Multimedia Family Planning Promotion in Tanzania

Figure 1. Number of women aged 15–49 who began using a family planning method, by month and year, according to family planning promotional activities

<table>
<thead>
<tr>
<th>No. of new users</th>
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<tr>
<td>100</td>
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<tr>
<td>75</td>
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<tr>
<td>50</td>
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<tr>
<td>25</td>
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Month and year

- **Logo launches**
- **Radio spots**
- **Print materials**
- **Zinduka!**
- **Twende na Wakati**

for the purpose of analysis.  
- In collaboration with the Ministry of Health, the German Association for Technical Cooperation (GTZ) produced a weekly radio variety show called Afaya ya Jami. Using interviews, talks and skits, the show discusses various health issues, including family planning and AIDS prevention. It has been broadcast weekly on Radio Tanzania since February 1994.
- After television service was introduced in mainland Tanzania in June 1994, the National AIDS Control Programme broadcast family planning spots on two privately owned television stations during the World Cup soccer games. Since television reaches only urban areas and only about 2% of Tanzanians own one, the program has limited potential for public education.
- The Tanzania AIDS Prevention Project has involved the private sector in HIV and AIDS prevention activities since late 1992 through education, training and social marketing of condoms (with Population Services International). Salama condoms are being marketed through the non-governmental organizations, nonsite programs and other commercial channels. More than four million Salama condoms were sold in the first year.

Methods

Data Sources

The 1994 Tanzania Knowledge, Attitudes and Practice Survey (TKAPS 94) was designed to assess changes in health and family planning since the 1991–1992 Tanzania Demographic and Health Survey (DHS). Both surveys were funded by USAID, and were conducted by the Bureau of Statistics with technical assistance from Macro International, Inc.

TKAPS 94 had a smaller sample size and fewer questions than the 1991–1992 DHS, but otherwise was comparable in research design and methodology. TKAPS 94 used the 1991–1992 DHS sample frame to select 433 wards, 203 census enumeration areas from these wards (146 urban and 57 rural) and 4,023 households from these enumeration areas. The urban primary sampling units had an average cluster size of 20.7 observations (range, 8–42). Rural clusters had an average size of 21.0 observations (range, 9–42). TKAPS 94 used a three-stage, multicluster sampling design. Four of the 20 mainland regions were oversampled; thus, some cases had to be weighted to produce a nationally representative sample. Interviews were conducted with 4,225 women aged 15–49 between July and September 1994.

Macro International, Inc., the government of Tanzania and Johns Hopkins University–Population Communications Services collaborated in the design of the TKAPS 94 questionnaire to make the survey more useful in evaluating communications interventions. The standard DHS questions on information, education and communications were expanded. Specific questions on exposure to the Ministry of Health radio serial drama, Zinduka!, and to the logo promotion campaign were added. Respondents were asked about exposure to other media sources, such as television and print, but no specific materials were mentioned.

Study Variables

The analysis presented in this article uses three sets of variables: Background social and demographic characteristics serve as a control; exposure to media channels is the independent variable; and contraceptive use and two variables representing intermediate measures of behavior change (spousal communication and visit to a health center) serve as the dependent variables.

Six social and demographic variables that are often associated with contraceptive behavior and media habits were used in the analysis: the respondent’s place of residence (urban or rural), educational attainment, age, marital status, number of surviving children, and radio and television ownership.

Women were asked whether they had heard, seen or read any family planning messages in the last six months in five media channels—radio, newspapers, posters, leaflets and television. Additionally, respondents were asked specifically whether they had heard Zinduka! or had seen the family planning logo campaign. Therefore, they were asked if they could name up to seven media sources with family planning messages. (Although Zinduka! is analyzed separately, it is also included in the analysis of radio exposure, along with the GTZ health education program, the drama Twende na Wakati, and other radio spots and programming.)

Contraceptive behavior was measured as current use of any contraceptive method, any modern method or a traditional method. The nine family planning methods included in the questionnaire were the pill; the condom; the diaphragm,