1. Background
CHAMPION – Channeling Men’s Positive Involvement in a National HIV/AIDS Response – is an innovative five-year initiative in Tanzania made possible by the generous support of the American people through the United States Agency for International Development (USAID). CHAMPION seeks to promote a national dialogue about men’s roles and increase gender equity in order to reduce the vulnerability of men, women, and children to GBV, HIV, and other adverse reproductive health (RH) outcomes. As part of its work, the project implemented a mass media and community-based communications campaign that aimed to reduce societal acceptance of GBV in Tanzania in 2011-2012.

2. Campaign Formative Assessment
The formative assessment began with a review of the 2010 Tanzania Demographic and Health Survey (DHS) which showed that GBV is widespread throughout Tanzania and is predominantly intimate partner violence (IPV):

- 44% of ever-married women reported experiencing physical or sexual violence by their current/most recent husband or partner
- 83.4% of women aged 15-49 who ever experienced physical violence reported their violators were a former or current boyfriend, husband, or partner
- 54% of women and 38% of men aged 15-49 believed that a husband is justified in beating his wife for certain reasons such as burning the food or refusing to have sex.

Based on the findings and gaps from the DHS, CHAMPION then carried out qualitative research to inform the development of the campaign. Focus groups were conducted to address three questions that remained after analyzing the DHS findings: 1) What are the social norms that enable GBV in Tanzania? 2) What are the emotions and conflicts surrounding GBV in Tanzania? and 3) What are the current perceived benefits, if any, to a home free of GBV?

Key Findings: Men
Among men, it was clear that there are certain gender-based “rules” that women need to follow and breaking these rules is equated to disrespect for your male partner. The rules included: a woman may not leave the house without permission from her male partner; a woman must receive her partner when he comes home or calls; and a woman must have sex with her husband whenever he wants it. If the rules are broken and not strongly enforced by the man, he is called a “bwege” (submissive man) and seen as less of a man. Over generations, violence has become an established norm and is seen as the obvious way for a man to enforce the rules in his house and maintain community acceptance, respect from his peers, and control of his life.

Interestingly, men also felt that homes free of violence led to more positive outcomes, including greater love in the family, better sex, happier children, and healthier partner relationships. Men were conflicted and felt they have to choose between this harmonious home and being seen in the community as the “man of the house” who is strong and in control.

3. Target Group
The campaign’s primary target audience was men aged 25+ with intimate partners. In addition, men who are opinion leaders in Tanzania such as religious, traditional, and local government leaders were targeted, as they have the potential to become effective advocates for change. The campaign did not encourage women to speak and/or act out against IPV, because this could put them at risk of further violence with few places or services to turn to for support.

4. Communication Objectives
The goal of the campaign was to begin to change the current social norm of physical and sexual violence in intimate partnerships. To help make this shift to a new norm, several intermediary steps were required: 1) Build knowledge among communities about IPV as a societal problem; 2) Spur public discourse about the problem of IPV; and 3) Encourage men to openly oppose IPV. The campaign tackled these three steps by addressing five specific communication objectives, as shown below.
5. Creative Direction
Using violence to ensure society’s “rules” are followed gives men a sense of status, acceptance, and control, but it comes at a price in that they are unable to attain the positive image they have of a violence-free home. Thus, the campaign needed to resolve the internal struggle that men are feeling. It needed to convince men that they can have it all: status in the community, respect from their peers, control of their future, AND harmony at home. But the campaign needed to underline that the only way to achieve this was through a violence-free home.

Campaign development came with several creative challenges: 1) Messages must stay positive; 2) Communications must avoid stereotyping of what defines a “real man;” and 3) Campaign must be provocative enough to stimulate dialogue.

The selected concept for the campaign was *Kuwa Mfano wa Kuigwa (Be a Role Model)*. Three GBV messages coupled with a key benefit were then developed for this call to action, as highlighted below.

<table>
<thead>
<tr>
<th>Key GBV Message</th>
<th>Call to Action</th>
<th>Key Benefit</th>
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<tbody>
<tr>
<td>Beating your wife is never justified</td>
<td>Be a Role Model</td>
<td>Be their hero without raising a hand (successful family)</td>
</tr>
<tr>
<td>Forced sex, even with your partner, is violence</td>
<td>Be a Role Model</td>
<td>Win her love without force (happy relationship and romance)</td>
</tr>
<tr>
<td>Violence is everyone’s problem</td>
<td>Be a Role Model</td>
<td>Earn respect by standing up to violence (community respect)</td>
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CHAMPION implemented interpersonal campaign activities, providing an opportunity for questions and feedback. Through small group and individual discussions, CHAMPION’s local activists used campaign messages and materials to engage with over 6,900 men throughout 2012.

Football matches, bar outreach, and road shows were implemented in CHAMPION’s two key districts. During the football tournaments, players, coaches, and officials were given an orientation to the campaign and its key messages. Half times showcased edutainment events, and CHAMPION’s local activists engaged with fans at each match. After football matches, the edutainment shows moved to local bars. A total of 33 bars were visited and branded with campaign messages. Event numbers estimated that close to 40,000 men and boys attended road shows, matches, and bar activities.

6. Campaign Implementation

Mass Media
The campaign used national TV and radio over six months to cost effectively balance impact, reach, and frequency. Each TV spot was tactically bought to ensure maximum reach among men aged 25+. Spots aired on the two most watched stations, during prime time news reaching over 4.5 million men.

In Tanzania, radio has substantial reach. Thus, the largest portion of the media budget was spent on radio with the national buy focused on the top three listened to stations. In addition, regional radio was bought in Iringa to support community level campaign efforts.

Community Activities
Posters, brochures, flyers, t-shirts, buntings, coasters, and banners were produced for use in community activities in two of CHAMPION’s key districts in Iringa Region, i.e., Mufindi and Iringa Urban.

7. Evaluation
The campaign was evaluated through an omnibus survey based on the five communication objectives. Results from the study are currently being analyzed and expected by April 2013.

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