to determine distribution of sample size for the survey. Probability sampling entailed random sampling of target respondents through face to face client exit interviews while convenience sampling involved purposively selecting target respondents based on their involvement in providing and promoting sexual reproductive health rights services and desk review entailed media coverage of SRHR in different popular online platforms.

Data collection commenced on 2nd of April 2023 and completed on 31st May 2023, where a total of 125 out of 100 targeted media practitioners were responded to online questionnaire including the focused

group discussion. There were also seven (7) researchers and 20 media houses in Dar es Salaam included in the survey. The targeted beneficiaries were drawn from three districts (Ilala, Temeke and Kinondoni) of Dar es salaam region, while online interviews went to other parts of the country.

The overall analysis framework for the survey involved qualitative data through thematic and content analysis and quantitative data analysis.

Key findings overview;

- In the 20 media houses which were part of the survey, the programs are driven by trending issues in the political, and socio-economical aspects leaving the SRHR issues be published or broadcasted when is in trending or sponsored programs, events or adverts.
- 125 Journalists confirmed lack of knowledge on SRHR issues including deficient of the relevant knowledge to report or covering the content making complexity in data searching from the researchers.
- 17 (85%) of the media houses covers the SRHR programs in and include them in Menstrual Hygiene or GBV related issues, and thus they have no specific slots/programs for SRHR unless it is sponsored which do not last longer and only 3 (15%) media houses with specific SRHR programs produced by SRHR specialized media practitioners.
- Absence of SRHR specialized journalists networks in Tanzania Mainland compared to other social, political or business issues minimizes the SRHR agenda amplification to the communities.
- Less awareness s among urban and rural women and girls including minimal seeking behavior for the services of the SRHR.

- The SRHR is personalized and related to norms and taboos, making it difficult to get sources of information and less readiness of the people to discuss the matter through media.
- Inadequate cooperation from researchers and academic institutions to share SRHR data to the media houses, simply because researchers and academicians prefer journal, books and academic discussions as a means to disseminate findings of their studies.
- Researchers are concerned with the way journalists might use different angles to communicate the findings watering down what have been researched, and on the other side, journalists are complaining about jargons languages used by researchers which are not easy for awareness creation through mass media.
- Media houses policies do not necessarily prioritize the SRHR issues because they are not contributing much to their revenues.
- Four (4) platforms were purposively sampled and subjected to a thorough review to determine whether they have specific slot on the SRHR issues. The sampled platforms included Jamii Forums, The Chanzo Initiative, Policy Forum, and Jamhuri Digital. The results of the exercise showed that online forums also do not have slots on SRHR issues. Media has no SRHR agenda; it therefore recommended that intersectionality on other media agenda like politics, climate change, agriculture and sports to so as to add value to the sustainable media advancing advocacy on SRHR issues in the country.
- Media should avoid to incorporate SRHR as the moral and value issues but as women and girls rights.

1.0 BACKGROUND AND INTRODUCTION

1.1 INTRODUCTION

The mass media have excellent potential to promote good sexual and reproductive health outcomes, but around the world, media often fail to prioritize sexual and reproductive health and rights issues or report them in an accurate manner. In sub-Saharan Africa, media coverage of reproductive health issues is poor due to the weak capacity and motivation for reporting these issues by media practitioners.

Tanzania Media Women's Association (TAMWA) is a national level non-Governmental formed in 1987 dedicated to promoting the rights of women and children.

TAMWA-Mainland is currently implementing the project titled "Advancing Media advocacy to Rural and Urban Women and Girls in Sexual Reproductive Health Rights (SRHR) in Tanzania" aimed to enrich and empower media practitioners' skills in promoting sexual and reproductive health rights outcomes in Tanzania. The project is designed to be undertaken in Dar es Salaam region.

The project is in partnership between TAMWA Mainland and TAMWA Zanzibar with support from **Wellspring Philanthropic Fund (WPF)-USA**. The project aimed at creating and sustaining interest among journalists in covering SRHR in Tanzania.

TAMWA Mainland commissioned an individual consultant who is a committed and experienced in SRHR to conduct a baseline survey to assess the media capacity covering SRHR in Tanzania with a clear focus on community knowledge/awareness, access to services and information as well as media coverage

on spreading information about SRHR issues.

1.2 PURPOSE OF THE SURVEY

The baseline survey was undertaken to provide the necessary baseline data for the project entitled "Media Advancing Rural and Urban Women and Girls in Sexual Reproductive Health Rights (SRHR) in Tanzania". Specifically, the baseline survey focused on:

- a. Review journalists understanding and their involvement in advocating SRHR issues in their day today media coverage in Tanzania, both online and offline.
- i. Assess the capacity of journalists writing and reporting SRHR services in rural and urban areas in Tanzania Mainland.
- ii. Assess the role played by media houses to amplify the voices of girls and women in access to quality and sustainability SRHR services.
- iii. Review how SRHR is covered in the Tanzania 4 popular online platforms.

1.3 KEY TASKS UNDERTAKEN BY THE CONSULTANT

The key tasks performed by the consultant were to design, collect and analyze detailed interview questions targeting 160 media practitioners, 7 researchers and 20 media house in the hub of media houses in Dar es Salaam, Tanzania Mainland to come up with true information on how media is covering and amplifying SRHR issues in Tanzania by looking at;

- Proportion (%) of media coverage on a SRHR service in Tanzania.
- Training and capacity of the media practitioners in covering SRHR.
- The role of the researchers in sharing information to Media practitioners and media houses.

1.4 OBJECTIVES OF THE BASELINE SURVEY

The objective of the baseline survey is to better understand the situation or extent of media houses in promoting/amplifying sexual and reproductive health rights (SRHR). The survey covered journalists, media houses, and researchers to

1.5 SCOPE OF THE WORK

The survey took place in the sample area of Dar es Salaam region in Tanzania including 100 online and offline media practitioners and 7 researchers as well as 20 media houses. Again, there were interviews conducted among journalists on an online basis in different parts of Tanzania.

2.0 METHODOLOGY

To critically evaluate the study's overall validity and reliability, TAMWA's Mainland adopted a mixed-method approach entailing; desk review, quantitative and qualitative methodology. The survey covers the overall approach, methods applied in sampling, collecting data, analysis and presentation of the survey findings.

This study has both secondary and primary data and employed qualitative methodology for the data collection and

analysis to capture in depth experiences.

2.1 SECONDARY DATA COLLECTION

The secondary data derived from a literature review of published materials by the Tanzanian government, local and international CSOs, existing laws and policies and popular online platforms concerning the SRHR in Tanzania.

2.2 PRIMARY DATA COLLECTION

The primary data was collected from individuals' in-depth-interview and focused group discussions from journalists in the media houses in Tanzania. The respondents were selected randomly in TAMWA's data base and other journalists' platforms. A total of 127 (53 male and 74 female) media practitioners interviewed including those who were subjected to focused group discussion and 7 (3 male and 4 female) researchers interviewed and 20 media houses were visited.

A breakdown of the targeted media houses, media practitioners and researchers as sample composition is detailed in Table 1 below:

Category of the respondent	Targeted sample	Achieved sample	Response rate in %
Media houses	20	20	100 %
Media practitioners	100	120	100%
Researchers	7	7	100%
TOTAL	127	142	100%

Table 1: Media houses, media practitioners and researchers as sample composition

2.3 SAMPLING DESIGN, SIZE AND PROCEDURE

The survey team conducted interviews in 20 media houses, with the targeted questionnaires to the Chief Editors, Directors of news and programs in

collaboration with their counterparts in the respective media. While for 160 journalists, the survey team shared the online questionnaires which were also filled in a specified period of time. The targeted 7 researchers were also reached

through interviews done by the research lead and a research assistant and desk review that targeted popular online platforms in Tanzania.

2.3 LIMITATIONS

This baseline survey limitations stems from having to hold the discussion online and virtually and catching up with media practitioners who have very limited time.

3.0 FINDINGS AND KEY RESULTS

The survey targeted media houses and 160 media practitioners (online and offline), together with 7 researchers in Dar es Salaam and 25 practitioners participated in group discussion. A total of 152 participants participated in the survey representing a response rate of more than 100% which was considered adequate for reporting.

3.1 MEDIA HOUSES

As a result of this study the findings shows most of the media houses do not to have specific slots targeting SRHR in their content rather they are covered in the general health related issues like early pregnancies, menstrual hygiene, gender based violence, health services access and services. The media houses representatives were asked if they have any specific slot or program featuring SRHR in their media content. Out of the 20 (100%) media houses, 17 (85%) media houses do not have slots targeting SRHR content while 3 (15%) media houses reported to have specific slots targeted SRHR in their content (Daily news, EA Radio and Majira news papers. Those general health related issues are covered in Vunja Ukimya (Uhuru fm) global Jamii (Gobal), Mama Mia (EA), Mapito (Global), Medi-Counter (Azam), Special Documentary (TBC).

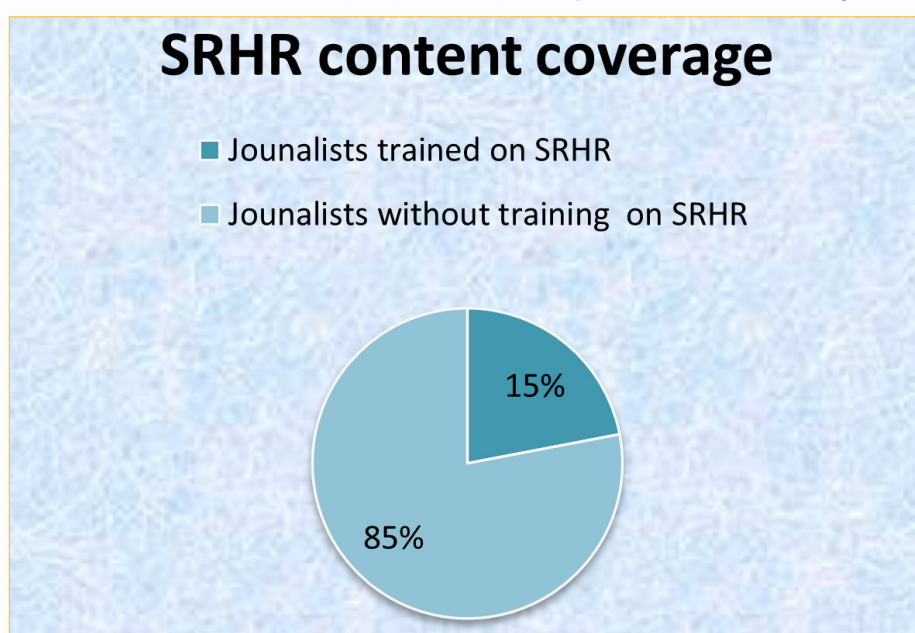


Figure 1: SRHR content coverage.

The qualitative findings shows tha the SRHR content coverage is minimal, shallow and reactive, dominated by the announcements of health promotion campaigns, and lacking in investigative depth. as hereby stated bsome of the journalists:

"Most of the media have programs regarding the SRHR in the area of GBV

and specifically early pregnancy for example global they have program in it have the stated component", journalists from Mwananchi.

"It depends on the trend of the week or day, if we come across with SRHR story we discuss it" Anastasia Wilherk, Editor TBC Taifa.

Besides lack of interest to amplify SRHR, the media in Tanzania often lacks motivation, skills and capacity to understand, interpret, search for information and report research findings related to SRHR. Therefore, most of the media houses don't have specific platform for programs or slots related to SRHR education/advocacy on daily, weekly or monthly basis. In this regard, out of the 17 media houses only 3 (15%) have the programs once in a week which covers two a week (Global, East Africa and RFA).

“Coverage of reproductive health issues is poor due to the weak capacity and motivation for reporting these issues by media practitioners”, FGD.

Most of the media houses surveyed commented that, their engagement with SRHR researchers is minimal, and also researchers do not prioritize media to disseminate their study findings.

“Programme planners do not give independent SRHR programme, rather it is about as an attachment to another programme”, one of the Chief Editor in the media house said.

The dissemination/publication of Sexual and Reproductive Health and Rights (SRHR) information through media in Tanzania is real challenging and encounter backlash from communities and the government as commented by most of the management of media houses during the survey that: cultural and religious factors, stigma and taboo, legal and policy restrictions, gender inequality and patriarchy, lack of comprehensive sex education as well as limited access to media.

“Tanzania is a culturally diverse country with various religious beliefs, some of which may have conservative attitudes towards topics related to SRHR. These cultural and religious factors contribute to resistance and

backlash against SRHR messaging in the media”, One of the Media Producer commented.

“SRHR topics, such as contraception, abortion, and comprehensive sexual education issues are often considered sensitive or taboo subjects in many societies of Tanzania. There is resistance from communities perceiving that discussing SRHR topics openly is an inappropriate or against societal norms,” One of the Chief Editors’ said.

“The Tanzanian government has implemented certain restrictions on media content, including laws that regulate discussions on sexuality and reproductive health. This can create barriers to open and honest reporting on SRHR topics and limit the dissemination of accurate information”, one of manager in the media house said, one of the media Manager, said.

“Tanzania, like many other countries, faces challenges related to gender inequality and patriarchal norms. SRHR initiatives that challenge these norms, such as promoting women’s empowerment or advocating for reproductive rights, may face resistance and backlash from conservative elements within society,” one of the Chief Editors’, commented.

3.2 JOURNALISTS

A. Journalists working in the SRHR issues

It was found in the survey, most of the media houses have few journalists working on SHRH programs in general but at least targeting the the subject matter. Out of 20 media houses, 16 reported to be journalists who periodically write SRHR issues while 4 journalists do nothave specific journalists working on SRHR totaling 65 journalists as hereby described in the table below;

S/N	Media house	Few journalists working on SRHR
1.	Azam Media Group	4
2.	Mwananchi	5
3.	TBC Taifa	4
4.	Mlimani Media	4
5.	Radio Maria	0
6.	Global TV	3
7.	Uhuru Media	11
8.	Majira	5
9.	Daily News	4
10.	RFA	4
11.	Habari leo	4
12.	Clouds	1
13.	TAMWA TV	1
14.	East Africa	4
15.	Azam Media Group	4
16.	Mwananchi	5
17.	TBC Taifa	4
18.	ITV	0
19.	Imani FM & TV	0
20.	Upendo FM	0
	TOTAL	65

Table 2: Journalists working on SRHR issues in the media houses

Most of the online and offline journalists commented on the minimal support from media owners in programming for SRHR issues and also media house policies do limit SRHR coverage.

“Most of the time the public refrains from the opening up on sexual issues believing it is a private issues making it hard for the media to obtain information for news related to SRHR.” Esther Baraka, a journalist from Afya Radio-Mwanza

“Basically, we don’t have, but if once

received the SRHR news related , we provide space for stories or features”, Joseph Sabinus, a journalist from Habari Leo

“There is no specific journalist for SRHR issues, due to the fact that, this is a religious radio”, one of the journalists from the religious radio said.

B. Journalists training on SRHR

The overall situation regarding training in SRHR is minimal and not uniform across the country as the information received from the interviewed journalists in the online and offline survey. In general, out of 76 interviewed journalists in online and offline survey, 59 (78%) journalists replied by saying that, they have never been trained on SRHR and only 17 (22%) reported to have training on the on issues related to SRHR among them are from EATV and Radio, Mwananchi and Majira. The training was provided by Marie Stopes, UNESCO, WGNRR, Msichana Initiatives, TAMWA, TGNP, WFT, WHO, Ministry of Health Ministry of Health, Community Development, Gender, Elderly and Children.

Journalists trained on SRHR Vs Journalists without training

- Journalists trained on SRHR
- Journalists without training on SRHR

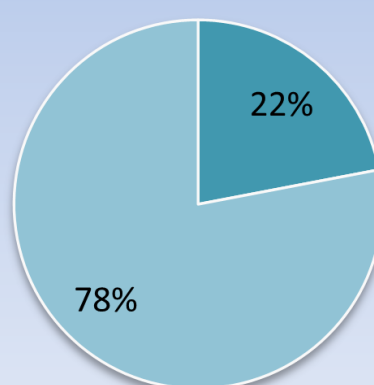


Figure 3: Journalists received training on SRHR Vs Journalists without training

The journalists responded to lack training as a result of the limited resources, time constraints, and the sheer diversity of topics journalists need to cover may impact the availability and depth of training from the media Organizations and other media stakeholders.

Some of us received the opportunity to attend workshops, seminars, and training programs organized by Marie Stopes and Pathfinder. These initiatives aimed at enhancing journalists' understanding of the SRHR, equipping us with accurate information, and promote responsible reporting on these topics," Ritha Chiwalo, from East Africa Radio.

"Journalism education programs in the country do not include comprehensive coverage of SRHR topics or any specialization. As a result, we are learning to specialize on these issues during our work but lack formal trainings," Sidi Mgumia one of the journalist commented.

"Mostly of the training is focused on health related issues and they are too general including safe mother delivery, menstrual hygiene and so forth, and not specific", Merina, a journalist from Dodoma said.

Those who don't have training in SRHR, commented that the survey is an open eye for them to advocate for media practitioners' need on the capacity building to enable effective reporting and coverage.

"We are seeing the need to actively seek information, engage with experts and the public, attend conferences, and participate in online courses to expand our knowledge and expertise in SRHR reporting".

C. Journalists dissemination of the SRHR issues

Most of the interviewed online and offline journalists commented on some of the challenges in disseminating SRHR issues including language barrier, bureaucracy in data searching, moral and values sensitivity of the issue that SRHR is a private concern.

"Sometimes we fail to report research findings due to languages barrier which is not easily understood by most of journalists", Ibrahim Yamola, Editor Mwananchi.

"It is very challenging to find experts to talk about SRHR issues, in public hospitals for example, there is a lot of bureaucracy in the name of the patients' privacy", Amos Gomba Chief Editor Mlimani Media.

"The SRHR issues are good stories that people like when they are well presented, so we get a lot of positive comments from the audience", Ibrahim Yamola, Editor Mwananchi.

"It has become a challenge to get a proper SRHR data from government experts and researchers", FGD respondent

"The public regards SRHR issues as a family affair issue or between two people no wonder they are featured as social events news only", Richard Global Tv.

D. SRHR Journalists Platforms

During the survey, it was observed that found that, Most of the journalists do not have specific sustainable platforms for SRHR, rather the they are meant to support journalists covering various issues but not sexual and reproductive health and rights (SRHR)

Again, the few SRHR platforms supported by CSO's are not sustainable and project based. Journalists lack continuation to undertake SRHR for public need, but need analytical or investigative stories

which also involves financial support that media houses may not offer to journalists mentioning affecting TAMWA, Media Council of Tanzania (MCT), Msichana Initiative, UTPC, Women Human Rights Defenders, and MISA to mention few.

“We are in the Tanzania Media Women’s Association (TAMWA) focusing on promoting gender equality and empowering women through media. TAMWA works with journalists and media practitioners to enhance their understanding of women and children rights and encourage responsible reporting on related issues but not specific for SRHR issues”, one of the TAMWA’s member clarified.

There is opportunities for online platforms and networks, both local and international, that facilitate discussions, resource sharing, and collaboration among journalists covering SRHR but we didn’t utilizes them. These platforms can be forums, social media groups, or

websites that focus on SRHR journalism and provide a space for journalists to connect and share information”, FGD respondent.

“Negative perception from the public when seeking opinion for SRHR issues believing that talking about sexual issues is disrespect, this makes the media house to lack proper plans for SRHR issues”, FGD respondent.

3.3 RESEARCHERS

A. Journalists reporting on SRHR issues

In the 7 interviewed researchers (100%) commented on the work done by journalists that SRHR issues have been reported, but not in abundance. According to their responses, most of the shared topics do not have appropriate information from the researchers or the professionals.

A table below highlighting the researchers engaged in the survey:

Researchers	Institution/Organization/ Network	Title
Dr.Richard Gelleja	Ifakara Medical Institute	Researcher
Dr.Katanta Lazarus	Sauti Tanzania	Senior Technical Adviser
Sesilia Shirima	Young and Alive Initiative	Researcher & Director
Michael Marwa.	SEMA Tanzania	Director National Child Helpline
Fabiola Harrison Odira	WGNRR Africa	Program Manager
Hilder Stuart	Women Human Rights Defenders	Executive Director
Rebecca Gyumi	Msichana Initiatives	Executive Director

Table 3: Researchers’ engaged in the survey

Dr. Katanta Lazarus from Sauti Tanzania network said, “The mass media have excellent potential to promote sexual and reproductive health rights outcomes, but around the world, media often fail to prioritize sexual and reproductive health and rights issues or report them in an accurate manner by infusing women right matter in morals and value enhancing patriarch systems”.

But also “the fact that Laws and policies in Tanzania are not supporting adherence and enhancement of SRHR, the results of the advocacy and awareness amplified by media and activists will always be minimal”

Dr.Richard Gellejah Public Health researcher and academician from Ifakara Medical institute commented, “Media plays

a critical role in shaping public opinion and promoting women's sexual and reproductive health and rights through accurate facts and information on services. Citizens' awareness of SRHR issues is increasing daily, unlike in the past when the situation was deteriorating. Information through offline or online leads to discussion and dialogues, for example, family Planning, LGBTQ, sexual abuse, childhood pregnancies, intimate partner violence, or forced marriages, Journalists continues to report day by day to provide the communities choices to choose what want".

Also "To us academicians and researchers we have our ways to disseminate information from our studies which is to write books or journal articles; normally we don't prioritise media as the dissemination channel of our studies. It might be one of the weak side that we do not communicate to the communities that we involved in the research but that how it is"

Michael Marwa from SEMA Tanzania said, "SRHR news is there on the list but the problem is there isn't enough information that will show where to get the services, the information / training provided does not take into account age differences for girls and women, and the language barrier".

Fabiola, "I can say yes! This is what concerns journalists who have an understanding of reproductive and sexual health issues and who have gone through training on how to write accurate information on reproductive and sexual health as they provide reproductive health information. And no, those who do not have formal training and understanding regarding the writing of correct information and studies on reproductive health and sexuality, they can provide inadequate information".

Advocate Hilda Stuart "We really rely on media to create awareness about SRHR but we find that journalists' understanding of SRHR as scientific and women rights issues that is not a moral or value issue limits their way of publication / broadcasting SRHR, unless experts transform certain groups of media practitioners who will be able to transform others and the public, SRHR

awareness as women's rights in Tanzania will continue to be low"

Moreover, "Confusion in our Penal law and its addition protocol SOSP 1998 contributes to the way journalists are covering SRHR, for example on the case of incest and rape pregnancy where one case replicates that abortion is illegal in Tanzania and hence forth the victims shy away from hospitals and choose unprofessional ways to terminate the pregnancy"

Also "Media house policies relating SRHR issues with morals and values of the communities prohibit in depth and follow up coverage of SRHR stories. For example it's normal to read or hear stories of incest like 'Baba ashtakiwa kwa kumbaka mtoto wake hadi kumpa ujauzito' simply meaning "a father accused to rape and impregnate his daughter as a news story with no continuation of how the victim treated the pregnancy or the infant, later media may come with different story of unsafe abortion, raise of maternal death, infant mortality or violence against children not knowing that this is the result of the incest and rape"

Rebecca Gyumi, the Executive director of Msichana Initiative who have worked on the rights of girls in Tanzania for decades comments that "media has no SRHR advocacy or even awareness agenda, they normally cover events and health issues as a service and not as right. Media should understand that SRHR is the main foundation in enhancing women and girls' dignity, self esteem and self respect"

With journalists' response that SRHR issues do not revenues without sponsorship who can be the government or NGOs Gyumi commends that "SRHR Intersectionality in different news and programs content desks like climate change, politics, economy, sports, to mention few; in the media houses will sustainably enable SRHR advocacy and awareness even when there are no sponsors.

However, "our country in Tanzania has been too slow to implement the regional and

international conventions that they have adhered towards SRHR with regards of confusing norms and values with women and girls and therefore somehow contributing to low impact of the media advancement of SRHR to rural and urban women in the country; this is simply because media would need to balance stories with laws; and the legislation are not clear.

B. Promoting SRHR advocacy

Among 7 interviewed researchers all commented on the need for SRHR advocacy and suggested the need for building the capacity of journalists to report reproductive health research and the capacity of reproductive health researchers to communicate their research to the media through training for both parties and providing technical assistance to journalists in obtaining and interpreting evidence.

In addition the researchers commented on the importance of promoting SRHR including;

- i. Teamwork.
- ii. Capacity building.
- iii. The need for seeking accurate information on SRHR.
- iv. Readiness among the journalists themselves to own SRHR issues.
- v. Building relationships between journalists and researchers.
- vi. Making the SRHR issues permanent in the media.
- vii. SRHR laws amendments for SRHR friendly environment.
- viii. SRHR intersectionality on other media agenda.
- ix. Media should avoid to incorporate SRHR as the moral and value but as women and girls right.

“Journalists should look for accurate information on SRHR, the presence of special reporting sessions on SRHR information, and also change society’s mindset in reproductive health concerns in

order to persuade all to seek reproductive health care”, Dr Richard Gellejah from Ifakara Institute.

“Enhancing journalists’ who are interested in and motivation for reporting on reproductive health issues through training and competitive grants for outstanding reporting”, Michael Marwa from SEMA Tanzania said

“Establishing and maintaining trust and mutual relationships between journalists and researchers through regular informal meetings between journalists and researchers, organizing field visits for journalists, and building formal partnerships with professional media associations and individual journalists”, Dr Katanta said.

“In order to ensure that SRHR issues are permanent in the media, there should be journalists who have ownership of the issue. Journalists who are interested in SRHR should be suitable”, Sesilia Shirima –Young and Alive (YAI) commented. (Fabiola’s quotation needed)

Journalists can help raise awareness of reproductive health and gender issues by writing accurate information on reproductive health and gender, representing them in radio and television programs, and doing advocacy on news platforms. Fabiola – WGNRR commented

C. Capacity building to Journalists

Concerning the capacity building, all the interviewed researchers commented on lack of understanding on SRHR among the journalists and commended that continuous capacity building and engagement of the media practitioners will add value to the sustainable advocacy and awareness creation that will result into the public understanding and change towards SRHR.

Sesilia Shirima – Director Young and Alive (YAI) “We provide training for journalists in several districts areas to be able to write

SRHR news, but after a while, you see that those journalists no longer continue to write news; it's sad because they have stopped publishing or moved to other station, so it is good to have a specialized profession that will help to continue to report on these issues because he has become the leader of SRHR”.

Michel Marwa from SEMA said, At Shinyanga, we have done training to empower women and girls to avoid sexual violence. We also involved journalists, especially community radios; we build their capacity to provide information on what SRHR is, who is concerned, and how much information the community should get to bring awareness to the Shinyanga community”.

D. Engagement of journalists in SRHR discussions

Most of the interviewed researchers see that, it's not their responsibility to engage journalists in SRHR discussions in journals leaving them unpacked with information to fully cover the SRHR issues.

Dr Katanta from Sauti Tz said, “Journalists do not have enough SRHR information from researchers; there is a gap. Researchers do not involve journalists to realize the information from their research, so we call it professional arrogance; they don't work as a team.

“Researchers should know how to work with the journalist to translate the information in a simple way to reach the audience”, Dr Katanta from Sauti Tz said.

Fabiola from WGNRR said “Yes, especially for the journalists, we provided training on reproductive health and sexuality. Also, we engage SRHR information through social networks, our pages, and our stakeholders and partners.

E. Dissemination of the SRHR research data to journalists

Most of the researchers commented on the need for the dissemination of Sexual and Reproductive Health and Rights (SRHR) findings ensure accurate and evidence-based reporting on the matter. *Michel Marwa from SEMA Tanzania said, “It is true that many researchers are conducting SRHR findings, but they are not distributed in simple language for the community to understand. I give the opinion of the journalists themselves that they should look for information (findings) to inform the community. Also, many research papers are in English, and the community will not read them”.*

Fabiola from WGNRR said, “The media is an important tool when you need to reach more people but with the intention to give the appropriate training to the relevant journalists, which will guide them in the writing and presentation of research results without losing purpose and meaning”.

F. Researchers' experience with media

Most of the researchers have shown their experience with the media explain that media would help in reaching the target audience by providing a platform to connect with potential audiences and build their professional reputation.

Sesilia Shirima from Young and Alive (YAI) said, “We continue to make a documentary on SRHR issues so that the community can realize that this issue is fundamental for the community to understand and work on”.

“Every Sunday on Channel Ten, we have a mental health program where we talk about SRHR issues indetailed,” Sesilia Shirima from Young and Alive (YAI) said.

Commenting on what should be done to ensure mutual relationship and journalists' performance in the field;

- i. Researchers' suggested to have sustainability in revealing information about SRHR and should have specialized journalists who will cover the issues well.
- ii. Encourage professional journalists to be awarded and recognized, for continued reporting, but also motivating them to write or publish the SRHR news.
- iii. Journalists should make personal efforts to gain an understanding of various issues related to SRHR.
- iv. Institutions, organizations, and individuals should provide opportunities for journalists to participate in various training, including those on reproductive and sexual health issues.
- v. Journalists should write about researched information and should prove them with evidence.

Cecilia Shirima from Young and Alive (YAI) said, "In the media, SRHR issues are not given headlines because they believe that they will not get enough listeners or readers, so SRHR news is sent to social media and thus fails to be considered important in society".

Richard Gellejah from Ifakara Medical Institute explained, "Education should start with basic education about SRHR so that, from the beginning, children know what steps to take if they are faced with any kind of violence and all issues of SRHR.

Michel Marwa from SEMA Tanzania replied, "The basic thing to do is to create a system that will unite health stakeholders, journalists, and the government to come up with the best ways to promote the development of reproductive health in the country".

"In my experience, journalists still do not have the equipment to do their work effectively or reach rural areas,

and investment should be made in this information sector", Richard Gellejah from Ifakara Medical Institute explained.

4.0 GENERAL OBSERVATIONS

- Most media outlets are focused on entertainment content, as society loves this type of content rather than educational content. "So it forces us to use a lot of efforts to educate people on the SRHR awareness" Ritha Chiwalu EATV.
- Educating Editors, lot of efforts should be directed towards newsroom editors, to ensure they understand the SRHR issues and dedicate space for coverage.
- Non acceptance – Getting media houses to accept the SRHR stories as a stand-alone segment continues to be a challenge, most of the time is given a small slot inside the health segment.
- Tips – The journalists are also assigned other duties more often making some of them to drop their questions for SRHR reporting.
- Negative perception from the public especially when seeking for opinion in relation to SRHR issues believing that talking about sexual issues is disrespect, this makes the media house to lack proper.
- Programme planners do not give independent SRHR programmes, rather it is an attachment to another programme.
- It was observed that most of the visited media houses lack training in SRHR and be trained to look for SRHR angle in different stories.
- No relevant guide – to help reporters understand the issues surrounding sexual and reproductive health and rights (SRHR), including the right to safe abortion, so they can report on SRHR issues in an accurate, fair and balanced manner. Some media houses regularly organize programs based on the trending story of the day, there is no specific schedule for SRHR discussions.

The respondent of the survey suggested the need for laws amendments for SRHR friendly environment. Media has no SRHR agenda; it therefore recommended that intersectionality on other media agenda like politics, climate change and sports to mention few will add value to sustainable media advancing SRHR in the country. Media should avoid to incorporate SRHR as the moral and value but as women and girls right.

5.0 RECOMMENDATIONS

- Researchers suggested that, there should be connection between researchers and journalists.
- Researchers should be obliged to disseminate their findings to journalists for them to take charges for reporting.
- More journalists engagement is needed to amplify SRHR in Tanzania.
- Training and capacity building is necessary for journalists and media houses for the SRHR programme in Tanzania.
- Journalists in Tanzania should explore local media associations, professional networks, and advocacy organizations to stay updated on opportunities and resources specifically tailored to SRHR reporting.
- There is a need of SRHR intersectionality in other media agenda.
- More capacity building and engagement of the media in the SRHR issues.

6.0 CONCLUSION

Our experiences and reflections of others reviewed indicated a sustained mix of strategies that will motivate, strengthen the capacity building and relationships between journalists and researchers which will be effective in enhancing the quality and quantity of the media coverage of the research.

Efforts should be made by both national and international organizations to promote training on the SRHR issues

for journalists in Tanzania. However, it is important to acknowledge that there is still room for improvement in ensuring that journalists across the country receive comprehensive and ongoing training to effectively report on the SRHR topics.

APPENDIX

APPENDIX 1: TERMS OF REFERENCE (TOR)

Terms of Reference

- 1.1. Familiarize with the proposal to understanding the goals of the project
- 1.2. Undertake literature review on SRHR
- 1.3. Develop data collection questionnaires
- 1.4. Lead and conduct the implementation of high-quality data collection with adequate field testing and supervision of all data collection and data entry, including ensuring consent from all participants.
- 1.5. Analyze the qualitative data collected, including content/thematic analysis
- 1.6. Facilitate a survey validation meeting with TAMWA staff Writing draft and final reports as well as incorporating feedback of the survey
- 1.7. Proposing the SRHR training tool for the media practitioners in accordance to the survey results and needs assessments.

APPENDIX 2: DATA COLLECTION TOOLS QUESTIONNAIRE

Introduction

This questionnaire is crafted to collect baseline data about the project on "Advancing Media Advocacy to Rural and Urban Women and Girls' in Sexual Reproductive Health Rights (SRHR) in Tanzania'. Your participation in this exercise is highly appreciated.

Part A

Key informant interviews (Research Institutions, Researchers)

Name media house

Title of the respondent
 Name
 Education
 Sex
 Region District
 Date
 Above 30..... Below 30 (Tick where appropriate)

How do they engage with the media in communicating SRHR issues/findings?

1. Do the journalists report accurately on SRHR issues? If yes, how?
2. How best do you think journalists can help promote SRHR advocacy?
3. How often do they engage journalists in SRHR discussions?
4. Do you disseminate the SRHR research data to journalists? Or how do you disseminate the SRHR research data?
5. What is your experience with media and do you think that media can help you to amplify your research results to the community you researched?
6. What should be done?

Part B

Interviews (Media practitioners) /4 Focus group discussions (8-10) participants (Editors, journalists,) mainstream, community radio 20) ZOOM/ONLINE DISCUSSIONS

Group participants lists (Editors & Journalists)

 Area:

Date

Objective: **To measure journalists' understanding of the SRHR**

- i. How often do you cover SRHR and from which angle (Scientists or CSO's or other organized research dissemination event news, in-depth or investigative or analytical feature stories?
- ii. Have you ever been trained to cover

SRHR issues? If Yes how many times and by which organization?

- iii. Was the training useful in your content development? If yes how and if not why?
- iv. Are you in any SRHR network? If Yes which one?
- v. How important is the role of journalism in SRHR Advocacy?
- vi. What challenges do journalists face in advocating for SRHR?

Part C

Interview (Media houses)

Name of the media house

Title of the respondent

Name

Sex

Region District

Date

Above 30 Below 30 (Tick where appropriate)

- i. Do you have any specific slot or program featuring SRHR in your media content?
- ii. How often does your media house disseminate/publish SRHR content?
- iii. How many journalists working on SRHR issues in your media house?
- iv. How many journalists in your media house are trained or specialized to report SRHR issues?
- v. Do you have a specific platform for program talk or education/advocacy on SRHR (daily, weekly? monthly) what is the frequency?
- vi. How often does your media house engage with researchers to communicate SRHR?
- vii. Are there any challenges in disseminating SRHR through media in Tanzania? Any backlash from the communities/ government.



NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Blank lined area for writing.

This image shows a single page from a notebook or ledger. It features approximately 20 evenly spaced, thin grey horizontal lines across its entire width. The background is plain white, and there are no margins, text, or other markings present.