



Sema

**FINAL REPORT OF THE
IMPACT EVALUATION OF
GBVMEDIA CAMPAIGN
2022**

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LIST OF ABBREVIATIONS AND ACRONYMS

DEMATEL	- Decision Making Trial Evaluation Laboratory
FM	- Frequency Modulation
GBV	- Gender Based Violence
KII	- Key Informant Interview
KPIs	- Key Performance Indicators
ODK	- Open Data Kit
SMS	- Short Message Service
TCRA	- Tanzania Communication Regulatory Authority
VAC	- Violence Against Child



Chapter 1

Executive Summary

Executive Summary

It is realized that data-driven decision support is mandatory for the long-term management of any phenomenon. It is now more important than ever to understand how and where to allocate resources, particularly financial and human resources, to improve the coverage of the National Child Helpline phone #116. One of the outreach strategies of the National Child Helpline is media engagement notably the airing of jingles and talk shows focusing on promoting phone #116, a toll-free number. Based on this, it is important to understand the contribution of media to the number of calls received at the National Child Helpline in order to enhance early decision making, track the usability of phone #116 and listenership of the GBV and VAC-related radio jingles and talk shows.

The objective of the impact evaluation was to examine the relationship exist between number of calls received at the National Child Helpline and radio programmes, such as jingles and talk shows that were broadcasted to the community between August to October 2021. Specifically, the impact evaluation was meant to answer the following questions:

1. What is the listenership trend of radio stations involved in GBV media campaigns?
2. What are the impacts of radio programmes (jingles and talk shows) to the number of calls received by the National Child Helpline?
3. What is the comparability in relation to the results of the impact evaluation of GBV media campaign conducted from September to November 2021 with the results of the baseline impact evaluation of GBV media campaign conducted from October 2020 to March 2021?

The impact evaluation adopted a casual evaluation design which seeks to understand the cause-effect relationship between the interventions made by GBV media campaign and changes that have been observed to the number of calls received at the National Child Helpline. The analysis was based on examining two major aspects: (1) listenership trend of which the results were replicated from the baseline impact evaluation conducted from October 2020 to March 2021, purposively because the radio stations involved have not expanded their reach. (2) effectiveness of radio programmes was analyzed by tracking listenership trend and the number of calls received at the National Child Helpline. Further, the impact evaluation adopted manifest content analysis in connection with the Decision-Making Trial Evaluation Laboratory (DEMATEL) model to examine the factors that contributed to the listenership trend, as well as the cause-effect relationship that exists between those factors that enabled an evaluation to report not only that a change occurred, but also that it was due to the programme being evaluated.

The findings revealed that among the two radio stations i.e., Kahama FM and Divine FM where the GBV media campaign was implemented had resulted to an increase in the number of calls received at the National Child Helpline. The reason for this positive outcome is the listenership trend that was higher in Divine FM than Kahama FM, even though it was discovered that usefulness of the talk shows and jingles, and caliber of radio hosts are the main factors that could make radio programmes more effective, while field outreach activities and quantity of aired jingles and talk shows are the effects that would not directly improve the effectiveness of radio programmes rather have the direct effect on the number of calls received at the National Child Helpline.

Apart from the positive outcomes portrayed, the radio programmes encountered some challenges:

1. Audiences are complaining about the small-time allocation for interactivity i.e., the time allocated for the audience for sharing their views is slight.
2. Audiences are stacked at worrying, specifically, on what are their state of security if they report abuse issues.
3. Time management; Sessions in the radio stations align with time such that any late onset of the session could have an impact on the next session. During the implementation of GBV media campaign, participants have been coming late for the talk shows of which had a direct but minor impact on the radio station but the major impact is it provided bad experience to the audience.
4. The language barrier is the major challenge to the majority of audiences.
5. Some experts came from very far; they take much time to reach the radio station.

Recommendations

1. Expansion of project coverage; Audience have been curious asking when the programme will reach their areas. For example, one of the audiences said "when will the programme come to Ushetu District, Shinyanga, it seems like we have been left behind, we don't know how to solve abuse issues, we don't get such education, why you chose only those areas, you have to come to our places too".
2. The content of the Programmes i.e., talk shows and jingles should focus also on boys' perspectives. A case story from the audience of Divine FM "Why such sessions are more stick-on discussing abuse on women perspective, why not boy child, it seems like boys are left behind, they have been facing abuse issues as well even more intensive such as rape is dominant among boys and they don't know what to do, where to go and report".
3. The participants invited to the talk shows should also be from urban areas. The audience from Divine FM raised that "Urban areas have been left behind, why these programmes have been conducted only in rural areas, does this mean boy's living in urban areas known everything, no, in fact, they don't know anything, and you can find urban areas are the one facing more abuse issues even more than in rural areas".

4. The division of radio programmes should follow the 70/30 percentage rule i.e., Divine FM should host 70% of the sessions and Kahama FM should host 30% of the session. This is due to the fact that Divine FM is currently hosting many audiences, has a quality broadcaster, and is a favorite radio station in Kahama and its neighboring areas including Msalala district.
5. Collaborative development of topics to be discussed on the talk shows. The need for radio journalists and producers' inclusion in the development of topics, selection of participants and the entire preparation of talk shows is mandatory. This has an implication that radio journalists and producers have a far deeper understanding and experience of developing audience-centric sessions that could have a far bigger impact and coverage.
6. Field-based talk shows. It is realized that case stories that are aired directly from the field catch much attention from the audiences. It is recommended that some of the talk shows could be conducted in the field settings i.e., in the houses or farms of the participants so that it can gain more attention from the audience, they will confirm also the issues being discussed are real and happening.
7. Project sponsors and supporters would be mentioned during the talk shows.
8. Jingle for advertising the upcoming talk show is inevitable for successful onboarding of many audiences. Advertising jingles could be aired a week before the session to allow the audience to generate enthusiasm for what is going to be discussed, but also it will provide a room for the audience to get prepared for contributions.
9. The radio stations would be awarded the certificate of recognition as a means to recognize their contribution on advertising phone #116 and the general education and awareness to the community about GBV. This has an implication in maintaining the collaborative nature between radio stations and CSEMA.
10. It is realized that Kahama FM and Divine FM have a good working relationship with CSEMA. So, it is recommended that radio stations would get aware of the project focus, outputs and outcomes so that they can produce more useful contents which align with the project deliverables that foster the impacts in the community and in the National Child Helpline.



Chapter 2

Introduction

National Child Helpline responds to children in need of care and protection through free telephone number #116 and voice their concerns to policy and decision-makers through phone #116 in Tanzania. #116 is a free service available across all networks in Tanzania Mainland and Zanzibar. Most parents and concerned community members contact the helpline for abuse reporting or information seeking. Based on this, a tremendous amount of work has been done including the development of radio programmes which is known as "Gender-Based Violence (GBV) media campaign" to ensure that the phone #116 has a wide reach and is used in a multitude of settings throughout the Tanzania mainland and Zanzibar. GBV media campaign is not only acting as a catalyst to boost the impression of phone #116 but also provides awareness, education and case stories as far as GBV is concerned.

Evaluation Objectives

The overall objective of this study was to conduct a comprehensive impact evaluation of the GBV media campaigns to examine the relationship that exists between the number of calls received at the National Child Helpline and radio programmes i.e., talk shows and jingles that was communicated to the community from September to November 2021. Specifically, the impact evaluation aimed:

1. To evaluate the effectiveness of radio programmes by tracking listenership trends, comparing the number of calls received at the helpline in 2021.
2. To compare the results of the impact evaluation of GBV media campaign conducted from September to November 2021 with the results of the baseline impact evaluation of GBV media campaign conducted from October 2020 to March 2021.

Evaluation Questions

The evaluation objective was achieved by answering the following questions.

1. What is the listenership trend of radio stations involved in GBV media campaigns?
2. What are the impacts of radio programmes (jingles and talk shows) on the number of calls received by the National Child Helpline?
3. What is the comparability in relation to the results of the impact evaluation of GBV media campaign conducted from September to November 2021 with the results of the baseline impact evaluation of GBV media campaign conducted from October 2020 to March 2021?

Scope of the Evaluation

The impact evaluation looked into what greater good was served and what impacts were observed as a result of the radio programmes that were broadcasted. The impact evaluation conducted involved key stakeholders who engaged in the media campaign activities i.e., project focal points such as project officers, government focal points, and key programme beneficiaries who participated in the programmes hosted by radio stations. The impact evaluation focused on assessing radio performances particularly by estimating listenership trend and factors attributing to that listenership.

Limitations of the evaluation work

The evaluation work acknowledged some of the limitations.

1. Radio programmes were broadcasted in real-time, with a very few exceptions of being recorded. This had prevented the evaluator's from conducting a content analysis of broadcasted radio programmes.



Chapter 3

Evaluation Methodology

This section provides an overview of the methodology used in conducting the impact evaluation. The evaluation work adopted casual impact evaluation design which seeks to understand the cause-effect relationship that exist between interventions and changes that had been observed. This section outlines the study design, sample size selection as well as data collection, processing and analysis processes.

3.1 Evaluation design

The impact evaluation adopted the casual evaluation model of which entailed main two criteria, (1) casual attribution (where the interventions can reasonably be said to have caused the changes), and (2) casual contribution (where the intervention is among the factor that has produced the changes). Based on this, the evaluator's considered all the activities implemented by radio stations as interventions and thereafter, a deep analysis was conducted to enable an evaluation to report not only that a change occurred, but also that it was due to the programme being evaluated.

3.2 Data collection tools

The impact evaluation relied on the casual evaluation model that entailed qualitative data collection techniques i.e., key informant interviews, testimonials, observations, and photographs to develop a casual model.



3.2.1 Sample Size

The impact evaluation interviewed 6 key informants and monitored 2 radio stations that aired radio programmes i.e., talk shows and jingles. Key informants include: (1) a project officer who is the project implementor at the grass-root level of the project. The project officer was monitored based on project coverage, designing, collaboration and implementation of the project in Msalala district. (2) Shilela Ward Executive Officer (WEO) and (3) Afisa Ustawi na Mratibu wa Dawati la Jinsia Halmashauri ya Msalala was monitored based on coverage of the project, availability of radio stations in their jurisdiction and attentiveness, changing attitude, behaviors, knowledge and awareness level of their community member's against GBV and Violence Against Children.

Government key informant included:

1. Shilela Ward Executive Officer (WEO)
2. Afisa Ustawi na Mratibu wa Dawati la Jinsia Halmashauri ya Msalala



Radio stations was monitored based on preparations, designing, hosting time, frequency of airing, radio coverage, audience size, reach, the impression of jingles and radio programmes.

Radio stations included:

1. Kahama FM
2. Divine FM



Studio - Divine FM



Studio - KahamaFM

Community members were selected purposively based on their participation in talk shows hosted by radio stations. 6 community members were selected including teachers and famous elders. Community members were requested to answer questions based on radio stations' availability in their areas, their attentiveness to radio stations, and changing knowledge, behaviors, attitude and awareness towards GVB and Violence Against Children (VAC) in their community.

School level key informants included:

1. Students Up bring mistress – Segese Secondary School
2. Second Master – Ntobo Secondary School
3. Discipline Teacher - Nyikoboko Secondary School
4. Upbringing and Counselling Teacher - Nyikoboko Secondary School

Famous elders included from:

1. Shilela ward
2. Luguya ward

3.3 Data processing and analysis

3.3.1 Content analysis

The content analysis notably the manifest content analysis which seeks to understand the opinions of the respondent based on specific phenomena and reports results without changing what the respondent has been said, has been used to understand the complex pattern that exists in the data with the aim to understand the coverage of phone #116 and the general listenership trend of gbv related radio programmes. After that, the outputs of content analysis were integrated with the information received from the experts of the national child helpline famously known as counsellors, purposively to generate a list of criteria for input in the decision-making trial and evaluation laboratory (dematel) model

3.3.2 The decision-making trial and evaluation laboratory (dematel) model

The decision-making trial and evaluation laboratory (dematel) was used to evaluate interdependent relationships among integrated factors with the aim of examining the critical contributing factors through the visual structural model. The dematel model required inputs from experts of the national child helpline and the outputs of content analysis, particularly the delivered categories. The results were clustered into four categories i.e., (1) core causal, (2) inferior causal, (3) core effects, and (4) inferior effects. These categories facilitate the decision-makers of the project to prioritize the limited resources for effective implementation of radio programmes aimed at increasing the number of calls received at the national child helpline.

Steps Involved in the development of the Decision-Making Trial and Evaluation Laboratory (Dematel) Model

Step 1: Define scale and develop a direct relation matrix

The inputs of the DEMATEL model were the criteria i.e., categories developed from the manifest content analysis and suggestions from experts. These criteria were directly related to the GBV media campaign i.e., radio programmes. Five criteria (see table 2) were used to generate a matrix of criteria of which through experts' judgement, each criterion was assigned a weight based on categorization described in table 1. The weight was ranging from 0 to 4 of which 0 indicated "no relation" and 4 indicated "very high relation". The assigning of weight to each criterion was based on the subjectivity of the experts. A total of five experts i.e., data specialists, counsellors, and Child Helpline team leader were employed to assign weight to each criterion. Thereafter, the average weight of each criterion was generated and assigned to the respective criterion to form a direct relation matrix.

Table 1: Scale for assigning weight to criteria

Numerals	Definition
0	No influence
1	Low influence
2	Medium influence
3	High influence
4	Very high influence

Table 2: Direct relation matrix of criteria

	Output of manifest Content Analysis			Expert Judgements		Total
	Obtainability of Radio Stations	Presentation of Content of Jingles and Talk Shows	Usefulness of Content of Jingles and Talk Shows	Number of Jingles and Talk Shows Aired to the Radio	Field Outreach Activities	
Obtainability of Radio Stations	0	2.4	3	3.2	3.8	12.4
Presentation of Content of Jingles and Talk Shows	3.2	0	3.4	3.4	3.4	13.4
Usefulness of Content of Jingles and Talk Shows	3.8	3.4	0	3.6	3.6	14.4
Number of Jingles and Talk Shows Aired to the Radio	2	2.4	3	0	2.8	10.2
Field Outreach Activities	3	3.2	3.4	3	0	12.6
Total	12	11.4	12.8	13.2	13.6	

Step 2: Generate Normalized Relation Matrix

The maximum value on the row sum or column sum of the direct relation matrix was used to generate the normalized relation matrix. To obtain the normalized relation matrix, the maximum value on the row sum or column sum was divided by the entire direct relation matrix.

Step 3: Generate total relation matrix

The total relation matrix is calculated using the following formula:

$$T = D(I-D)^{-1}$$

Where:

T = total relation matrix

D = normalized matrix

I = inverse of matrix

Step 4: Build DEMATEL casual map

The DEMATEL casual map was built using the row sum and column sum of the total relation matrix. Row sum and column sum were denoted as R_i and C_i respectively. DEMATEL casual map presents cause and effect which is obtained by taking $R_i - C_i$ of the total relation matrix. The positive value of the $R_i - C_i$ is termed as "cause" and the negative value of $R_i - C_i$ is termed as "effect". On the other hand, the sum of R_i and C_i of the total relation matrix is used to describe the magnitude of DEMATEL causes and effects. So, the greater the value of $R_i + C_i$ the higher the magnitude of the cause or effect of the respective criteria.



Famous elders – Maria Ntoe (center left), and Samsom Sami Kilulumo (center right)

3.4 Listenership trend by radio station

The listenership trend of the radio stations was replicated from the evaluation report of GBV media campaign conducted in 2021, which showed the listenership trend of all radios that are audible in Msalala district. This was due to the fact that both radio stations' i.e., Kahama FM and Divine FM have not expanded their reach since then. The listenership trend of radio stations was focused on measuring the following:

Reach includes the geographical coverage of listeners with respect to their demographic characteristics specifically age, gender and radio preference of listeners. Reach estimated using the aided question "which radio stations do you listen".

Awareness explores the percentage of people in the coverage area who knows that the radio station exists. Awareness percentage was estimated by using aided question "which radio station do you know". Average Frequency explores the average number of times a jingle is heard either per day or per week. Radio stations provided more information about the jingles airing plan.

Impression or impacts explore the number of times a jingle has been heard. It was estimated mathematically by the following formula as described by Audience Dialogue (2012)

$$\text{Impression} = \text{Reach} \times \text{Average frequency}$$

Actions after listening include qualitative analysis of feedback received from respondents after listening or participating in radio programmes.



Chapter 4 **Evaluation** **Findings**

4.1 Characteristics of radio stations

The total of two radio stations were involved in the GBV media campaign i.e., Kahama FM and Divine FM. Kahama FM and Divine FM have a district coverage license as indicated by the Tanzania Communications Regulatory Authority (TRCA) and can be reached at frequency ranging between 90.8 and 93.3 MHz respectively (see table 3).

Table 3: Characteristics of radio stations

Name of radio station	Kahama FM	Divine FM
Started	2013	2015
License	District coverage radio	District coverage radio
Radio frequency	90.8	93.3
Radio coverage	<ol style="list-style-type: none"> 1. Shinyanga (Kahama, Msalala and Ushetu) 2. Tabora (Uyui, Nzega) 3. Geita (Mbogwe) 4. Biharamulo 	<ol style="list-style-type: none"> 1. Shinyanga (Kahama, Ushetu and Msalala) 2. Geita (Masungwe and Mbogwe) 3. Mwanza (Misungwi)
Programmes that hosted talk shows	Hali Halisi	Safiri na Divine FM
Time of programmes	07:00 pm – 08:00 pm	10:00 am to 01:00 pm (talk show for the first 1 hour)

4.2 Listenership trend of radio stations

The listenership trend was replicated from the rapid assessment of the listenership trend conducted in April 2021, as part of the impact evaluation conducted from October 2020 to March 2021. The replication was due to the fact that both radio station's i.e., Kahama FM and Divine FM have not installed any booster to increase their coverage geographically. So, it is anticipated that the baseline estimation remains the same.

4.2.1 Total reach of radio stations

According to the report of the rapid assessment of listenership trend conducted in April 2021, as part of the impact evaluation conducted from October 2020 to March 2021 indicated that Kahama FM and Divine FM had the highest reach than any radio station (see figure 1). As indicated in figure 1, Kahama FM

and Divine FM have about 82 and 41 percent respectively in terms of total reach. The report further indicated the highest reach of Kahama FM is due to its strongest radio frequencies that reach the far most remote areas such as Lunguya and Shilela ward of which is located in the valley.

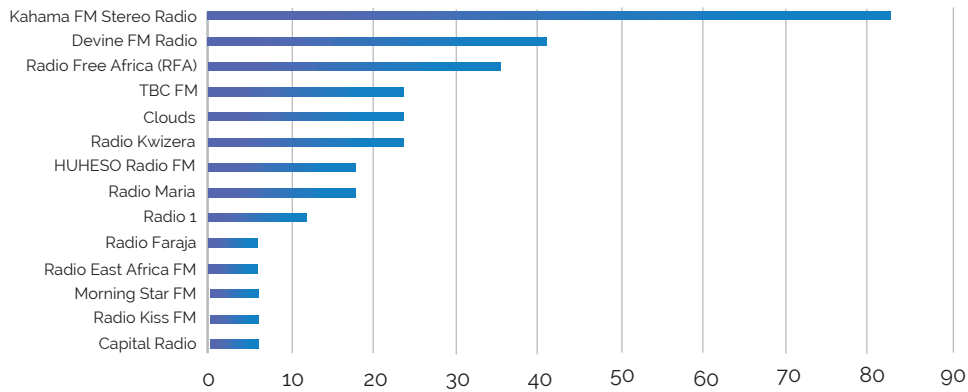


Figure 1: Overall reach by survey location

The report quoted one of the residents of Shilela ward: "Usually I listen to the radio in the morning before going to work and night after coming back, I don't have time to go to highlands to scan for radio frequencies".

4.2.2 Listenership by radio preferences

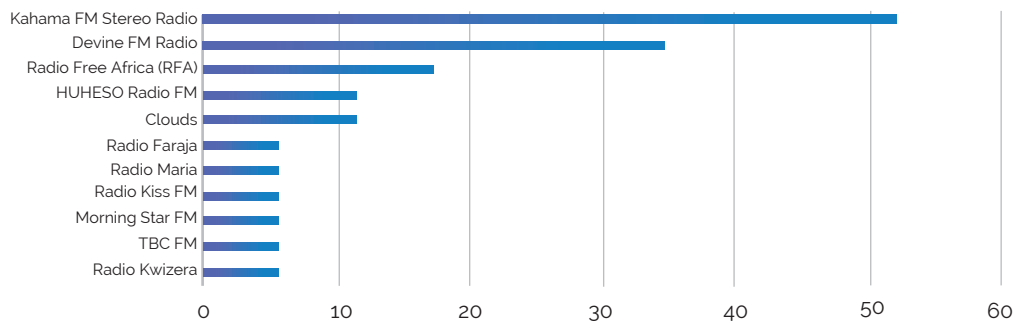


Figure 2: Radio Listenership by radio station preferences

The report of the rapid assessment of listenership trend conducted in April 2021, as part of the impact evaluation conducted from October 2020 to March 2021 indicated that, in Msalala district, the majority of people about 52 percent and 35 percent of the entire population of Msalala district are cognizant to Kahama FM followed by Divine FM respectively (see figure 2). The highest preferences of Kahama FM and Divine FM has been due to the nature of the content being broadcasted in both radio stations, have

the highest impression on many audiences in Msalala district. For example, Divine FM is a religious-based radio station and that gives it a priority among the people as the majority of people are great religious believers.

Similarly, Kahama FM, is the oldest radio station in Kahama and nearby areas, such that the radio station have largest base of audience since then.

4.2.2 Radio Listenership by age and gender

The report of the rapid assessment of listenership trend conducted in April 2021, as part of the impact evaluation conducted from October 2020 to March 2021 indicated that more than 29 percent of people aged less than 18 years prefer to listen Kahama FM, over 35 years aged people prefer Radio free Africa while youth aged 18-24 prefer Divine FM and those aged 25-35 prefer national to a regional based radio station (see figure 3).

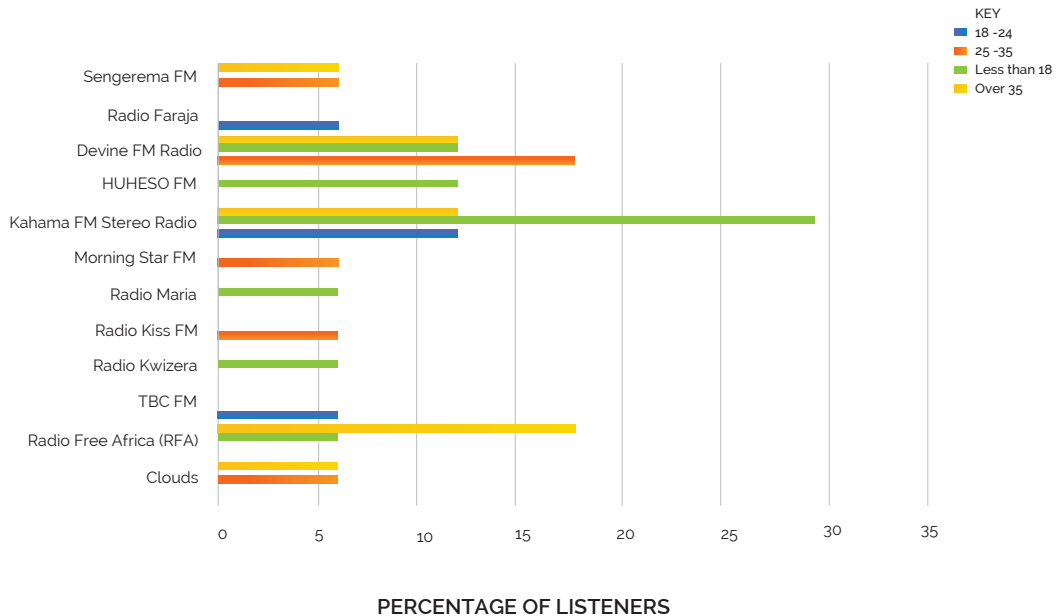


Figure 3: Radio Listenership by age

The report further indicated that more than 35 percent of females in Msalala district prefer Kahama FM while the majority (29.4%) of males prefer Divine FM (see figure 4). This is probably due to the majority of females don't prefer to listen to the radio and if they listen, a radio station with adequate connectivity prevail.

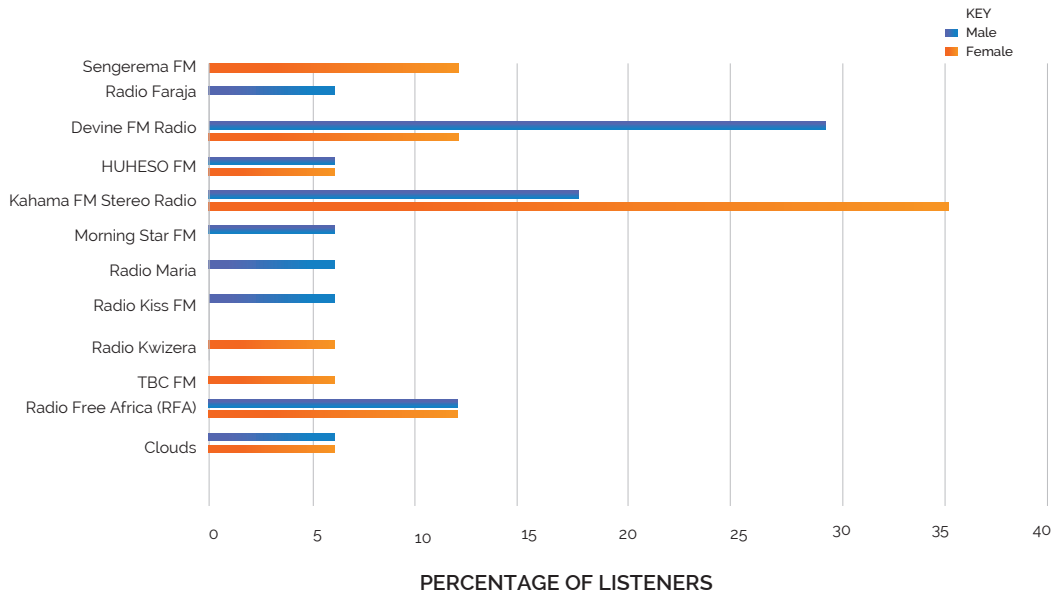


Figure 4: Radio Listenership by gender

4.2.3 Jingles impressions

The report of the rapid assessment of listenership trend conducted in April 2021, as part of the impact evaluation conducted from October 2020 to March 2021 indicated the total reach of all radio stations that are present in Msalala. The estimation of total reach was based on a sample of respondents of which was further magnified to the total population of the project areas i.e., Shilela, Lunguya and Bugalama Wards.

The results as indicated in table 4 show that Kahama FM has an estimate of about 30,931 listeners per day, while Divine FM has nearly 22,643 listeners per day. Jingles have been aired 8 times and 25 times per day on Kahama FM and Divine FM, respectively, making an impression of approximately 247,448 and 566,075 per day on Kahama FM and Divine FM. The highest impression of Divine FM is due to the frequency of airing jingles per day, such that it is easier for jingles to be heard by many people regardless of time restrictions that majority of people have when it comes to listening to radio stations.

Table 4: Jingle Impression

Radio station	Total Reach based on respondent of survey location	Total reach based on entire population of survey location	Impression	Frequency of jingles airing
Kahama FM	9	30,931	247,448	8
Divine FM	7	22,643	566,075	25

4.3 Rationale for selection of radio stations for hosting media campaign

4.3.1 Kahama FM

As shown in table 4, Kahama FM is the oldest radio station in the Kahama district, with greater coverage than Divine FM and any other radio station in the district. Aside from that, Kahama FM has a larger audience and is easier to reach than any other radio station in Kahama. Kahama FM is well known for its experience in hosting social and entertainment-based sessions, and this gives it the power to hold many audiences with diverse age groups and gender.

4.3.2 Divine FM

Divine FM was prioritized in the 2021 GBV media campaign due to the recommendation of the impact evaluation of GBV media campaign conducted from October 2020 to March 2021. According to the rapid assessment of listenership trend of radio stations in Msalala district conducted in April 2021, as part of an impact evaluation exercise indicated that Divine FM was the second most listened radio after Kahama FM. The listenership of Divine FM has been due to its nature of contents being based in religious issues. It is realized that majority of people including the native people of Msalala are great religious believers, this has been providing Divine FM with many audiences to the extent of being ranked as the second most listened radio station in Msalala district

4.4 GBV media campaigns

4.4.1 Divine FM

The session that media campaigns by CSEMA were allocated is known as Safiri na Divine FM, in English means "travel with Divine FM". The overall objective of this session is to be able to understand the challenges that audiences are going through and that is why the session provides chances for audiences to interact either by dialing or sending SMS so that they can contribute to what they thinking as far as the topic under discussion is concerned

Modality of the Safiri na Divine FM Session

Safiri na Divine FM has a total of seven segments (see table 5) out of which the first two sessions have the spot where talk shows and jingles have been aired.

Table 5: Segments of Safiri na Divine FM

Segments	Time	CSEMA Media Campaign Slot
Jingles	10:00 am - 10:30 am	Airing of jingles for GBV media campaign
Darasa Huru	10:30 am - 11:30 am	Talk shows for GBV media campaign
Nyepesi Nyepesi	11:30 am - 12:00 noon	
Others (Habari kwa ufupi, Mapishi, Dondo za Michezo, and Simu za Salamu)	12:00 noon - 13:00 pm	

The first segment of the overall session is known as darasa huru of which provides a chance to audiences to listen to training sessions such as CSEMA sessions which are educational, informational and awareness based specifically aimed at fighting abuse and providing information to whoever facing or witnessing an abuse should report to phone #116. Furthermore, the session gives chance to audiences to present their phenomenon so that can be discussed. According to Baraka Emmanuel. Programme presenter of Divine FM indicated that "audiences have been given a chance to raise on why abuse is increasing, what to be done to reduce or prevent abuse. He further said that audience contributions aren't only be listened to and left over after the session end, but if the contribution requires discussion, they find and invite people whom they think are capable of providing education or awareness to address the issue until is solved and made clear". Additionally, He indicated that the next session, which is known as nyepesi nyepesi is not part of GBV media campaign but focuses on finding what has been happening in the community by listening to and airing case stories, through nyepesi nyepesi session they get to know what to be discussed on the other day. So, this has an implication that even the talk show to be arranged for GBV media campaign could have observed the live issues that are happening in the community to create the fastest response.

Divine FM has moved further to be able to advertise phone #116 apart from formal sessions aired on radio stations. Baraka Emmanuel, programme presenter of Divine FM said that "they advertised phone #116 on their social media platforms such as blogs, Instagram, and Facebook but also, they mentioned phone #116 on other sessions that were not a part of GBV media campaign and describe it a bit to make the audience understand what the number is all about and when to use it in order to reduce non-responsive calls".

4.4.2 Kahama FM

The session that GBV media campaign was allocated is known as hali halisi. Hali halisi is the Swahili word that means "reality" in English. The overall objective of this session is to understand the reality of what is happening in society. Similarly, the talk shows under GBV media campaign were targeted to addressing gender-based violence's specifically, what it means, the real situation of GBV in Msalala district, what to be done to address it, and how to empower the vulnerable group to act earlier by reporting abuse issues to phone #116. According to William Joseph Bundara, programme manager of Kahama FM indicated that "the objective of hali halisi session was the perfect fit and aligned with the objectives of GBV media campaigns".

Modality of hali halisi session

Table 6: Segments of hali hali session

Segments	CSEMA Media Campaign Slot
Talk show	Talk shows for GBV media campaign
Feedback session	Interactive session with audience via SMS and calls

4.4.3 Schedule of airing jingles and radio programmes

Frequency of airing jingles

According to William Joseph Bundara, programme presenter of Kahama FM said, the plan was to air 4 jingles per day but due to long-term work partnership and collaboration between Kahama FM and CSEMA, they have added 4 more jingles i.e., from 4 to 8 jingles per day. He further said, "it makes no sense to play music instead of jingles that have embedded education and information that can increase awareness of our community against gender-based violence". This has an implication that the GBV media campaign would leverage more on this collaboration by recording talk shows in the field settings i.e., airing talk shows directly from the households in order to increase empath with the audiences. This was also supported by Mwanaidi Mzee, Shilela ward executive officer who said that "majority of people who are Sukuma have a tendency of feeling primacy but also they like to hear their own voice on radios, they feel proudly honoured if you follow them on their houses or farms instead of calling them to join the session to the radio stations; So if we follow them at their home, they might provide more information on their understanding about GBV and other abuses".

According to the programme presenter of Divine FM, Baraka Emmanuel said, "jingles have been played not less than 25 times per day" and William Joseph Bundara, programme presenter of Kahama FM said that "jingles have been played in not less than 8 times per day". See table 6 and table 7 for more information. This implied that jingles aired at Divine FM had a much higher impression because the more the jingles played the higher the impression.

Table 7: Schedule of airing jingle in Kahama FM

Date	Time	Frequency of airing
October to November 2021	Morning (07:00 – 10:00am)	2
	Afternoon (10:00am – 01:00pm)	2
	Evening (04:00 – onward)	2
	Night (09:00)	2
	Total	8

Table 8: Schedule of airing jingles in Divine FM

Date	Time	Frequency of airing
11/ 10 – 24/10 2021	Morning (07:00 – 10:00am)	5
	Afternoon (10:00am – 01:00pm)	5
	Afternoon (01:00 – 04:00pm)	5
	Evening (04:00 – 06:00pm)	5
	Night (06:00 – 10:00pm)	5
	Total	25

A total of six talk shows were held, with four sessions broadcasted on Divine FM and two on Kahama FM (see table 9 and table 10). Furthermore, it seems that the topic under discussion was organized in the manner of a story. It is realized that the story-based radio sessions have been catching much attention of audiences to listen to the sessions of which had an impact not only on the number of feedbacks provided by audiences (see table 11), but also on the number of calls received at the National Child Helpline (see figure 5).

Date	Time	Topic	Participants
24/9/2021	11:00 am – 12:00 pm	The situation of abuse in Lunguya Ward before the project, achievements and plans set in dealing with gender-based violence particularly to women and girls.	Lusajo Manase – Lunguya Ward Executive Officer
29/9/2021	11:00 am – 12:00 pm	The role of elders in the community in combating issues of gender-based violence.	1. Saimon Kifutumo – Elder from segese Ward 2. Maria Ntowe – Elder from Lunguya Ward
7/10/2021	11:00 am – 12:00 pm	The situation of young girls with children in Shilela Ward on their struggle to make their living and alleviate poverty.	Mwanaidi Mzee – Shilela Ward Executive Officer
15/10/2021	03:00 pm – 04:00 pm	The role of stakeholders in ensuring that society builds a shared understanding of gender-based violence and enables women and girls to become economically independent	Dr. Amiri Batenga

Table 9: Schedule of talk shows for Divine FM

Date	Day	Programme	Time	Topic
October	Monday	HALI HALISI	5:00 pm - 6:00 pm	The way impregnated school children had been joined the sewing vocational training
November	Tuesday	HALI HALISI	5:00 pm - 6:00 pm	The situation of Gender Based Violence (GBV) in Msalala District and the role of legislations in fighting for ending gender-based violence

Table 10: Schedule of talk shows for Kahama FM

	Divine FM	Kahama FM
Calls	>20 @ session	>6 @ session
SMS	>50 @session	>15@ session

Table 11: Interaction with audience during the talk show in Kahama FM and Divine FM

4.4.4 Impacts on the Number of Calls Received at the National Child Helpline

The number of responsive calls received at the National Child Helpline appears to peak when something is done, such as field outreach, radio jingles, and talk shows. The peak weeks, as shown in Figure 5, occurred around the 8th of March with 8 total calls, the 9th of August with 7 total calls, the 8th of November with 8 total calls, and the 20th of December with 8 total calls. During these weeks, major events such as a series of talk shows and jingles were broadcasted. This implies that the radio programmes and other outreach activities was increased the number of calls received at the National Child Helpline.

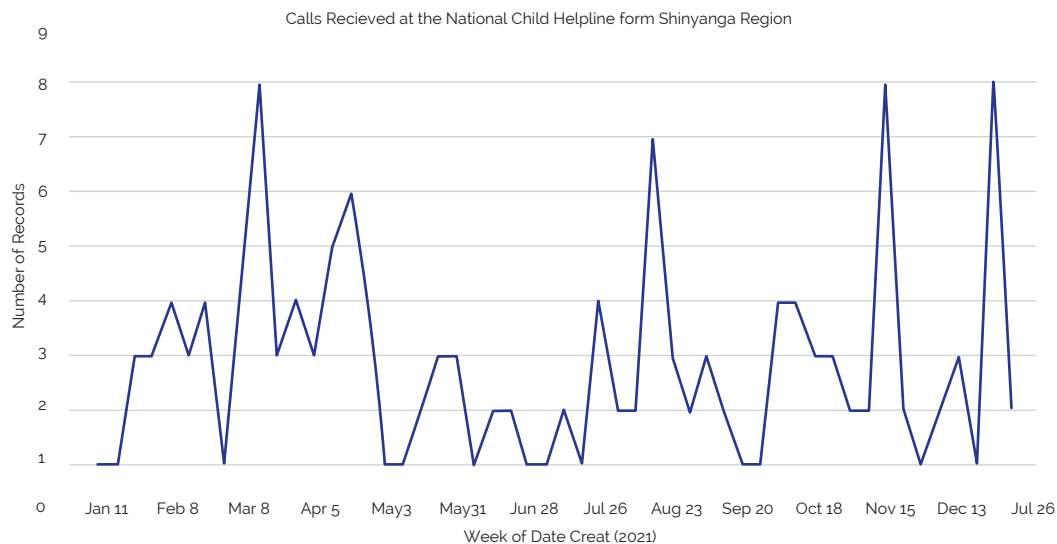


Figure 5: The number of responsive calls received at the National Child Helpline from the Shinyanga region on a weekly basis.

4.4.5 Effectiveness of Radio Programmes (Jingles and Talk Shows) in Relation to the Number of Calls Received at the National Child Helpline

Effectiveness of Radio Programmes (Jingles and Talk Shows) by Tracking Listenership

The results of qualitative data analysis i.e., manifest content analysis is presented in table 12. The results as presented in table 12 indicate 3 major categories i.e., (1) obtainability of radio stations which was segmented into 3 codes i.e., availability of radio stations, accessibility of radio stations, and easiness of accessibility of radio stations. This category aimed at examining if the radio stations that were involved in the GBV media campaign are available, accessible and easy to tune. (2) presentation of the content of jingles and talk shows was categorized into 2 codes i.e., organization, and consistency of the presenter. This category aimed at examining if the quality of presenters would have an impact on the increased size of the audience of radio programme. Similarly, (3) usefulness of content of jingles and talk shows was segmented into 3 codes i.e., relevancy of content, interactivity of audience during the session, and impact.

The obtainability of radio stations was higher in Divine FM, it seems like Divine FM is more available, accessible and easy to tune than Kahama FM. This was supported by two key informants; First key informant said that "I have gotten a chance to hear the recorded version of the sessions aired from the Divine FM on Saturday", and Second key informant said that I have been listening to Kahama FM since 2015, but currently, I moved to Divine FM since 2021 due to their content, their religious content has put me onboard".

Furthermore, it seems like the presenter of Divine FM is well organized in terms of presentation of the content of talk shows than Kahama FM while the overall consistency of presentation is almost similar to both Divine FM and Kahama FM. One of the key informants said that "Divine FM is the favourite among the majority of people, and this is due to the fact that the presenter of Divine FM is coherent and well-structured in term of presentation to the extent that makes audience feel enthusiast to listen to the sessions". Nevertheless, Kahama FM has been doing great work in the development of user-centric jingles.

In terms of the usefulness of the content of jingles and talk shows, both kahama FM and Divine FM appear to present in a way that makes the content useful, i.e., both radio stations were received many calls and SMS. (See table 11) However, Divine FM was received more feedback than Kahama FM, most likely because the time allocated for receiving feedback from the audience is longer for Divine FM than for Kahama FM. This was also proved by Jane Haule, project officer, she said that "You can find that majority of people who are dialling are men, and in fact, they are speaking openly, for example, we had a session led by Catekista Michael from Segese sub ward, the session was positive because the majority of men were interacting with the session by commenting and sharing information, and through that, we were able to understand why men react to some issues in that harsh way".

The outputs of manifest content analysis i.e., categories were combined with other categories obtained through expert judgement to form a list of criteria. These criteria were then imported to the DEMATEL model that enabled the development of a cause-effect relationship aimed at examining the contributing criteria that play an important role on the observed impact of radio programmes to the number of calls received by the National Child Helpline.

Effectiveness of Radio Programmes by tracking Cause – Effect Criteria that led to Increase in Number of Calls Receive at the National Child Helpline

The Decision-Making Trial and Evaluation Laboratory (DEMATEL) technique was employed to build casual maps that clearly indicated core cause, inferior cause, core effect and inferior effect. The DEMATEL cause (core and inferior) results can facilitate the decision-makers of the project to prioritize the limited resources for effective implementation of radio programmes aimed at increasing the number of calls received at the National Child Helpline. The results presented in table 13 indicate two "core cause" criteria of radio stations identified based on their Ri+Ci and Ri-Ci values, (1) usefulness of content of jingles and talk Shows (Ri+Ci, Ri-Ci = 32.53705, 1.518261) and presentation of content of jingles and talk Shows (Ri+Ci, Ri-Ci = 30.23454, 1.952474). The usefulness of content of jingles and talk Shows would be improved to motivate audiences to tune radio stations at any cost but also the project should focus on radio stations with popular broadcasters. The DEMATEL "inferior cause" identified was the obtainability of radio stations (Ri+Ci, Ri-Ci = 29.74188, 0.382256). The project should focus on radio stations which are more available, accessible, and easy to tune.

Table 12: Results of manifest content analysis

Theme: Effectiveness of radio programmes (jingles and talk shows)							
Category 1: Obtainability of Radio Stations			Category 2: Presentation of Content of Jingles and Talk Shows		Category 3: Usefulness of Content of Jingles and Talk Shows		
Code 1: Availability of radio stations	Code 2: Accessibility of radio stations	Code 3: Easiness of accessibility	Code 4: Organization	Code 5: Consistency	Code 6: Relevancy	Code 7: Interactivity	Code 8: Impact
The radio stations i.e., Divine FM and Kahama FM are available	The radio stations i.e., Divine FM and Kahama FM are accessible	Divine FM is easily accessible than Kahama FM	Presenter of Divine FM is well organized	Similar information and awareness are shared to different programmes	The topics being discussed in talk shows are relevant	The talk shows are interactive	Radio stations are inevitable for impact-driven awareness campaigns.
<i>"I have gotten a chance to hear the recorded version of the sessions aired from the Divine FM in Saturday"</i>	<i>"I have been listening to Kahama FM since 2015, but I moved to Divine Fm since 2021 due to their content, their religious content have put me onboard"</i>	<i>"Divine FM is easily accessible here in Shilela Ward, Kahama FM is accessible but require enormous work of searching and tuning".</i>	<i>"Divine FM is the favourite among the majority of people, and this is due to the fact that the presenter of Divine FM is coherent and well structured in term of presentation to the extent that make audience feel enthusiast to listen to session"</i>	<i>"We have been conducting GBV media campaign hand in hand with the outreach activities. The topic that being discussed during the talk shows is the replica of what is presented during the outreach activities. It is important and inevitable to do this because there are some groups that do not listen to radio stations due to various</i>	<i>"I have been receiving shoutout after conducting every talk show, for example I was finalizing a talk show in Divine FM, and one of the audiences dialled and commented on my cognizance when I was implementing outreach activities, Jane Haule, Project officer said. She further said "When we were finalizing the last year programmes, we developed a poster that</i>	<i>"You can find that majority of people who are dialling are men, and in fact they are speaking openly, for example we had a session led by Catekista Michael from Segese subward, the session was positive because majority of men were interacting with the session by commenting and sharing information, and through that we were able to understand</i>	<i>"I believe that radio station has much impact in dealing with GBV in Msalala district. This is because majority of people in Msalala like to be entertained and radio station is the least cost solution for them, therefore radio station is part and parcel for successfully coverage of majority of people"</i>

The DEMATEL effect (core and inferior) results can be facilitated by core causes, and decision-makers of the programmes aimed at increasing the number of calls received at the National Child Helpline. One "core effect" criteria identified i.e., field outreach activities (R_i+C_i , $R_i-C_i = 31.61909, -0.88411$); field outreach activities notably field based aired talk shows could be adopted to make talk shows more engaging, impactful, and easy for listeners to participate in. For example, if the talk shows would be conducted in a field setting, the quality of the content presentation would be improved due to aesthetic nature of natural environment where the natural background voice prevails. This has an advantage of building rapport among the audience, making them more eager to contribute. The "inferior effect" identified is the number of jingles and talk shows aired on the radio stations (R_i+C_i , $R_i-C_i = 28.79881, -2.96888$) would be increased to increase the uptake of content by the audience. For example, if the advertisement jingle would be played before the day of the talk show, this would make audiences eager to wait for the actual talk show. Through this, even the coverage of phone #116 would increase, resulting in an increase in the number of calls received at the National Child Helpline.

Criteria	Ri	Ci	Ri+Ci	Ri-Ci	Identity
Obtainability of Radio Stations	15.06207	14.67981	29.74188	0.382256	Cause
Presentation of Content of Jingles and Talk Shows	16.09351	14.14103	30.23454	1.952474	Cause
Usefulness of Content of Jingles and Talk Shows	17.02766	15.5094	32.53705	1.518261	Cause
Number of Jingles and Talk Shows Aired to the Radio Stations	12.91496	15.88385	28.79881	-2.96888	Effect
Field Outreach Activities	15.36749	16.2516	31.61909	-0.88411	Effect

Table 13: The Results of Decision-Making Trial and Evaluation Laboratory (DEMATEL) Model

Additionally, figure 6 indicates the results that would facilitate the decision-makers of the project to be able to understand better the interrelationship of the DEMATEL criteria. The results as presented in figure 6 show that all the DEMATEL criteria are interrelated such that more focus would base on improving usefulness of content of jingles and talk shows in term of relevancy, impact, and interactivity; Through this, all other criteria would be triggered and come into action.

- A- Obtainability of Radio Stations
- B- Presentation of Content of Jingles and Talk Shows
- C- Usefulness of Content of Jingles and Talk Shows
- D- Number of Jingles and Talk Shows Aired to the Radio Stations

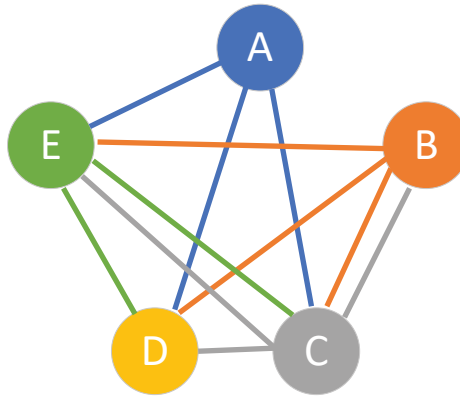


Figure 6: Relationship exist between radio stations criteria

4.5 Comparison between Baseline GBV Media campaign conducted from October 2020 to March 2021 and the this year media campaign conducted between October 2021 to December 2021

An encompassing approach was used to examine the relevance of the baseline impact evaluation of the GBV media campaign by clustering the key factors for the effective implementation of radio programmes. This has aided in determining which factor contributed to the positive outcomes of the GBV media campaign, which ran from September to October 2021.

Table 14: Comparison between baseline GBV media campaign conducted from October 2020 to March 2021 and the this year media campaign conducted between October 2021 to December 2021

Recommendation: Baseline GBV media campaign	Current GBV media campaign	Outcome
Number of jingles aired about 7 per day	Number of jingles aired was over 15 per day	Increased jingles impression of which would have led to increase in number of calls received at the National Child Helpline.
4 radio talk shows	6 radio talk shows	Increased impression of talk shows such that majority of people would have listened and became aware of the phone #116 of which would have led to increase in number of calls received at the National Child Helpline.
Kahama Fm and Huheso FM used	Kahama FM and Divine FM used	Increased reach, and impression of which would have led to increase in number of calls received at the National Child Helpline.

The results presented in Table 14 indicate that the tendency of airing talk shows and jingles on Divine FM seems to have a far greater impact on the increase in number of calls received at the National Child Helpline. Furthermore, an increase in the number of jingles and talk shows was also contributed to the increase in impression of the radio programmes, as a result, the increased number of calls received at the national Child Helpline.



Chapter 5

Conclusion

CONCLUSION

Radio programmes and jingles have contributed positively to the number of calls received at the National Child Helpline. To keep the trend even higher, decision-makers of the GBV media campaign should focus on the core cause and effects that have the highest contribution to improving the effectiveness of radio programmes as well as the number of calls received at the National Child Helpline. The core cause to put under high priority is the usefulness of content of jingles and talk shows of which the project officer is required to observe the feedback of audiences received during the talk shows and use them as a guiding tool for preparation of the next sessions, but also the project officer should make sure that the content of talk shows and jingles is developed in partnerships with the broadcasters so that they could improve the relevancy of content but also the impact because broadcasters know the audience preferences better and the project knows the field reality. So collaboration is inevitable.

Appendix

HOUSEHOLD QUESTIONNAIRE

Press below link to access questionnaire.

<https://ee.kobotoolbox.org/x/gvJvRKTc>

PHOTO REPOSITORY

https://1drv.ms/u/s!AnFgatmuqc_CggoLgLQn6ByLFeTZUw?e=5wNiwk

RADIO STATIONS KEY INFORMANT INTERVIEW CHECKLIST

1. Name of respondent?
2. Name of the radio station and frequency?
3. What is the coverage of your radio frequency?
4. What is the name of the programme hosted (funded by C-SEMA)?
5. When was the programme launched, is it continuing
6. What time does the programme live on radio (start time and finishing)?
7. Are you the host of the programme
8. IF NO, what is your role in the programme
9. Can you describe the programme itself shortly?
10. Does the programme have interactive sessions with listeners
11. IF YES, can you estimate how many listener can call per programme

ABOUT RADIO JINGLES (FUNDED BY C-SEMA)

1. When was jingles started be live on and when stops?
2. What is the plan for advertisement of jingles?
3. How frequently do you advertise?
4. Can you provide the jingles and programmes sample voice?
5. Which challenges you had encountered?
6. What is you recommendation?

PROJECT LEAD KEY INFORMANT INTERVIEW

1. Name of respondent
2. What is your role in this project?
3. How many wards have you implemented the project?
4. Have you heard of the radio programme
5. From when you have heard, is it up to now IF NO, when did you stop hearing
6. What time was the programme live on
7. Can you rate the programme presenters in scale percent?

Appendix

8. Have you heard of radio jingles?
9. From when, is it up to now IF NO when did you stop hearing
10. What time does jingles be live on?
11. What means of project delivery your using APART from RADIO JINGLES and programmes
12. What types of audience you targeted?
13. What is the response of targeted audience, rate by percent scale?
14. When comparing from first days of project to date, Is the estimated rating, INCREASING, DECREASING or REMAIN CONSTANT.
15. Which method you think have attributed to the observed impact?
16. Have you met with shout-out from targeted audience about radio programmes or jingles?
17. Can you rate in percent, estimate how many per total audiences have given shout out?



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