

# ***Wazazi Nipendeni* (Love me, parents!)**

## **Impact of an Integration National Safe Motherhood Campaign in Tanzania**

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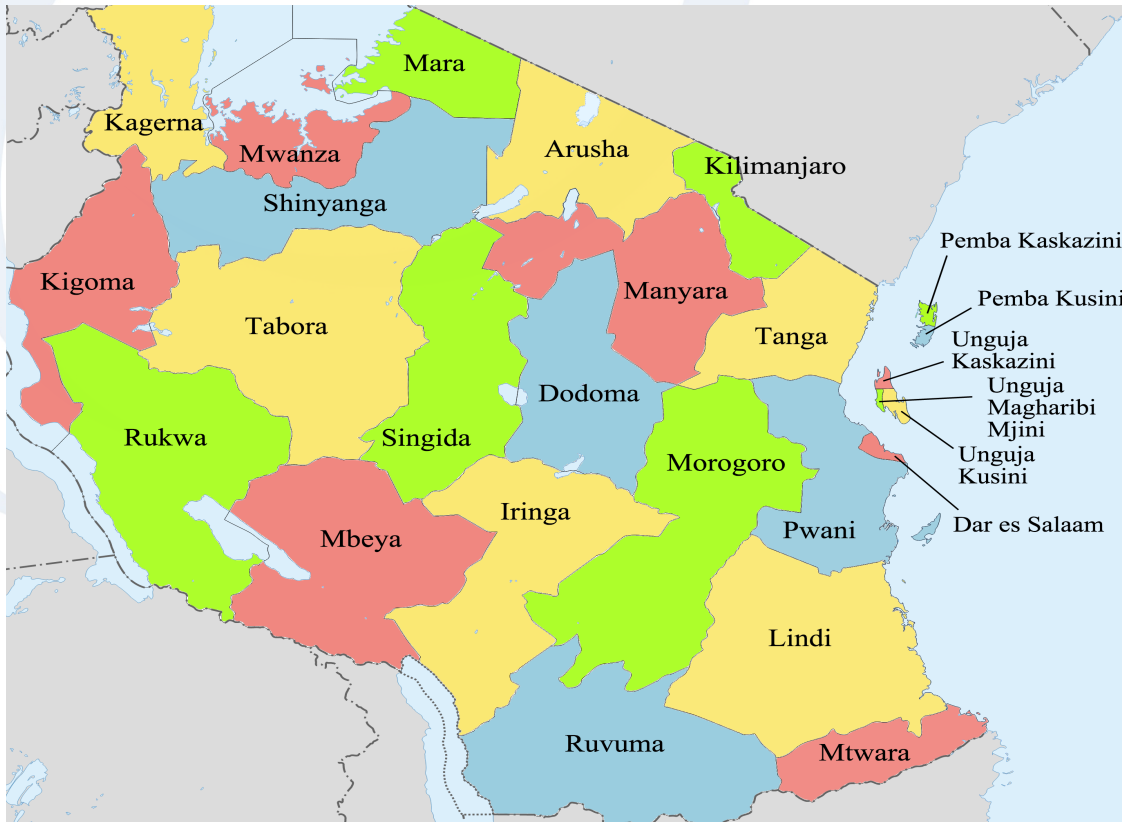
American Public Health Association Conference

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# Background: Tanzania



- Population near 50 million
- **Over half are aged under 24 years of age – median age 17.4.**
- **Low contraceptive prevalence rate (34.4% in 2010)**
- **13<sup>th</sup> in the world for HIV prevalence (5.1% in 2012)**

References: Tanzania Commission for AIDS (TACAIDS) ZACZ, National Bureau of Statistics , (NBS) OotCGSO, and ICF International. Tanzania HIV/AIDS and Malaria Indicator Survey 2011-12: Key Findings., 2013. Central Intelligence Agency. World Fact Book. 2011.

<https://http://www.cia.gov/library/publications/the-world-factbook/geos/tz.html>

# Maternal and Child Health In Tanzania



- Maternal mortality - **454 deaths per 100,000 live births**
- High under 5 mortality
- **3.2% HIV** prevalence among pregnant women with only **70% reached with PMTCT**
- 1.6 million pregnant women contract malaria annually and **only 33% receive enough IPTp to ensure protection**
- **Less than 50% give birth in a health care facility**
- **Less than 50% receive skilled delivery care**

References: Tanzania DHS; UNICEF; Tanzania HIV/AIDS and Malaria Indicator Survey 2011-12

# Tanzania Capacity and Communication Project (TCCP)

**A 5 year USAID-funded project led by the John Hopkins Bloomberg School of Public Health Center for Communication Programs (JHU•CCP) in collaboration with Tanzanian Ministry of Health and Social Welfare**



**USAID**  
FROM THE AMERICAN PEOPLE



Wizara ya Afya na Ustawi wa Jamii

Wazazi Nipendeni - Love me,  
parents!

National, multi-level, safe motherhood  
campaign launched in November  
2012.



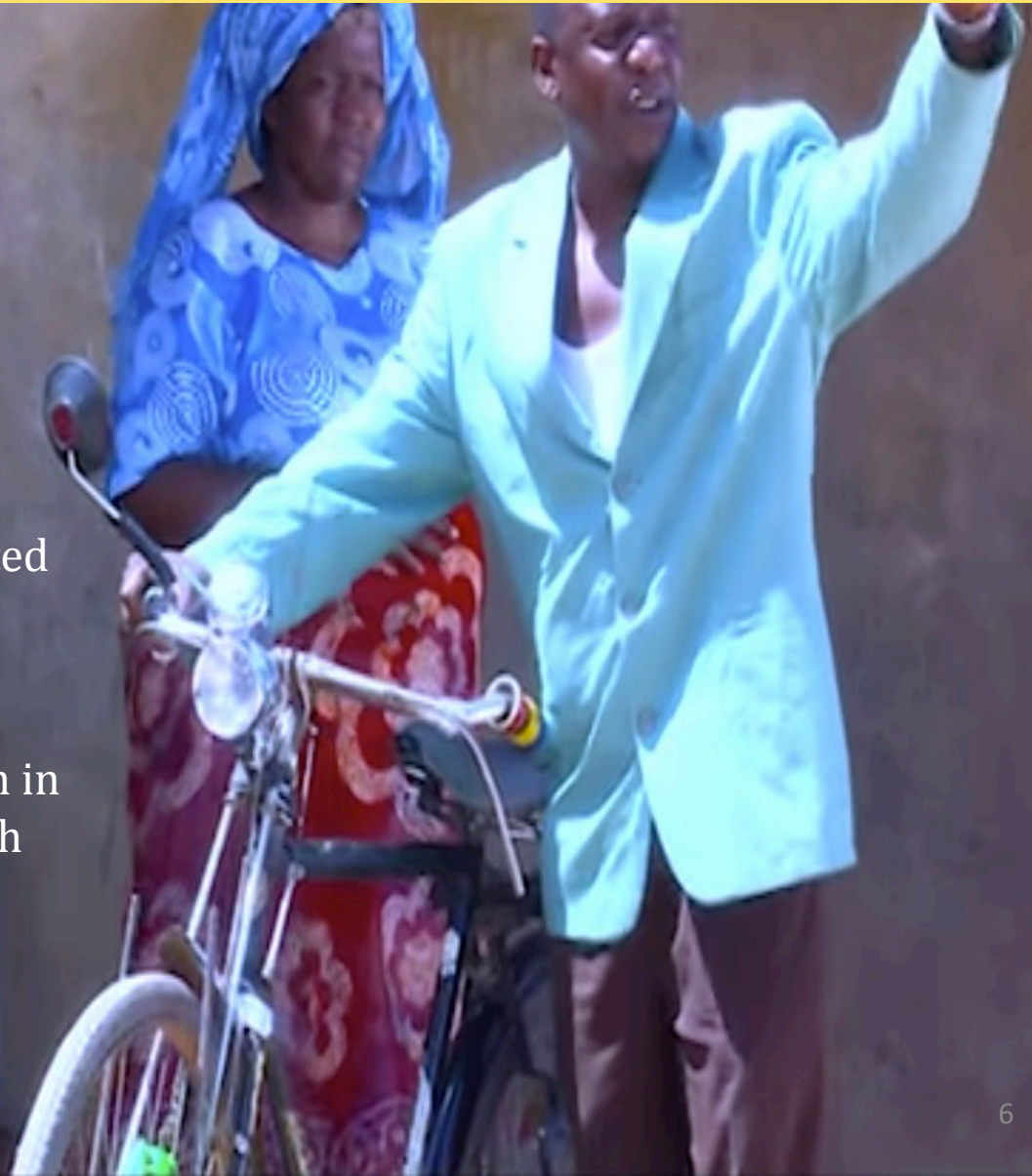
Wazazi  
nipendeni



# *Wazazi Nipendeni* –Love me, Parents!

## Media:

- **TV spots-** 6 TV stations airing 60 second spots  
<http://www.youtube.com/watch?v=muBdriLSC5U>
- **Radio spots-** 19 national and regional radio stations airing 60 second spots
- **Reality TV Program-** incorporated into a TV show popular with grandmothers
- **Billboards**
- **Magazine** – adverts for campaign in a magazine for out of school youth
- **Promotional materials**



# Promotional Materials



**Mama Mjamzito kunywa dozi mbili za SP ili kuzuia athari za malaria**

**Ulinzi mtakaonipa ndio tumaini langu**

**Tuma SMS neno "mtoto" BURE kwenda 15001 kwa taarifa zaidi**

**Wazazi nipendeni**




**Wazazi nipendeni**

**Saumu Abiud**  
Mikaa 19, anashikishwa Buguruni, DSM  
Ana upigaji wa mizi kila mwezi.

**Thuwaba Abbas**  
Mikaa 27, anashikishwa Buguruni Kisiwani, DSM  
Ana upigaji wa mizi kila mwezi na mizi wa kila mwezi.

**Halima Salim**  
Mikaa 30, anashikishwa Buguruni, DSM  
Ana upigaji wa mizi kila mwezi.

**Salma Ally**  
Mikaa 22, anashikishwa Buguruni, DSM  
Ana upigaji wa mizi kila mwezi.

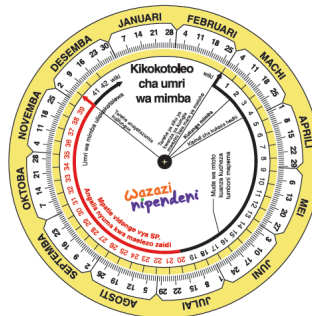
**Tunu Ramadhani**  
Mikaa 30, anashikishwa Buguruni, DSM  
Ana upigaji wa mizi kila mwezi.

# Health Facility Involvement and Materials



## Materials included:

- Individual birth planning brochure
- Individual birth planning poster
- SP poster
- SP reminder card
- Pregnancy Wheel
- SMS number included on all materials





# Campaign Goals

- Increase % of pregnant women who:
  - Attend ANC within first 16 weeks of pregnancy
  - Attend ANC 4+ times during pregnancy
  - Test for HIV with partner
  - Enroll in PMTCT services if HIV+
  - Make individual birth plan
  - Receive 2 doses of SP for prevention of malaria
  - Sleep under treated net every night
  - Deliver at health facility with skilled provider

# Evaluation Goal



Evaluate impact of *Wazazi Nipendeni* campaign on ANC attendees' knowledge, attitudes and behavior related to maternal and child health

# Data Collection

- 5 regions (18 districts)
  - Mtwara, Lindi, Morogoro, Tabora, Mwanza
- 122 health facilities
- 1,708 exit interviews

# Methodology

- Quantitative
  - Exit interviews with ANC/PNC clients triangulated with ANC card data (n=1708)
  - 837 Pre-Natal, 871 Post-Natal Women
  - Observation checklist of campaign materials received/available
- Qualitative
  - In-depth interviews with ANC/PNC providers (n=30)



# Participant Demographics

Age**	N	%
<b>18-24</b>	809	47.5%
<b>25-34</b>	655	38.5%
<b>35-44</b>	229	13.4%
<b>45+</b>	10	0.59%

Education***	N	%
<b>None</b>	377	22.1%
<b>Primary</b>	1115	65.3%
<b>Secondary</b>	203	11.9%
<b>Post-Secondary</b>	13	0.70%

Employment*	N	%
<b>Farmer</b>	1071	62.7%
<b>Housewife</b>	362	21.2%
<b>Other</b>	263	15.4%
<b>Unemployed</b>	12	0.7%

Pre Natal	Post Natal
837	871

\* Out of 1,708

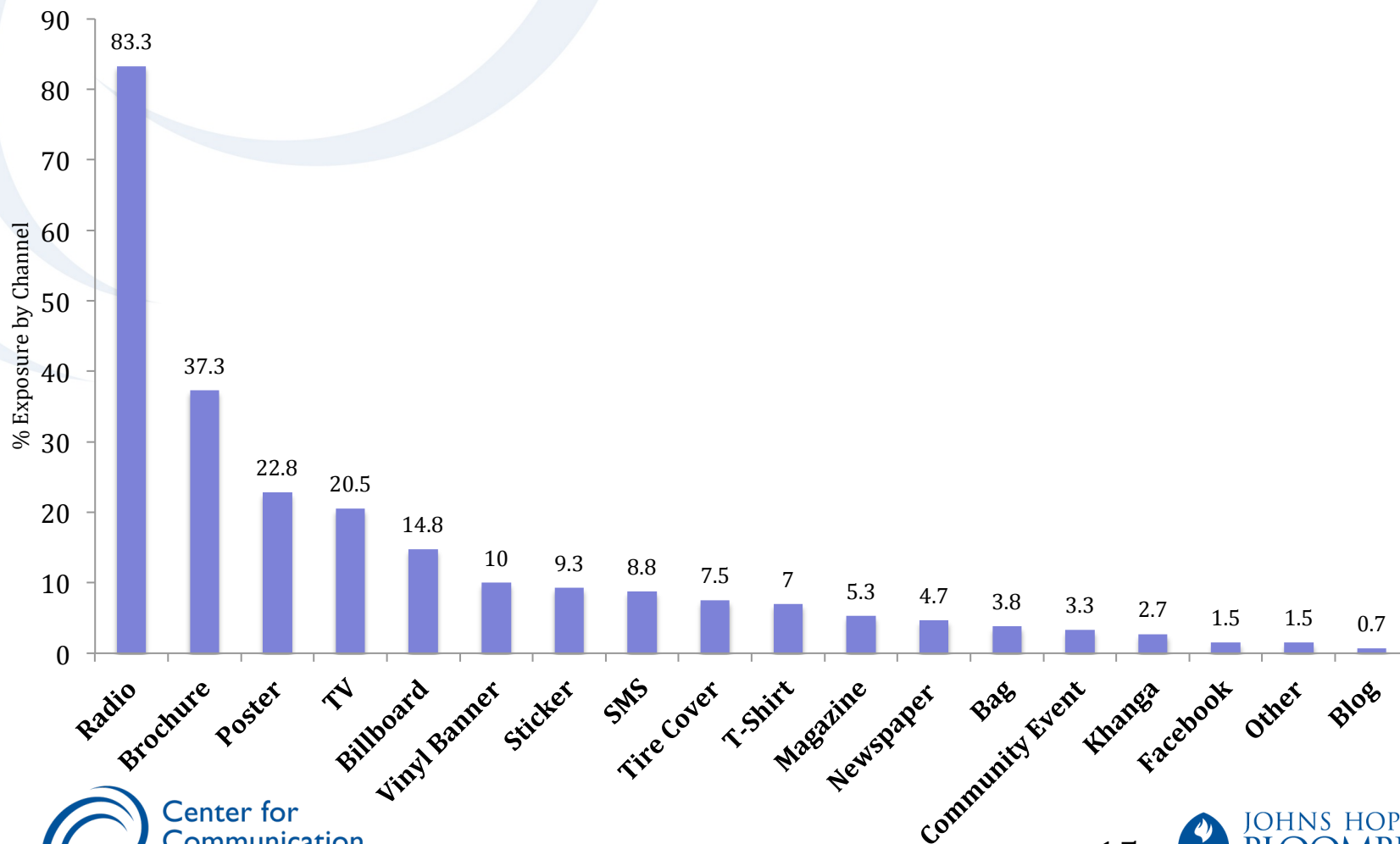
\*\*Out of 1,703

\*\*\*Out of 1,708

## Findings

**35.1%** of respondents heard or saw  
*Wazazi Nipendeni*, with **16.5%**  
reporting daily exposure

# Exposure by Communication Channel



# Knowledge of SP Dosage Number

Another number  
of doses or didn't  
know  
10%

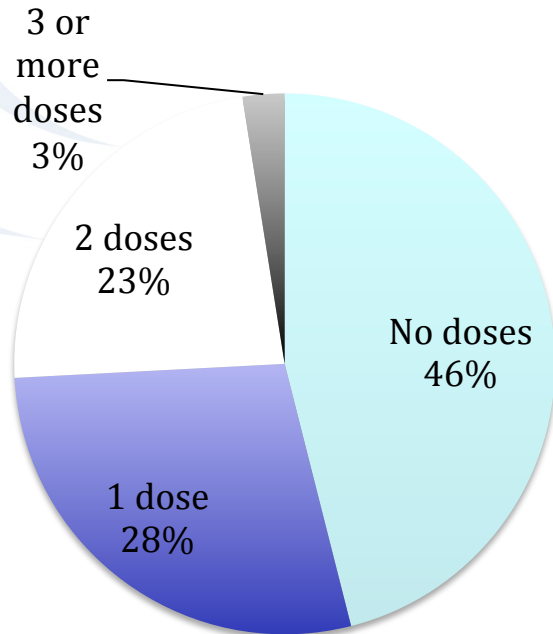
3 doses  
22%

2 doses  
68%

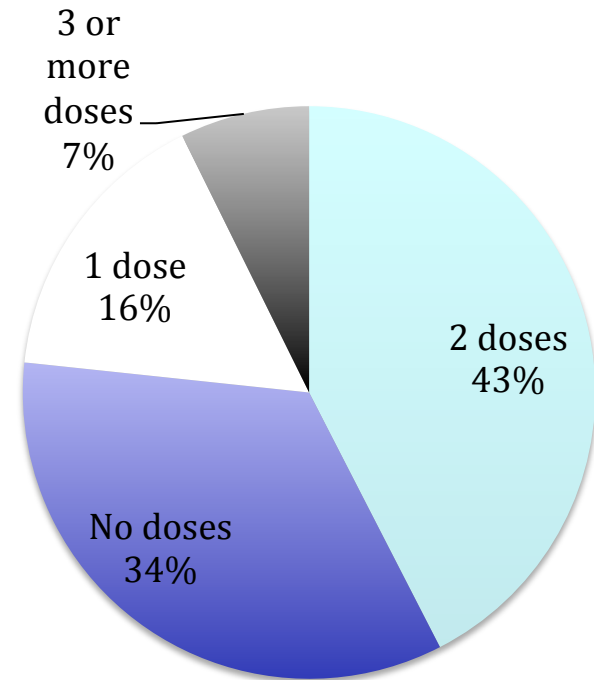


# Number of SP Doses Received

## Pre Natal



## Post Natal



# Campaign Exposure and SP Intake

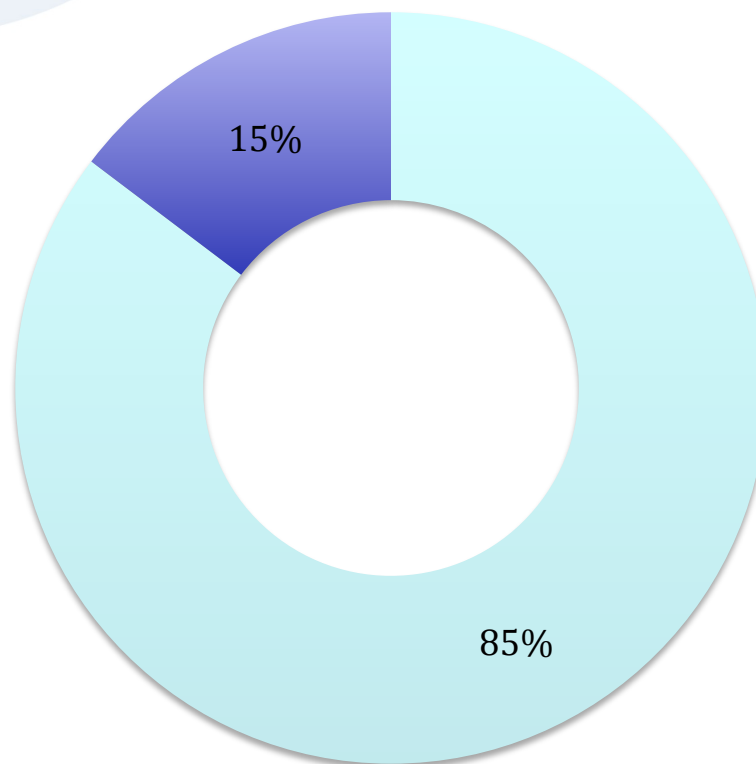
- For each message source to which a woman was exposed, there was 8% greater odds she received an SP dose, even controlling for all other demographic variables.

# Campaign Exposure and Number of SP Doses

- The more message sources to which a woman had been exposed, there was 23% greater odds she received 2 or more SP doses, even controlling for all the other demographic variables.

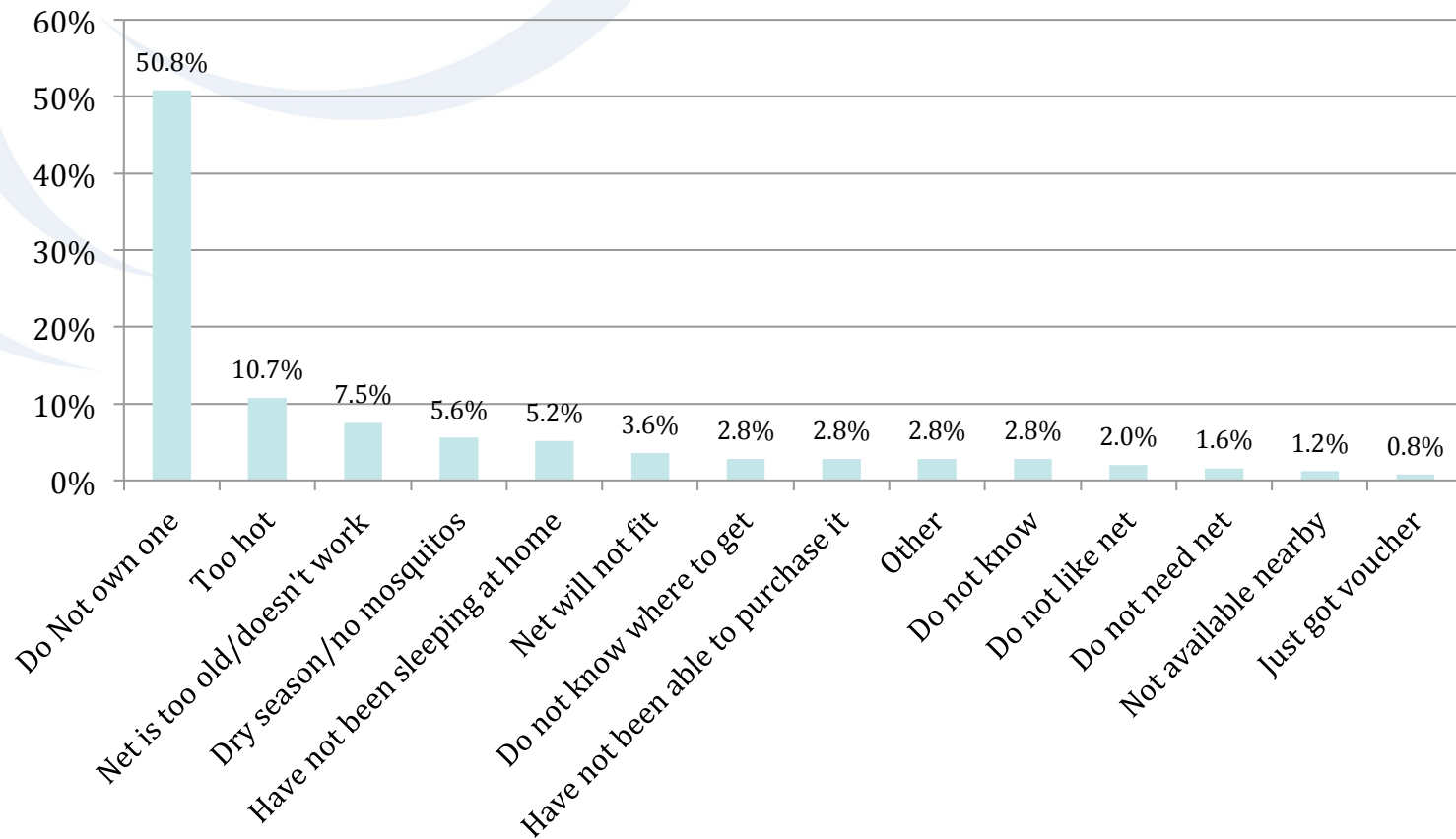
# Net Utilization Previous Night

■ Slept under a net   ■ Didn't sleep under a net





# Reason for Not Sleeping Under a Net



# Campaign Exposure and Net Usage

- For each increase in message sources to which a woman was exposed, there was about a 61% greater odds she slept under a mosquito net the previous night, even controlling for all other demographic variables ( $p < .001$ ).

# Wazazi Nipendeni Exposure and Health Facility Birth

- Message exposure was a marginally significant predictor of delivery in a health facility ( $p = .06$ ).
- For each message source to which a woman had been exposed, 20% greater odds she delivered at health facility, even controlling for all other variables.

# Malaria in Pregnancy: SP

- # of SP doses a pregnant woman should receive (knowledge)

2 doses	68.2%
3 doses	21.8%
Other	10.0%
- % of Post Natal Women taking 1, 2, or more doses of SP during last pregnancy

1 dose	16%
2 doses	42%
3+ dose	7.4%
- % of clients receiving SP reminder card

Pre-natal	19.4%
Post-natal	32.9%



# Malaria in Pregnancy: Nets

Had a mosquito net	89.3%
Received a voucher from clinic	58.1%
Used voucher	88.4%

# SUMMARY: Behaviors Associated with Campaign Exposure

- The more message sources women had been exposed to, there was a:
  - **23%** greater odds she received **2 SP doses**
  - **61%** greater odds she **slept under a mosquito net**
  - **20%** greater odds she **delivered at a health facility**

# Implications

- Evaluation is informing the development of the second phase of the *Wazazi Nipendeni* campaign
- Significant lack of education and employment and low socio-economic status among surveyed women—need to target low literacy, low SES, rural populations
- Some facilities instituted “waiting houses” to provide space for women waiting to deliver.

# Thank you!

- **Tanzania Ministry of Health and Social Welfare**
  - Reproductive and Child Health Section (RCHS)
  - National Malaria Control Program (NMCP)
  - National AIDS Control Program (NACP)
  - Health Promotion and Education Section (HPES)
  - mHealth Tanzania Public Private Partnership
- **Donors**
  - USAID, PMI, PEPFAR, CDC
- **Implementing partners**

Aga Khan

CCBRT

CRS / AIDS

Relief

EGPAF

Jhpiego

m2m

Mwanzo Bora

Plan International

PSI

THPS

Tunajali

## Questions:

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