

30 July 2008

Briefing Note

Deliver Now Tanzania: Overview, Timeline & Next Steps

Overview

The Deliver Now Tanzania campaign combines advocacy, communications and community mobilization strategies¹ to accelerate progress in achieving Millennium Development Goals 4 and 5 in Tanzania. The campaign is facilitated by The Partnership for Maternal, Newborn and Child Health (PMNCH), and is to be implemented through the combined efforts of the White Ribbon Alliance for Safe Motherhood in Tanzania (WRATZ)² and the Reproductive and Child Health department of the Ministry of Health and Social Welfare of the Government of Tanzania (MoHSW) with the guidance of the Tanzanian Partnership for Maternal, Newborn and Child Health.

Deliver Now Tanzania supports the implementation of key strategies set out in the Government of Tanzania's recently published "National Road Map to Accelerate Reduction of Maternal, Newborn and Child Deaths in Tanzania 2008-2015" (April 2008). This includes increased advocacy and resource mobilization for MNCH goals; health system strengthening and capacity development; community mobilization and participation to improve MNCH practices and demand for services; fostering partnerships to implement interventions; and behavioural change communication to promote positive health behaviours.

Specifically, Deliver Now Tanzania aims to strengthen both civil society ("demand-side") and government ("supply-side") capacity in Tanzania to implement these strategies through the following outputs, to be delivered over 24 months:

¹ Terms used as follows: *Advocacy* is a broad set of coordinated interventions designed to place an issue high on the political agenda, foster political will and increase/sustain financial and other resources. *Strategic communications* seeks to create and improve awareness among the general public of an issue and the services associated with it (standards, availability, etc.), with the goal of contributing to positive behaviour change. *Social mobilization* attempts to convert knowledge into demonstrable action, ie, the process of generating public will by actively securing broad consensus and commitment among communities to address an issue for themselves.

² White Ribbon Alliance for Safe Motherhood in Tanzania is a coalition of NGOs, professional associations, government institutions, faith-based organizations, community organizations and individuals dedicated to making pregnancy and childbirth safer. Launched in 2004, WRATZ now consists of more than 750 individual members and more than 100 institutional members across Tanzania. Its secretariat is hosted by the Dar es Salaam-based office of Jhpiego, an international non-profit health organization affiliated with Johns Hopkins University of Baltimore. WRATZ is an affiliate of the global White Ribbon Alliance, and is coordinated nationally by Rose Mlay.

- An intensive, two-week "training of trainers" workshop on key advocacy and communication skills to increase the capacity of civil society organizations and health professional associations to promote maternal, newborn and child health (MNCH) in Tanzania. More than 40 participants will be supported in carrying out local-level training upon their return home and in guiding WRATZ on the design and implementation of advocacy activities. The training curriculum will draw on best-practice case studies from among WRATZ's own member-organizations, and promote joint action between members of WRATZ on advocacy activities;
- A dedicated five-day training session for 30 advocates from Arusha region, conducted by two of the newly trained "master trainers" (see above) to facilitate intensive community mobilization activity in six districts of Arusha region, including a series of public hearings on MNCH issues to be chaired by top administrative officials and attended by district-level policy-makers;
- A 12-month national mass-media behavioural change campaign on key MNCH issues to promote community demand for services and to build media capacity and motivation to report effectively on MNCH issues;
- A national stakeholder workshop to build consensus on key advocacy messages to be conveyed by the social mobilization activities and media outputs associated with Deliver Now Tanzania;
- The development of an advocacy kit based on agreed key messages and data for use in advocacy and education efforts with local-level and national policy-makers and the media, including those reporting on national White Ribbon Day;
- A set of research studies consisting of a national time-series quantitative survey of knowledge, attitudes and behaviours/practices (KAP/B) to support message development and to track progress of the campaign, as well as an Arusha-based study of health-systems impact that can be attributed to the campaign. The data and analysis emerging from the quantitative studies and accompanying qualitative studies will provide a rich source of information for the modelling of future campaigns and international dissemination;
- Orientation workshop for leaders from the MoHSW and Prime Minister's Office Regional and Local Government Authority Government (PMORLAG) about the value and use of strategic communication in their day-to-day work.

Timeline: Inception to Present

Apr-July 2007: As part of the process of planning for the launch of the Global Business Plan for MDGs 4 and 5, The Partnership commissions a report from Options Consultancy of the UK about enhancing advocacy for MDGs 4 and 5, including a case study on Tanzania. The report is co-

funded by DFID and NORAD. Recommendations include the urgent implementation of a global advocacy and communications campaign on MNCH (launched in Sept. 2007 as Deliver Now for Women + Children in association with the Global Campaign for the Health MDGs), including the facilitation of country-level alliances to enhance social mobilization and behavioural change at political and community levels. The Partnership identifies Tanzania as a suitable pilot location for this work given the rich findings of the Options report and the coordinating capacity of the White Ribbon Alliance for Safe Motherhood in Tanzania (WRATZ).

Aug-Dec 2007: WRATZ produces the first draft of a multi-faceted political advocacy-strategic communication-social mobilization campaign for Tanzania to be shared for comment at a stakeholder meeting in Dar es Salaam in January 2008, chaired by Dr. Catherine Sanga, Director of the Reproductive and Child Health department of the Ministry of Health and Social Welfare.

Jan. 2008: A stakeholder meeting on advocacy for MNCH is held in Dar es Salaam, supported by the Partnership for Maternal, Newborn and Child Health. It is attended by approximately 25 representatives of government, UN agencies, donor agencies, health professional associations and NGOs. Discussions are held about the WRATZ-led proposal and prospect of launching a national Deliver Now for Women + Children Tanzania campaign in conjunction with the forthcoming visit to Tanzania by Norwegian Prime Minister Jens Stoltenberg. Outcomes include:

- agreement that WRATZ will develop a detailed proposal for a 24-month Deliver Now Tanzania campaign administered by WRATZ and endorsed by the MoHSW;
- agreement on forming a standing advocacy sub-committee under the Safe Motherhood committee of the MoHSW;
- agreement to form a Deliver Now Tanzania drive, to be launched in conjunction with the Norwegian state visit in April 2008;
- advocacy and communication to feature as key strategies in the newly revised "National Road Map Strategic Plan to Accelerate Reduction of Maternal, Newborn and Child Deaths in Tanzania, 2008-2015", to be launched in conjunction with Deliver Now Tanzania in April 2008.

Feb-March 2008: The Partnership supports WRATZ in developing a detailed 24-month proposal and budget for Deliver Now Tanzania. The Partnership provides funds and organizational support to a MoHSW-led effort to launch Deliver Now Tanzania in April 2008 featuring Tanzania's President Kikwete and Norway's Prime Minister Stoltenberg.

Apr. 2008: The launch of Deliver Now Tanzania in Dar es Salaam draws more than 200 participants and media representatives to the Movenpick Hotel on 22 April: <http://www.who.int/pmnch/activities/delivernow/en/index7.html>. The publication of the Tanzanian data on the improvements in child mortality, as outlined in the *Lancet* special edition for Countdown to 2015, underlines the urgency of addressing newborn and maternal mortality in Tanzania, which has not shown corresponding progress.

May-present 2008: WRATZ and The Partnership undertake further refinement of the proposal and continue discussions with possible donors for the project, including NORAD. A series of stakeholder meetings are held in July-August in Dar es Salaam, chaired by the MoHSW, to discuss roles and responsibilities among government, UN agencies, NGOs and health professional associations for implementing the advocacy activities contained in the *Road Map* document. This is the first time such a meeting has been held to coordinate partners in their MNCH advocacy



activities and goals. The goals of the Deliver Now Tanzania proposal are reaffirmed and planned activities are coordinated with other advocacy outputs under the *Road Map*.

Next Steps

As this project remains unfunded, The Partnership will dedicate maximum effort to securing resources for its timely implementation in line with the MoHSW *Road Map*.