

AudienceScapes

Africa Development Research Brief



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This research brief is based on data from the AudienceScapes surveys of 2003 Tanzanian adults (age 15+) conducted in July 2010. The survey has a margin of error for the sample of +/- 2.2 percent with a 95 percent confidence interval.

The nationally representative survey is part of a broader project aimed at improving communication programs and needs assessments in developing countries. To access the complete analytical reports on the AudienceScapes surveys as well as other research and information, go to

www.audiencescapes.org.

HIV/AIDS Education in Tanzania: Survey Shows Demand for Better Information

December 2010

Despite numerous national campaigns and millions of dollars spent on education and health services, HIV/AIDS prevalence rates in Tanzania remain at epidemic levels. Research has shown that it is important for anti-HIV initiatives to target the country's most vulnerable and high risk populations who contribute disproportionately to the spread of the illness.

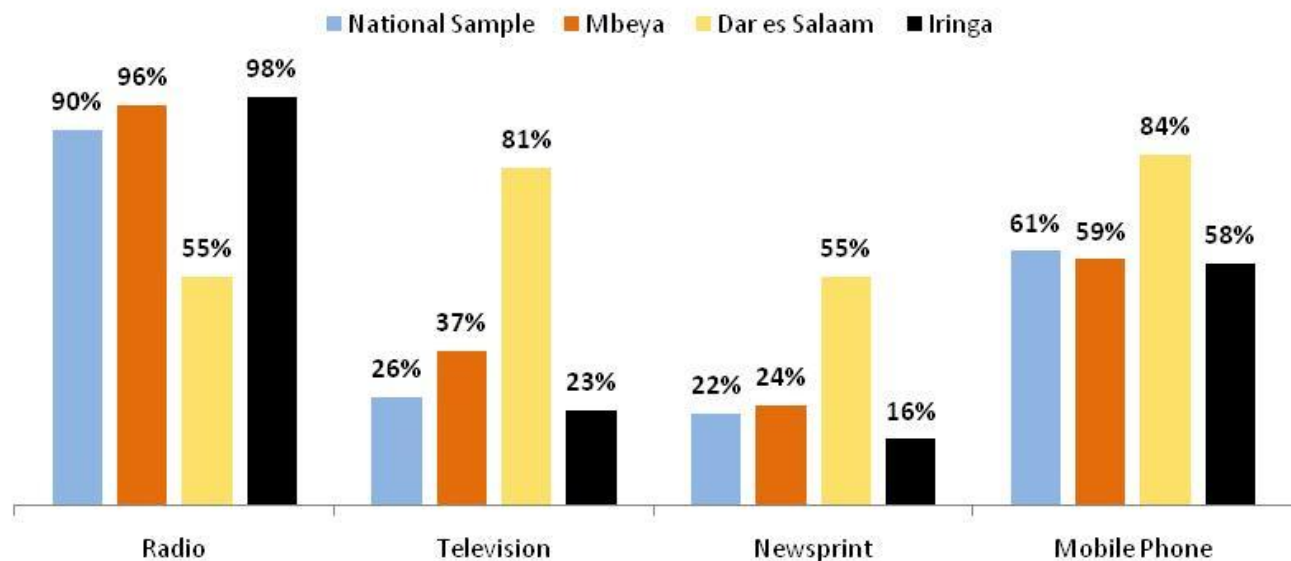
But what are the best ways for public health professionals to deliver information about HIV prevention to these populations? Using the 2010 AudienceScapes survey of Tanzanians as a guide, the following key guidelines emerge:

- Development practitioners need to focus on the communication mediums that target groups use most often and also trust. Radio, particularly locally-operated stations, fulfills both of these criteria;
- A large proportion of Tanzanians across the country said they have access to, and discuss health issues with, doctors. However, only a small proportion said they have discussed HIV/AIDS with a doctor. This points to the need for increased outreach to clinics and hospitals to encourage health professionals to proactively inform their patients about HIV/AIDS, particular among high-risk patients.
- While most respondents claimed to receive a sufficient amount of information about HIV/AIDS prevention, the illness also topped the list of health issues that many Tanzanians want to know more about. This suggests a case of improper messaging, whether it is ineffective framing of the issue or the use of inappropriate communications mediums, and the need for improved message testing.

Figure 1

Tanzania: Weekly Use of Media and Mobile Phones

Percent of respondents who use that medium at least weekly



AudienceScapes National Survey of Tanzania 2010: survey of adults (15+) n=2003; Mbeya n= 123; Morogoro n=109; Iringa n=88.

The national prevalence rate of HIV/AIDS in Tanzania is 6.2 percent, which is high compared to its East African neighbors.ⁱ Over the past decade, the overall infection rate has generally stabilized, but in the past five years the rate has risen in a few predominantly rural provinces. High-transmission areas such as trading centers, border towns and transport routes have disproportionately fueled the HIV/AIDS epidemic, feeding into the general population. For example, the Mbeya region is a transport hub between the Tanzanian capital of Dar es Salaam and the Zambian border, and has one of the highest HIV prevalence rates in the country.ⁱⁱ Similarly, it has been reported that migratory and seasonal farm workers in the agricultural regions of Iringa and Morogoro have an HIV prevalence of up to 30 percent.ⁱⁱⁱ The capital city of Dar es Salaam has the second highest rate of infection at around 9 percent behind that of Iringa province.

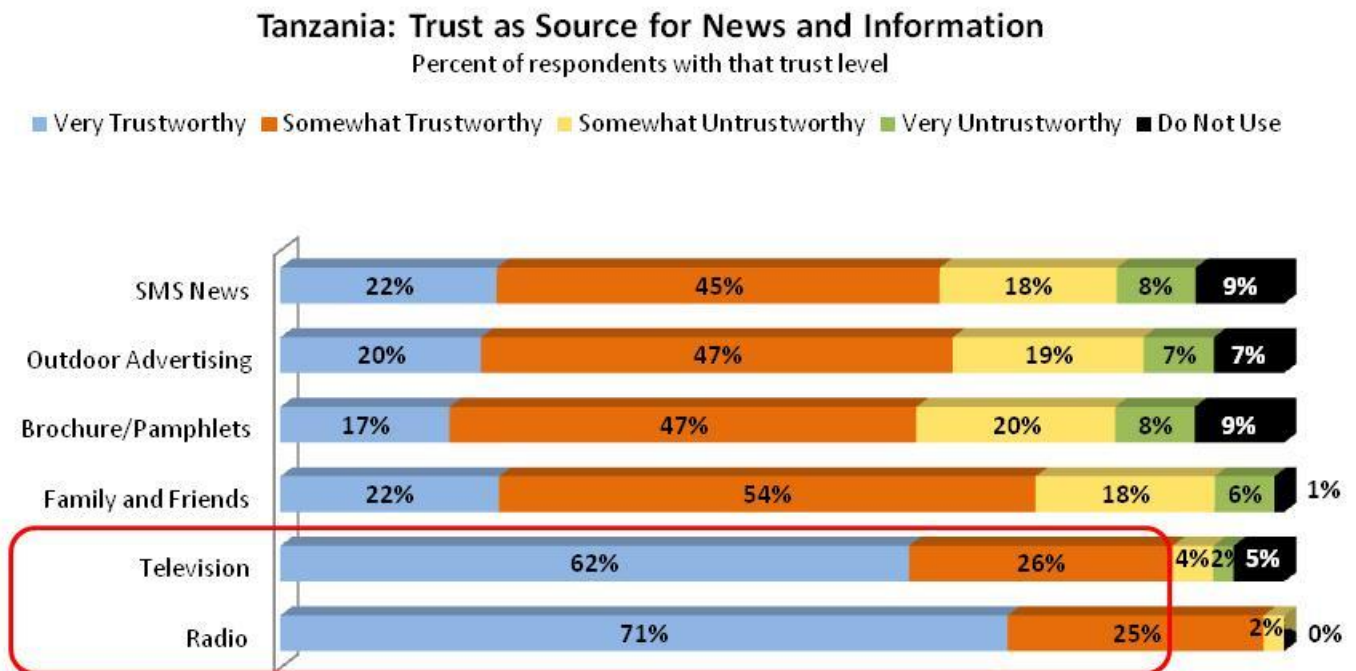
Here we will use AudienceScapes data to provide examples of how it can be used to target vulnerable populations in these three provinces as well as nationally.

General media and ICT use in Tanzania mirrors that of the rest of East Africa. Radio continues to dominate as the go-to source for news and entertainment for the population, with television remaining a luxury for those outside major urban centers. The large majority of TV viewers outside of Dar es Salaam watch outside the home. In most provinces, less than half of TV viewers reported watching from home. Overall, the importance of television as a

source for either news or health communication increases in areas like the capital where weekly TV viewership is twice the national average.

Over the past decade, an increasing number of African radio stations have programmed call-in shows to engage directly with listeners on myriad topics - including health, notably by making health experts available to answer audience questions on an anonymous basis. Ninety-five percent of weekly radio listeners in Tanzania said they have listened to call-in shows and 9 percent of this group said they have called in to one of these shows at least once in the past year. In Iringa and Mbyea provinces, 16 percent and 12 percent, respectively, of weekly listeners said they have called in to such a show. Listeners in these areas also tend to favor community and regional-level stations. Note that it is also radio that garners the highest marks for trustworthiness as a source of news and information (Figure 2).

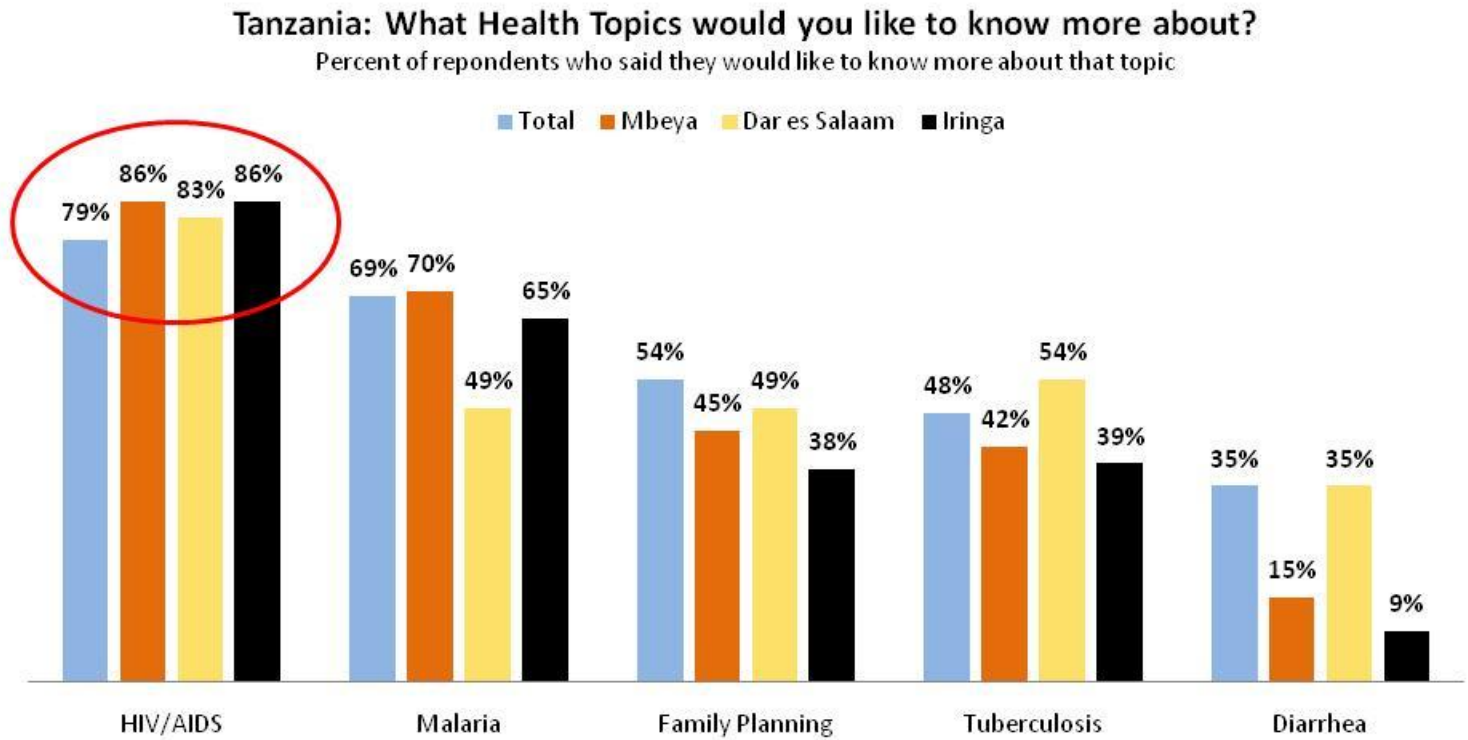
Figure 2



AudienceScapes National Survey of Tanzania 2010: survey of adults (15+) n=2003

The survey results indicate that HIV/AIDS information is not in short supply. Nationally and in each province, more than half of respondents said they had received information about HIV/AIDS within the past day. More than three quarters of all respondents said they had received information in at least the past week. Despite this HIV/AIDS also emerged as the leading health topic that respondents said they would like more information about (there was significantly variability for other health topics). This points to a strategic problem with HIV/AIDS messaging, whether it is ineffective framing of the issue or the use of inappropriate communications mediums.

Figure 3



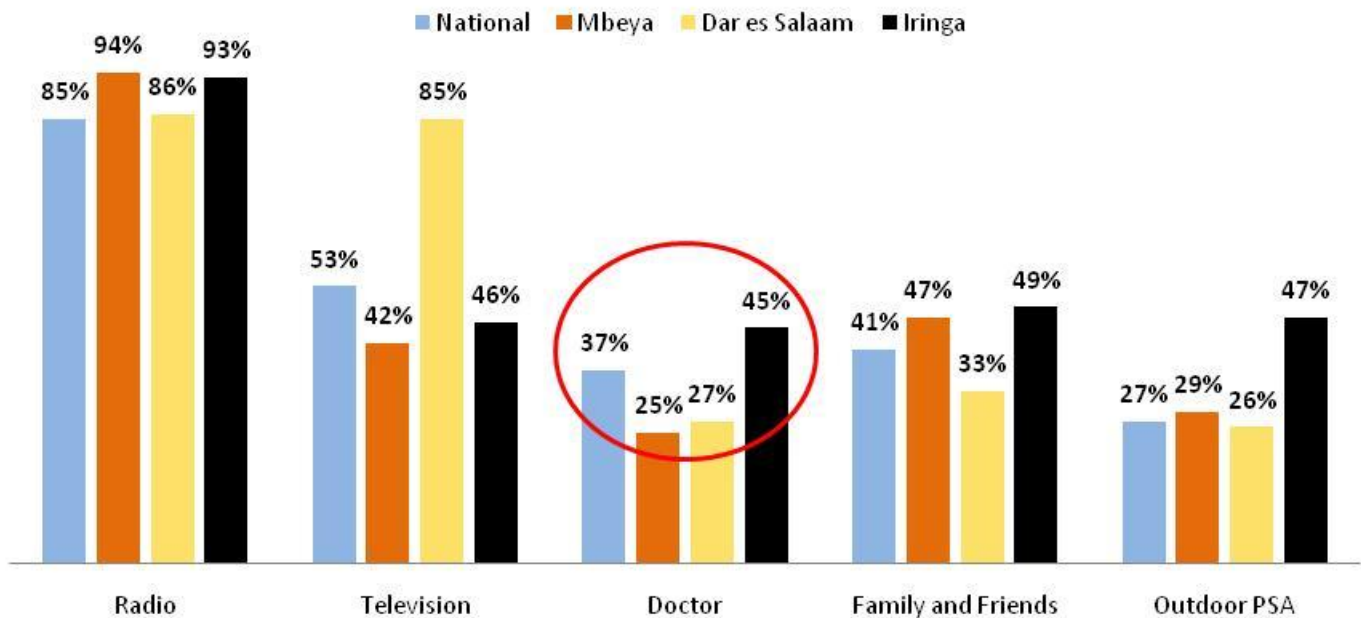
AudienceScapes National Survey of Tanzania 2010: survey of adults (15+) n=2003; Mbeya n= 123; Dar esSalaam n=160; Iringa n=88.

Seventy-eight percent of all respondents said they have access to a doctor whenever they need one. In addition, 74 percent said they discuss health issues with doctors. However, far fewer respondents listed doctors as a source for “useful information” on HIV/AIDS. High risk groups such as urban men and rural young adults (15-24) were some of the least likely to cite doctors as a source for useful information. This points to the need for increased outreach to clinics and hospitals to encourage health professionals to proactively inform their patients about HIV/AIDS, particular among high-risk patients.

Figure 4

Tanzania: What are Useful Sources of Information on HIV/AIDS?

Percent of respondents who list that source as useful for HIV/AIDS info



AudienceScapes National Survey of Tanzania 2010: survey of adults (15+) n=2003; Mbeya n= 123; Dar es Salaam n=160; Iringa n=88.

The considerable efforts of the Tanzanian Commission for HIV/AIDS over the past decade have accomplished a great deal to reduce infection rates in some high-risk provinces like Mbeya. However, new areas of concern have emerged in the country’s rural provinces. Looking forward in how best to counter this new trend, the AudienceScapes national survey shows that Tanzanians in general are not lacking information about HIV and AIDS. Yet, respondents voiced a substantial need for further information on the topic. Therefore, it is key that development practitioners work to hone their messages and use communication techniques that can provide simple yet nuanced information about the topic. Radio stands out as the obvious medium in which to share information on a national and regional scale and health professionals themselves seem to be an underutilized source for preventing the spread of and treatment of HIV/AIDS.

The AudienceScapes project (www.audiencescapes.org) is aimed at bridging knowledge gaps about media preferences, personal communication habits and the use of information and communication technologies (ICTs) in Africa and in other developing regions. It is also a tool for identifying needs in media, communication technologies, development information and development policy.

The project’s name refers to the benefits for development organizations of understanding the changing communication preferences and needs of their ‘audiences’—the target populations and policymakers whom they are trying to support.

Launched in April 2009 with support from the Bill & Melinda Gates Foundation*, AudienceScapes comprises four main elements:

- **National quantitative surveys** looking at (1) the general population’s access to and use of media, access to and use of information and communication technologies (ICTs), and word-of-mouth communication habits; and (2) how these factors affect people’s acquisition of knowledge about key development topics. Pilot projects are taking place in Ghana, Kenya and Zambia.
- **In-Depth Interviews with policymakers** to find out how they gather, assess, share and disseminate critical information related to development topics, and find out how global development partners can play a constructive role in this process. The interviews were begun in the same three African countries.
- **The AudienceScapes website** which provides access to the program’s analytical reports as well as the quantitative survey data. The website also has detailed “Country Communication Profiles” of several countries in multiple developing regions, plus other resources for development practitioners working in communication, media development, technology development and policy dialogue.
- **Custom Research and Analysis** for organizations and companies in need of reports catering to their specific research needs.

For more information, contact us at audiencescapes@intermedia.org.

InterMedia (www.intermedia.org) is a nonprofit research, evaluation and consulting company with expertise in media, communications and development. We creatively equip clients to understand audiences, design projects, target communications and gauge project impact in developing and transitional societies worldwide.

**The findings and conclusions of the AudienceScapes research project are those of InterMedia and do not necessarily reflect the positions or policies of the Bill & Melinda Gates Foundation.*

ⁱ “HIV/AIDS Health Profile”. United States Agency for International Development. October 2010. Accessed January 2011.

http://www.usaid.gov/our_work/global_health/aids/Countries/africa/tanzania.pdf. and “United Republic of Tanzania: health profile”. World Health Organization. Accessed January 2010. <http://www.who.int/gho/countries/tza.pdf>.

ⁱⁱ “HIV/AIDS in Tanzania”. Tanzania Commission for AIDS. Accessed January 2011. http://www.tanzania.go.tz/hiv_aids.html.

ⁱⁱⁱ Ibid.