Strengthening accountability through media in Tanzania

Final evaluation
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Left: Man tunes into BBC Media Action’s radio magazine programme Haba na Haba
Cover image: Man being interviewed for Haba na Haba
EXECUTIVE SUMMARY
A National Conversation, what’s the story?

“Before listening to Haba na Haba, I was afraid of talking to the village chairperson. I couldn’t stand up to or question him. But, through this programme, I now know that I can talk to any leader because he is there because I chose him.”

Male, 35+, Dodoma, audience panel, 2015

BBC Media Action has worked to strengthen the media and increase accountability in Tanzania since 2008, initially under the multi-country initiative ‘A National Conversation’ funded by DFID’s Governance and Transparency Fund (GTF). Following on from this work, from 2012 to 2016, DFID continued to fund the implementation of media and media development activities to improve dialogue and accountability in Tanzania under BBC Media Action’s Global Grant.

The project encompassed four interdependent and integrated initiatives designed with the ultimate goal of contributing to more accountable state–society relations and governance in Tanzania. These initiatives included: broadcasting a national radio magazine programme, Haba na Haba (Little by Little), which was produced collaboratively with local partner radio stations; providing capacity strengthening to those stations; supporting local partner radio stations to produce their own local governance programmes; and assisting those stations in delivering outreach activities, such as community debates and Radio Open Days, to facilitate improved relations between the media and local leaders.

With several key political milestones set to take place over the course of the project – including a constitutional review, and local and national elections in 2014 and 2015 respectively – the project sought to create a platform, via Haba na Haba, for citizens to hold their leaders to account and to improve the capacity of local media to play a similar role at the local governance level. Haba na Haba aimed to build Tanzanians’ knowledge of governance issues and confidence in their ability to hold leaders to account, to encourage dialogue on national and local issues, and encourage greater political participation.

BBC Media Action conducted research throughout the project to inform its development and evaluate its impact. Three nationally representative household surveys were carried out during the project, alongside six qualitative studies. The latter included: quarterly studies with audiences, local influencers, and governance and media experts; two capacity-strengthening evaluations; an election evaluation study; and endline case studies exploring mechanisms of change. This report presents a synthesis of the research to assess and better understand the impact of the project over the last five years.

Key findings from the research
Haba na Haba contributed to people being more informed about and engaged in politics. Audiences were more knowledgeable about the key governance issues that mattered to them, discussed these more with friends and family, and participated more in governance-related...
activities – all factors that support bottom-up accountability. Analysis conducted in 2013 confirmed a significant positive relationship between listening to *Haba na Haba* and higher knowledge levels, discussion, and participation, even when taking into account other factors that might influence such outcomes (such as education, gender and reported interest in politics).

Over the course of the project, the radio magazine programme cumulatively reached an estimated 13.1 million people, with a peak audience of over 7 million in 2016. In response to a lower than anticipated listenership in 2014, ongoing audience feedback and an increasingly localised media landscape, BBC Media Action revised the project’s strategy in 2015. The changes that were implemented – in content, format (including the introduction of a three-minute-long version) and number of broadcast partners – saw a sharp increase in listenership, from 2.3 million in 2014 to over 7 million Tanzanian adults in 2016. This increase also coincided with the 2015 general election, a time when interest in politics could be expected to be higher.

Central to the success of the programme was the partnerships formed and capacity strengthening carried out with local radio stations. These enabled local issues affecting Tanzanians from across the country to be aired locally but also included on the national show as locally produced segments. This was important not only for contributing to local accountability and service delivery but also for making the national *Haba na Haba* programme relevant and credible for listeners across Tanzania.

 Seeking to address the perceived lack of dialogue between leaders and ordinary people identified in audience research in 2011, the evaluation found that *Haba na Haba* had successfully supported a national and inclusive conversation. It reached a broad cross-section of the population, particularly effectively reaching Tanzanians living in rural areas. As with similar programming in other countries, BBC Media Action found it harder to reach women, whom research found to be less politically engaged overall than men.

Audiences reported how the programme itself, and its non-confrontational format, was an important mechanism for accountability in brokering the distance between people and leadership and ensuring leaders addressed citizens’ concerns, while avoiding any hostility or fear that could result from a direct debate.

The partnerships with media organisations implemented through the capacity-strengthening element of the project were successful, with partners reporting that the training helped to improve their technical skills, encouraged them to put their audiences first, and create impartial content. As a result of these improvements, local partners felt they were able to build listeners’ confidence to voice their concerns, develop better relationship with leaders, and bring the two parties together to tackle challenges in governance and drive concrete changes in service delivery.

This strong collaboration between local partner stations and BBC Media Action’s *Haba na Haba* team was central to the impact of this project. It helped local stations to deliver quality programming and impacted the governance landscape. Nonetheless, some financial and resource-related constraints on their ability to deliver governance programming sustainably remain.
I. INTRODUCTION

This report presents a synthesis of all research completed under the Global Grant governance project – A National Conversation – in Tanzania between 2012 and 2016. The main focus of the report is the evaluation of the project’s impact on development outcomes among audiences and media partners (media practitioners and organisations).

Based on this evaluation, the report reflects on the impact the project has had on the broader governance system and, in particular, on improving accountability. Where relevant, this report draws on formative research and monitoring data collected throughout the project, as well as relevant data from external sources. More detail on the research strategy and methodologies used can be found in section 2.

The report unfolds as follows. Section 1 summarises the project including the background, the governance and media context, and the project’s objectives and activities; section 2 describes the research approach; section 3 presents and discusses the evaluation’s findings; and section 4 offers some final conclusions.

1.1 Project background

Tanzania is considered “one of the most politically stable and peaceful countries in Africa”. However, like most sub-Saharan countries, it still faces considerable development challenges, including a failing education system, corruption, poor infrastructure, and shrinking freedom of expression and media independence.

Tanzanian politics are dominated by the main political party, Chama Cha Mapinduzi (CCM), which has been in power since independence. While a number of opposition parties have emerged since the introduction of a multi-party democracy in 1992, only two present a challenge to the incumbent: the Civic United Front (CUF) in Zanzibar and Chama cha Demokrasia na Maendeleo (CHADEMA) in mainland Tanzania. Tanzania’s changing political context is reflected in recent general election results. In 2010, CCM received just 61% of the vote compared with the 81% it secured in 2005, and by 2015 this had fallen further to 59%, with UKAWA – a union of opposition parties that included CHADEMA and CUF – securing 40%.

The Global Grant governance project in Tanzania built on the previous multi-country project, ‘A National Conversation’, funded by DFID’s GTF since 2008. Research under this previous project had shown that dialogue between officials and citizens was lacking. Many station managers interviewed by BBC Media Action in 2011 reported that leaders often talked at – rather than with – citizens, leaving Tanzanians with little or no opportunity to make their views known to or ask questions of their leaders. The research had also shown that such a situation reflected general reticence present within Tanzanian culture to publicly question or criticise. It was hoped that the 2012 constitutional review would pave the way for governance that better reflected the needs and priorities of the electorate through participatory processes; however, it has been indefinitely postponed.

At the project’s outset, Tanzania’s media sector was well established. Following the opening of its media market in 1992, Tanzania saw a proliferation of media outlets and thus a steady increase in citizens’ access to media. BBC Media Action research showed that, in 2011, 80% of
rural Tanzanians reported using the radio as a source of news every day. By 2013, radio was the most widely accessed media platform, with 96% of Tanzanians over the age of 15 reporting access within the home or elsewhere. Reflecting Tanzania’s increasingly fragmented and localised audiences following a proliferation of media outlets – evidenced by the fact that the majority of Tanzania’s 123 licensed radio stations operate at the district level – a 2014 BBC Media Action study found that the majority of Tanzanians listened to local rather than national radio stations.

Figure 1: Media access among Tanzania’s adult population

Following the gradual growth of social media access and usage (particularly among Tanzania’s youth), there are now more platforms for discussion and for questioning and criticising public officials and the government than ever before. However, the emerging voices and opportunities that social media affords face new challenges. Restrictive laws – such as the 2015 Cybercrimes Act and the 2013 Statistics Act – have been assessed by some organisations as in contravention of African and international standards and the government recently banned live broadcasting of parliamentary/Bunge sessions.¹

1.2 Project objectives

Within this context, and building on the learning from the previous DFID GTF-funded ‘A National Conversation’, the Global Grant in Tanzania in 2012 was designed to continue focusing on basic service delivery and accountability, but with the added emphasis on increasing Tanzanians’ confidence to question their leaders. Given the upcoming electoral cycle, the project also sought to improve public understanding of political processes and civic responsibility. The overall objectives of the Global Grant governance project in Tanzania were:

1. Improve Tanzanians’ knowledge of key governance issues, including their rights and responsibilities and the country’s political processes

¹ Bunge is a Kiswahili word meaning parliament. The government decided that Bunge sessions would be recorded and edited and some approved sessions broadcast on Tanzania Broadcast Corporation at night.
2. Create a national and inclusive conversation which results in Tanzanians feeling confident to freely express their views about issues that matter to them and confident that these views are being heard and responded to by their leaders
3. Increase the capacity of journalists and media practitioners to produce quality radio programmes that address and mainstream the goals of the project and see local partner stations become agenda setters
4. Audiences perceive local partner radio stations that have received training to be trustworthy and credible sources of information

The intended cumulative outcome of the project was that ‘individuals, communities and governments in Tanzania are better informed and more engaged in tackling challenges in governance’ and thereby contributing to more accountable state–society relations and governance in Tanzania.

**BBC Media Action’s governance approach**

BBC Media Action’s governance work aims to support more accountable, peaceful and inclusive states and societies. This is based on the view that the lack of government accountability, the presence of conflict, and political and social exclusion can prevent people from living safely and freely, and from exercising their rights.

These factors can act as significant barriers to equitable development. Accountable and inclusive governance can contribute to poverty reduction and the creation of more equal societies. BBC Media Action posits that, as an institutional driver of accountability, the media can directly hold those in power to account by acting as a watchdog over leaders and setting the agenda around certain issues. The media can also indirectly hold those in power to account by equipping individuals with the knowledge, skills and confidence to participate in public life and challenge power holders to demand and enforce accountability.

In 2012, BBC Media Action developed an accountability conceptual model that posited that media can influence a range of individual and collective drivers of accountability that, in turn, reinforce each other. The individual drivers in the conceptual model have been distilled into five key constructs that are operationalised and measured in BBC Media Action’s research. These are: political knowledge, political participation, discursive participation (discussion), interest in politics and political efficacy. Through influencing these outcomes, BBC Media Action conceives that media can empower citizens to hold their governments accountable.

The Global Grant governance research programme was developed to explore both direct and indirect influences of BBC Media Action’s programming, enabling the organisation to critically reflect on and adapt assumptions underpinning its work.

The project’s theory of change, which was built on BBC Media Action’s governance approach, is detailed in figure 2. Although the project adapted to an increasingly localised media landscape and to audience feedback (for example, by making changes to its radio magazine programme and increasing its number of partnerships), the theory of change remained constant.
1.3 Project activities

To achieve these objectives the project comprised four components that were deeply integrated and interdependent: a national radio magazine programme (*Haba na Haba*); local governance programmes; partnerships with local radio stations to strengthen their capacity; and outreach activities. All project components, as well as key national events that took place throughout the project, are depicted in figure 3.

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**Key challenges to be addressed through the intervention**

**Inclusion:**
- General reticence within Tanzanian culture to publicly question or criticise
- Women, rural populations and young people lack self-efficacy
- Marginalisation of ethnic and tribal groups, sex workers, lesbian, gay, bisexual and transsexual communities, albinos and refugees

**Accountability:**
- Political elite largely do not feel compelled to engage with the electorate
- High levels of corruption
- Distrust in political processes and belief that the 2010 elections were manipulated
- Negative coverage considered disloyal to the father of the nation
- Lack of understanding of governance processes and rights

**Media sector:**
- Self-censorship among media practitioners
- Poor skills and high corruption
- Ownership of media houses by those with political or other biases
- Promotion of stereotypes of marginalised groups

**Cumulative outcome:** Individuals, communities and governments in Tanzania are better informed and more constructively engaged in tackling challenges in governance.

**Impact:**
More accountable state–society relations and governance in Tanzania, characterised by:
1) People’s ability to hold their government to account
2) Provision by government of an account of their decisions
3) The extent to which government takes into account public opinion and needs
Figure 3: Tanzania Global Grant governance project’s timeline

- **OCT 2010**: General election and Zanzibar power-sharing agreement
- **APR 2014**: Coalition of Defenders of the People’s Constitution (UKAWA) forms
- **DEC 2014**: Local elections
- **OCT 2015**: General election

**PRE-2012**
- **MAR 2012–SEP 2013**: Radio magazine show *Haba na Haba* transitions from Governance and Transparency Fund funding to Global Grant funding

**2012**
- **APR–MAY 2012**: Formative – focus group discussions
- **MAY 2012–DEC 2015**: Quarterly audience research – focus group discussions

**2013**
- **NOV 2012–DEC 2015**: Capacity strengthening monitoring – in-depth interviews with partner stations and mentors

**2014**
- **APR 2014**: Format and broadcast partners change under new strategy
- **SEP 2013–DEC 2015**: Quarterly experts research – in-depth interviews
- **FEB 2015**: Three-minute-long version of *Haba na Haba* begins airing

**2015**
- **SEP 2016**: Election evaluation study – in-depth interviews with partner stations and audiences
- **SEP 2016**: Endline – in-depth interviews and focus group discussions

**2016**
- **FEB 2016**: Tracker – nationally representative omnibus survey

**Quantitative**
- **AUG 2013**: Midline – nationally representative survey
- **FEB 2014**: Tracker – nationally representative survey
- **MAR 2016**: Tracker – nationally representative omnibus survey
1.3.1 Radio magazine programme: Haba na Haba

One of the project’s core components was the weekly 24-minute-long national radio magazine programme, Haba na Haba. Comprising of a mix of interviews and local reports featuring the views of ordinary Tanzanians, the show aimed to provide a platform for citizens and their local and national leaders to discuss key governance issues through the mediation of programme presenters.

This format was chosen based on findings from previous, formative research in 2012, which showed that audiences in Tanzania preferred non-confrontational formats. Reflecting the objective to facilitate a national and inclusive conversation, the show sought to reach all segments of society, especially women and people in rural areas.

Broadcast in Kiswahili, Haba na Haba came under Global Grant funding in March 2012 and was aired on two core broadcasters – Radio Free Africa (RFA) and the BBC Swahili Service – and seven other stations. Adapting to an increasingly localised and fragmented media landscape, the show has aired on an increasing number of stations since September 2012. In addition to the two core broadcasters, it aired on 21 partner stations from October 2012 to March 2014 and has aired on 27 regional stations since April 2014.

Sixteen partner stations contribute local packages featuring the experience of ordinary Tanzanians and the responses of their leaders to the narrative of the national show, and these experiences are put to national leaders for comment on the programme.

In response to lower than anticipated numbers of Tanzanians tuning into Haba na Haba in 2014, and with the view of boosting the programme’s reach (see box in section 3.2.1), in February 2015 BBC Media Action started producing a three-minute-long version of the show. This short version has since been broadcast weekly within two BBC Swahili flagship news programmes, Amka na BBC (Wake up With the BBC) and Dira ya Dunia (World Compass).

1.3.2 Local governance programmes

BBC Media Action’s past experience in Tanzania under the GTF-funded project supported the view that local media had a key role to play in delivering the Global Grant governance project’s
Haba na Haba producer Marygoreth Richard at work in the BBC Swahili studios
objectives. As such, and reflecting the popularity of local radio stations, BBC Media Action supported local partner stations to produce pre-recorded, governance-based local magazine programmes.

Heavily informed by the national *Haba na Haba* programmes, the local shows also aimed to provide a platform for Tanzanians to hold their local leaders to account. They primarily address local issues relevant to the communities in the region in which the station is located. They feature interviews with local citizens, experts in different fields, as well as local government officials and/or leaders who respond to and give answers to social and political issues raised. The pre-recorded programmes are followed by discussions that provide a space for audiences to interact with the shows through call-ins, text messages and social media.

1.3.3 Outreach
To help deliver the objectives and facilitate the interaction between audiences, leaders and the local media, the project included two key outreach activities: Radio Open Days and community debates. The former took place at least once a year at BBC Media Action’s core partner radio stations (those in categories A and B – see appendix 1) and aimed to bring local radio and local government closer together in order to progress government accountability. Taking the format of town hall meetings, the latter brought citizens and government officials together to discuss and find collective solutions to important issues in particular local communities. They were often broadcast on local partner stations, and occasionally also on the national *Haba na Haba* programme.

1.3.4 Capacity strengthening with media partners
For local media houses to produce relevant and editorially sound programming and contribute to accountability at the local level, the project included capacity-strengthening activities with local radio partner stations. This was also envisioned as necessary to maximise the sustainability of the project’s impact after the conclusion of the Global Grant project. Building on BBC Media Action’s previous experience in Tanzania, the interdependence between the capacity-strengthening activities, the local programmes and the national *Haba na Haba* programme was seen as central to delivering this project’s objectives.

BBC Media Action delivered different levels of capacity strengthening to these stations dependent on their partnership categories. In brief, these included (see appendix 1 for further detail):

- **Category A stations:** training, quarterly workshops and station-based mentoring, including technical support, to help them develop local governance programmes similar to, and produce local packages for, *Haba na Haba*. Training/workshops also aimed to support newsroom staff, station management and board leadership to improve financial sustainability, exhibit strong editorial principles, strengthen their relationships with their local communities and secure more engagement from local government
- **Category B stations:** training, quarterly workshops and distance mentoring to improve selected staff members’ production skills and editorial values, as well as support to deliver outreach activities
- **Category C stations:** quarterly workshops and distance mentoring for stations’ journalists

Workshops served to refresh previous training and to build new journalistic skills in key areas, including: social media usage, investigative reporting, election coverage and different formats.
2. RESEARCH

Research was a core component of the project in Tanzania and was implemented by BBC Media Action’s Research and Learning group. The programme of research was designed to:

- Inform project activities
- Monitor results and report to the aggregate-level Global Grant logframe
- Evaluate the project against country-specific objectives and key individual outcomes (such as political knowledge and participation) based on BBC Media Action’s governance approach

In total, over the course of the project, BBC Media Action undertook three nationally representative quantitative surveys and six qualitative studies. The latter included: quarterly studies with audiences, local influencers, and governance and media experts; capacity strengthening monitoring; an election evaluation study; and endline case studies exploring mechanisms of change.

The quantitative surveys, conducted in 2013, 2014 and 2016 focused on measuring audience-level indicators. These included the key monitoring indicators of reach,² impact³ and outcome⁴ – that were used to report to the aggregate Global Grant logframe annually.⁵ The 2013 survey also included standardised measures linked to BBC Media Action’s conceptual models of the pathways and drivers of change in relation to accountability. These included knowledge, attitudes, discussion, political efficacy, political participation, and perceptions of accountability. An overview of the quantitative surveys undertaken under the Tanzania Global Grant governance project is provided in table 1.

A range of quantitative analysis methods were undertaken to explore data collected in 2013. These included basic descriptive analysis⁶ and regression modelling to compare key outcomes (such as improved knowledge and increased political participation) between those exposed to the programmes and those unexposed – while controlling for potential confounders such as age, education levels or location.

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² Reach is defined as: all those who report having seen or listened to BBC Media Action governance programming within the last 12 months at the point of data collection.
³ The impact indicator is defined as: the percentage of people reached by BBC Media Action accountability-focused programming that strongly agree that the programme plays a role in holding government to account.
⁴ The outcome indicator is defined as: the percentage of people reached by BBC Media Action governance programmes who agree that the programmes have increased their knowledge on a range of governance issues either a lot or a bit.
⁵ The Global Grant logframe is the monitoring framework to which all countries within the Global Grant project report annually. The logframe includes the key indicators of reach, outcome and impact (defined above) which were measured annually, as well as other key indicators related to project outputs.
⁶ To test whether differences between groups (including between those exposed and those not exposed to BBC Media Action programming) were significant, significance testing was carried out using a T-test. Throughout this report, only differences between two ‘groups’ where p=0.05 or less are reported as significant.
Alongside this, several qualitative studies were undertaken throughout the project to both shape the project and to explore the impact of the shows in more nuanced ways than quantitative analysis allows, and to understand if and why change in governance outcomes occurred.

Audience panels were conducted on a quarterly basis to gather feedback on the relevance of the national and local programmes and to assess their effectiveness in meeting the project’s objectives. Panels were also conducted with local leaders, representatives of non-governmental organisations (NGOs) and governance and media experts to assess their perceptions on the role of the local programmes and *Haba na Haba* in improving knowledge on political processes and supporting accountability.

Qualitative methodologies were also used to explore the impact of the capacity-strengthening element of the project among practitioners and media partners,

One of the local radio stations BBC Media Action supported with capacity-strengthening activities
### Table 2: Overview of qualitative research studies

<table>
<thead>
<tr>
<th>Study</th>
<th>Data collection</th>
<th>Method</th>
<th>Participants</th>
<th>Purpose</th>
</tr>
</thead>
</table>
| **Quarterly audience research** | May 2012 – December 2015   | 148 focus group discussions (FGDs) | People exposed to *Haba na Haba* and the local governance programmes across 11 regions | • Monitor audiences’ views on and engagement with the programmes  
• Provide additional audience data for the overall evaluation of the project  
• Inform ongoing project development (i.e. shows’ content and production) |
| **Capacity strengthening monitoring** | November 2012 – December 2015 | 57 in-depth interviews (IDIs) | Staff from partner stations and BBC Media Action mentors and trainers | • Monitor capacity-strengthening activities  
• Assess partner stations’ output and potential influence in their communities |
| **Quarterly expert research**   | September 2013 – December 2015 | 45 IDIs                | Governance and media experts, civil society representatives and local leaders | • Monitor key influencers’ and stakeholders’ views on and engagement with the programmes  
• Provide additional data for the overall evaluation of the project  
• Inform ongoing project development (i.e. shows’ content and production) |
| **Election evaluation study**  | February 2016               | 4 IDIs 10 FGDs          | Journalists from partner stations and people exposed to *Haba na Haba* and the local governance programmes across five regions | Explore the impact of exposure to the programmes, and provide insight into programmes’ roles, during the election period |
| **Endline**                    | September 2016              | 22 IDIs 4 FGDs (‘360-degree’ case study approach) | Local influencers, decision makers, policy-makers, government officials, journalists and station managers (partners and external), and *Haba na Haba* and local governance programmes participants | Understand the pathways through which the programmes impacted on Tanzania’s governance and media landscape |
This report synthesises findings from the programme of research outlined above and presents these findings as an evaluation of the Global Grant governance project in Tanzania.

**Research strengths and limitations**

This report utilises both quantitative and qualitative methods to examine the extent to which the project has achieved its objectives and, within this, the relationship between exposure to BBC Media Action programming and key governance outcomes. It is not the aim here to describe individual groups or factors in detail, but instead to identify patterns that can aid in understanding the influence of BBC Media Action’s project activities.

A series of validity checks were implemented throughout the research process to ensure that data collection and analysis were rigorous and robust. All quantitative samples were fielded to be nationally representative in order to create a cross-sectional snapshot of the population at one point in time. Data was cleaned and weighted to account for any errors or limitations in data collection. Advanced statistical methods were used to analyse the relationship between exposure to BBC Media Action programming and governance outcomes of interest as accurately as possible.

Nevertheless, limitations of the research should be considered when interpreting the findings detailed in this report. Primarily, it is not possible to control for the effects of all variables that may influence the outcome in question. For example, when analysing political participation, analysis does not account for broad contextual factors such as the political environment, personal motivation, or distance to a polling station. The measures used were often self-reported and therefore may have been prone to response bias. For example, many questions relied on a respondent’s perception of how much they know about politics. Results should be interpreted with this in mind. Moreover, analysis does not identify the direction of an association (whether one thing (i.e. exposure) comes before the other (i.e. participation)). In sum, causation cannot be inferred from this analysis – significant findings demonstrate a relationship between two variables, but do not suggest one causes the other.

Finally, because survey data is cross-sectional, change in outcomes over time may be due to a change at the population-level, as opposed to change as a result of exposure to the programme. Analysis among those not exposed to BBC Media Action programming over time provides insight into population-level changes and results are interpreted with this in mind.

To account for some of these limitations, a mixed methods research approach was used, and qualitative methods were utilised alongside surveys to strengthen and validate findings, where appropriate. While qualitative methods do not provide numbers or nationally representative findings, they provide a more in-depth understanding of engagement, knowledge, attitudes and behaviours, and why and how change does or does not happen. When brought together these findings provide a more holistic account of the relationship between exposure to BBC Media Action programming and governance outcomes.
3. EVALUATION FINDINGS

The following sections outline the findings from the evaluation of the project. This includes performance against headline indicators monitored throughout the project, a breakdown of the reach of the national programme *Haba na Haba*, feedback on audience engagement with *Haba na Haba* and the local programmes, and evaluation for the impact of the programmes on key outcomes related to governance.

3.1 Headline indicators

Figure 4: What did the project achieve?

### Definitions:
- **Adult population**: Those aged 18 years and above
- **Potential audience**: All those who report having access to radio or the internet in the household or elsewhere
- **Audiences reached**: Those who report having listened to *Haba na Haba* within the last 12 months at the point of data collection
- **Audiences regularly reached**: Those who report having listened to at least every other episode of *Haba na Haba* within the last 12 months at the point of data collection
- **Outcome**: The percentage of *Haba na Haba* listeners who agree that the programme increased their knowledge on a range of governance issues (‘a lot’ or ‘a bit’)
- **Impact**: The percentage of *Haba na Haba* listeners who ‘strongly agree’ that the programme played a role in holding government to account

### Reach of programming

<table>
<thead>
<tr>
<th>Year</th>
<th>Adult population</th>
<th>Potential audience</th>
<th>Audiences reached</th>
<th>Audiences regularly reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>21.0</td>
<td>21.9</td>
<td>2.4</td>
<td>4.1</td>
</tr>
<tr>
<td>2016</td>
<td>21.0</td>
<td>25.9</td>
<td>7.2</td>
<td>21.0</td>
</tr>
</tbody>
</table>

### Increased knowledge and understanding

- **2014**: 76%
- **2016**: 64%

### Held government to account

- **2014**: 37%
- **2016**: 42%

*Note: figures exclude those who answered ‘don’t know’ and those who did not answer*
3.2 Audience reach and profile

Key insights

- Over the lifetime of the project, Haba na Haba reached an estimated cumulative total of 13.1 million Tanzanians reached in 2014 (54%) and 2016 (56%) having listened regularly (defined as at least every second episode)

- It reached a peak audience of 7.2 million people (28% of the adult population) in the 12 months prior to data collection in March 2016, coinciding with the period of the last 2015 general election

- It consistently generated a loyal audience, with more than half of those

- The Haba na Haba audience reflected the diversity of the population – reaching urban and rural people alike. Reflecting a broader trend found in BBC Media Action governance programming globally, women were slightly under-represented. Nonetheless, they still comprised 38% of the overall audience

3.2.1 Reach of the programme

In order to achieve the broadest reach possible, BBC Media Action in Tanzania continuously adapted Haba na Haba’s content and format to audience feedback and to the increasingly localised media landscape, with new local partnerships brokered throughout the project. Broadcasting nationally through RFA and through its network of local partner stations, Haba na Haba was able to maximise its reach across the country.

In total, over the course of the project Haba na Haba reached **13.1 million** Tanzanians cumulatively. As figure 5 shows, Haba na Haba’s overall reach (which includes those listening to the three-minute-long version of the show on BBC Swahili) more than doubled from 2014 to 2016 – rising from 2.3 million people (11%) to **7.2 million** people (28%).

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7 Estimated cumulative reach refers to the numbers of people who have been reached by BBC Media Action programming over the lifetime of the project, acknowledging an amount of churn in programme audiences year-on-year. Cumulative reach is calculated using an assumption that 10% of the audiences are new listeners within existing audiences every year. More detail on the cumulative reach calculation can be found in appendix 2.
**Figure 5: Reach and regular reach of Haba na Haba (2014–2016)**

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult population</td>
<td>21.9</td>
<td>25.9</td>
</tr>
<tr>
<td>Reach</td>
<td>2.3</td>
<td>7.2</td>
</tr>
<tr>
<td>Regular reach</td>
<td>1.2</td>
<td>4.1</td>
</tr>
</tbody>
</table>

Sources: 2014 and 2016 tracker surveys (each with a base of n=2,000).

_Haba na Haba’s_ reach in 2014 fell short of the objective of 3.5 million adults. Research highlighted three potential reasons for this:

1. Increased competition and localisation of the Tanzania media landscape – with the number of radio stations having doubled since 2006, media consumption habits changed markedly and audiences became more fragmented, with an increasing preference for local content

2. Decreased BBC Swahili Service listenership through RFA – between 2009 and 2014 this dropped by 40% (from 12.5 million to 7.5 million listeners)

3. The time slot (6.00am Saturdays and Sundays) RFA allocated to the show was not ideal – BBC Media Action’s quantitative research showed that the same time slot on a weekday attracted double the audience, but was occupied by BBC Swahili Service’s _Amka na BBC_

Mohamed Hammie, a producer from local partner station Pangani FM, being interviewed for the _Haba na Haba_ success story that resulted from his package on the access to water in Mwerar village
Each year, approximately half of those reached by *Haba na Haba* tuned into at least every second episode. This equates to regular audience of 1.2 million people in 2014 and over 4 million in 2016, or around 6% and 16% of the adult population respectively.

### 3.2.2 Audience profile

In accordance with the project objective to create a national and inclusive conversation that engaged all Tanzanians in the democratic process, *Haba na Haba* aimed to reach an audience representative of the country’s diverse population. In particular, the project aimed to reach people from rural areas, whose perceived knowledge of governance lagged behind their urban counterparts.

Figure 6 shows the demographic breakdown of *Haba na Haba*’s regular audience in 2016 and compares this with the national population to assess how representative the programme’s audience was.

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*An interview in which a person is asked for his or her opinion on a matter of general interest.*
Figure 6: Demographic profile of Haba na Haba’s regular audience (2016)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>35%</td>
<td>Rural: 72%</td>
</tr>
<tr>
<td>Male</td>
<td>65%</td>
<td>Urban: 23%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age Group</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>18-24</td>
<td>Central: 8%</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>Southern: 6%</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>Western: 10%</td>
</tr>
<tr>
<td></td>
<td>45-54</td>
<td>Lake Zone: 24%</td>
</tr>
<tr>
<td></td>
<td>55-64</td>
<td>Northern: 16%</td>
</tr>
<tr>
<td></td>
<td>65+</td>
<td>Eastern/Coastal: 17%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Education</th>
<th>Financial well-being (income)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>26</td>
<td>19</td>
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<tr>
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<td>3</td>
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<tr>
<td></td>
<td>19</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>63</td>
<td>6</td>
</tr>
</tbody>
</table>

Note: figures exclude those who answered ‘don’t know’ and those who did not answer

BBC Media Action audience (regularly reached by Haba na Haba) / National population

2015 Endline Base=1,956
Overall, *Haba na Haba’s* regular audience represented a broad spectrum of the Tanzanian population in terms of age, location, and income and education levels. *Haba na Haba* was particularly successful in reaching those living in rural areas (its core target audience). In 2016, rural inhabitants accounted for 78% of the show's overall reach and 77% of its regular reach.

Throughout the project, 18–24 year olds were slightly under-represented in *Haba na Haba’s* regular audience. In 2016, they represented 16% of the regular audience compared to 22% of the population. This was not surprising as *Haba na Haba* did not specifically target this group. In fact, BBC Media Action uses a different, complementary show to reach those aged 15–24 in Tanzania, called *Niambie* (Tell Me). This youth-orientated governance programme (produced under a project funded by the Swiss Agency for Development and Cooperation) employs a fast-paced and dynamic format, incorporating music, celebrity interviews and language drawn from Tanzania’s youth culture.

Those with no schooling and those with the least purchasing power were slightly under-represented, potentially reflecting the fact that these groups may be less likely to access media.

Throughout the project, the programme attracted a disproportionately male audience. Measures were implemented to address this, including introducing a permanent female presenter in 2014 and designing content that would appeal to women. Nonetheless, the proportion of women tuning in remained quite stable – women accounted for 36% and 38% of the show’s listeners in 2014 and 2016 respectively (despite comprising 52% of the population). This reflects findings from BBC Media Action research conducted in 2013 which found that Tanzanian women tended to be less politically engaged than men.

Qualitative research from 2015 also shed light on why women might have been less likely to tune into the show. Reasons included: having a lot of household responsibilities and, consequently, a lack of time to listen; being unaware of the programme; and lacking decision-making power in the household (e.g. not being able to choose what to listen to on the radio). These day-to-day barriers, along with other deep-rooted social and cultural factors, mean that achieving gender parity in reach is likely to be a slower, but nonetheless essential, process for governance programmes such as *Haba na Haba*.

“**There is this issue of male dominance in our community, where it is difficult for a woman to sit with a phone and listen to the programme as she has a lot to do and the husband cannot help her… Also, as the programme is broadcast in the morning, women are often busy cleaning their houses or dressing their children for church or doing something else.**”

*Male, 25–34, Karagwe-Kagera, audience panel, 2015*
How does Haba na Haba compare with other shows in Tanzania?

There are very few shows that are similar to *Haba na Haba* in Tanzania. In the absence of this, two news and current affairs shows broadcast on the BBC Swahili Service — *Amka na BBC* and *Dira ya Dunia* — were used as benchmarks. Comparing the overall reach of *Haba na Haba* with these programmes shows that *Haba na Haba*’s audience was smaller but more loyal. It also did better at reaching women.

In 2016, the programme reached a lower proportion of the population than *Amka na BBC* and *Dira ya Dunia*, which reached 42% and 34% of the population respectively, compared with *Haba na Haba*’s 28%. This can partly be explained by their time slots and frequency (*Amka na BBC* and *Dira ya Dunia* are both daily programmes). However, *Haba na Haba*’s audience listened more regularly: 56% of the show’s overall listeners reported tuning in regularly, compared with 52% and 48% of *Amka na BBC*’s and *Dira ya Dunia*’s audiences respectively.

Similarly to *Haba na Haba*, both these programmes’ audiences were representative of the urban–rural breakdown of Tanzania’s population, and slightly under-representative of young people aged 18–24 and those with lower education and income levels. They also had a similar gender breakdown for audiences reached in the last year (reaching a lower proportion of women compared with the population). However, *Haba na Haba* was more successful in regularly reaching women: in 2016, 35% of its regularly reached audience was female compared with 28% of *Amka na BBC*’s and 20% of *Dira ya Dunia*’s.

3.3 Engagement with the programme

**Key insights**

- Audiences welcomed the programme’s magazine format as a much-needed and non-confrontational platform for leaders and citizens to engage in a mediated dialogue

- Listeners found the programme engaging because it prioritised issues that were relevant to their lives and included character-driven stories rooted in real-life experiences from people across the country

- *Haba na Haba*’s co-presenting approach, with a male and a female presenter, helped to improve comprehension and increased the show’s appeal among both genders

- Maintaining a balanced range of topics was important for boosting female listenership and avoiding alienating male listeners

- Listeners acknowledged and appreciated the role of women in *Haba na Haba*. Having a female co-presenter encouraged women to participate in the show and this, in turn, increased other female listeners’ confidence to do the same

- Nonetheless, some female listeners still felt men dominated discussions
The Global Grant governance project in Tanzania aimed to support individuals and communities to be better informed and more engaged in governance. Haba na Haba was designed to address these objectives by raising awareness of, and engaging people in, the key governance issues affecting the country. Specifically, it sought to create a national and inclusive conversation on governance. The following section explores how and why audiences engaged with Haba na Haba, and looks at their perspectives of the programme.

**Voicing opinions and questioning leaders in a non-confrontational manner**

Key project objectives related to improving Tanzanians’ knowledge of their rights and responsibilities and ensuring their views are heard and responded to by leaders. Haba na Haba was designed to contribute towards this by facilitating a non-confrontational and inclusive conversation between ordinary Tanzanians and their leaders on a range of governance issues. To further advance the objective of increasing accountability, the show was also complemented by community debates that were led by local partner radio stations.

Research throughout the project revealed that listeners liked the programme’s magazine format and felt that it was an effective platform for leaders and citizens to engage in a mediated dialogue while avoiding potential issues that direct debates can entail (e.g. generating hostility or people lacking the confidence to question leaders). Listeners reported that it was particularly important to have this platform as there were limited opportunities to engage with leaders outside of Haba na Haba. They also felt that, by giving leaders an opportunity to respond, Haba na Haba was unique in presenting both sides of a story.

“When you listen to the show you find that you hear about citizens’ concerns, as well as leaders’ answers to these. In other programmes you might just hear a one-sided story – for instance, the citizens or the leaders only – but Haba na Haba balances both parties’ views.”

Female, 18–24, Sengerema, election evaluation study, 2016

While the magazine format was appreciated, some thought that the leaders who participated were not transparent in their answers. To overcome this, some listeners felt that it was important to follow up on discussions and commitments made, and gave examples where such follow up had been positive:

“What makes me realise that leaders have mended their ways is when they have talked about a problem on the show and when they go back for the feedback they find that the problem has been sorted out.”

Female, 25–34, Kilimanjaro, audience panel, 2015

**Audience-driven content: covering relevant topics and stories**

The project sought to ensure that Haba na Haba’s content was audience-driven and inclusive. As such, audience research was conducted throughout the project and across the country,
to ascertain the issues that were of greatest importance to listeners. These included among others: poverty, economic prospects for Tanzanian youth, gender-based violence, corruption in the police force, poor educational infrastructure, local governance structures, the new constitution and the mismanagement of water resources.

The incorporation of local, character-driven stories (sourced by partners) was critical to ensuring that the national Haba na Haba programme was rooted in real-life stories that resonated with individuals from across the country. Qualitative research respondents felt that this, and the programme’s covering of issues affecting and events taking place in different areas of the country, rendered the show relevant:

“I like to listen to Haba na Haba because it touches on different areas and topics (such as road accidents and issues affecting women and children)… that affect different societies and communities.”

Male, 35+, Arusha, audience panel, 2014

Balancing topics to avoid alienating male and female audiences
Based on qualitative research, efforts were also made to include topics that would be appealing to women, namely those relating to women’s and children’s health. These paid off as many female listeners reported feeling that there was good representation of such issues, particularly mentioning episodes covering discrimination, gender-based violence and fistula.

However, audience research found that focusing too heavily on women’s issues also risked alienating men, with some male listeners explaining that the absence of discussion of financial issues made them feel ‘excluded’ and others reporting having lost interest in the show following a palpable shift towards covering women’s issues. Maintaining a balanced agenda was, therefore, vital to avoid alienating either gender.

“I once asked a certain person why he wasn’t listening to Haba na Haba anymore. He said that the programme now preferred to discuss issues affecting women and children and did not address how people can supplement their income. He said he was not motivated to listen to the programme because it centred on social rather than financial issues.”

Male, 35+, Ngara-Kagera, audience panel, 2015

Haba na Haba’s co-presenting style particularly engaged women
Qualitative research revealed that Haba na Haba’s co-presenting style (introduced in 2014 following audience feedback) was appreciated and helped audiences to understand the show’s content. Listeners reported liking both presenters’ confidence and clarity, and particularly noted that the presenters’ conversations had made it easier for them to follow what was being discussed.
This style also engaged women, with female listeners feeling that the presence of a female presenter empowered them to contribute to the show’s conversations about national and local issues. Research respondents reported that such contributions from female audience members increased their confidence to engage in similar discussions:

“Haba na Haba is constructive. It gives us women confidence and it empowers us because it gives us a chance to speak up, ask for help and to be heard.”

Female, 35+, Sengerema, audience panel, 2014

However, despite the production team’s efforts to represent female voices, some women were still reluctant to speak on the programme. This left some listeners feeling that men dominated the programme and resulted in others reporting that more could be done to improve female representativeness in Haba na Haba.

3.4 Impact on audience-level governance outcomes

Key insights

- Research findings revealed consistently positive associations between listening to Haba na Haba and key governance outcomes that support greater accountability:
  - At endline (2016), nearly two-thirds of listeners reported that the show had improved their knowledge of local and/or national governance issues
  - At midline (2013), Haba na Haba audiences were significantly more likely to engage in discussion about governance issues that affected them than non-listeners. This was specifically true for the project’s core target groups: women and rural inhabitants
  - At midline (2013), Haba na Haba audiences were also significantly more likely to be politically active than non-listeners
- Qualitative research showed that the programme also improved audiences’ confidence (internal efficacy) to share their views and question leaders, though Tanzanians were generally relatively sceptical about their leaders’ responsiveness (external efficacy)

3.4.1 Haba na Haba’s influence on political participation and its drivers

BBC Media Action believes that by influencing change among individuals and populations, the media can indirectly hold those in power to account by increasing individuals’ participation in accountability mechanisms and supporting their empowerment. Participation in this context is viewed as the extent to which individuals and groups within society are actively involved in the public sphere, political processes, debate and decision-making. BBC Media Action defines ‘empowerment’ as the process through which individuals: (i) become aware of the forces that have an impact on their situation; (ii) become more aware and trusting of their own abilities, knowledge and experience; and (iii) build on these to gain self-confidence and the self-belief required to be active in improving their life situations.
Based on this premise, *Haba na Haba* aimed to foster political participation among the Tanzanian population by providing access to accurate information, stimulating discussion and enabling people to engage in mediated conversation with decision makers: all things that BBC Media Action believes contribute to increased participation in politics. The mixed-methods research strategy implemented throughout the project sought to provide evidence of the extent to which, and the ways in which, *Haba na Haba* influenced key governance outcomes among individuals and, ultimately, in what ways and to what extent this contributed to supporting improved accountability. This section examines the role *Haba na Haba* played in encouraging individuals to participate more, both as a direct consequence of watching the programme, and via the key drivers of increased political knowledge, discussion and political efficacy.\textsuperscript{xv}

Where available, assessment of impact based on 2016 data is reported. However, in the absence of a full quantitative endline study in 2016 (other than a tracker survey for top-line indicators), this section also draws on the 2013 midline survey, as well as qualitative studies conducted over the course of the project to provide an indication of the programme’s performance.

### 3.4.1.1 Improving political knowledge and understanding

Political knowledge is regarded as one of the key prerequisites of a functioning democracy.\textsuperscript{xvi, xvii} As such, improving people’s knowledge of key governance issues was a primary objective of the Global Grant governance project. In Tanzania, the project specifically aimed to increase people’s knowledge of their rights and responsibilities (including access to public services) and of the impact of government structures and political processes on governance in the country and on individuals’ daily lives. It sought to do this by improving people’s access to reliable, trustworthy information, both directly through *Haba na Haba* and indirectly via capacity strengthening with media organisations to improve the content of media outputs.

This is consistent with findings from qualitative research conducted throughout the project, which revealed that Tanzanian adults feel that a lack of knowledge limits them from holding their leaders accountable:

> Tanzanian leaders know that citizens are not aware about many of the procedures in place to ensure the government upholds citizens’ rights… Leaders know that citizens don’t know what to do. So, they use that loophole, not only in top levels of government, but also at the local levels.

*Male, 18–24 years, Coastal region, audience panel, 2015*

In 2016, nearly two-thirds (64\%) of *Haba na Haba* listeners reported that their knowledge of key national and local governance issues improved a lot or a bit as a result of tuning into the show.
Figure 7: How much do Haba na Haba listeners feel the show improved their understanding of key governance issues?

![Bar chart showing improvement in understanding](chart.png)

Sources: 2014 and 2016 tracker surveys (each with a base of n=2,000).

The self-attributed impact of exposure to the programme on listeners’ knowledge was supported by findings from advanced analysis (regression – see box below) carried out on the 2013 midline data. Those regularly listening to Haba na Haba in 2013 were significantly more likely to have substantial knowledge on all the governance issues measured by the survey compared with non-listeners (21% versus 14%). These issues included: maternal health, access to clean and safe water, health infrastructure and transport infrastructure. This difference between regular listeners and non-listeners held true even after controlling for other factors that could have contributed towards the differences in knowledge reported between those exposed and unexposed to the show, such as interest in politics, gender or levels of education.

### What is regression?

Regression analysis is a statistical technique that is used to examine the relationship between two variables while controlling for the distorting effects of other factors or characteristics. For instance, someone who is more highly educated may be more likely to listen to Haba na Haba and also be more likely to discuss politics frequently. Regression allows researchers to see whether or not there is an association between listening to Haba na Haba and discussing politics, even once the effects of other explanatory factors like education have been cancelled out.

This analysis cannot prove that exposure to BBC Media Action’s programming causes a particular outcome, as it does not identify the direction of the association. For instance, listening to Haba na Haba could increase political discussion, or increased political discussion could make someone more likely to listen to Haba na Haba. However, it provides a robust method of understanding the association between BBC Media Action’s programme and key governance outcomes.

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9 The adjusted R square for this model was 0.115 and the F value was 16.645 (significance <0.001). See the technical appendix for full results.

10 Chi-square tests were used to test for significance. All differences reported as significant were significant at the 95% level (p<0.05).
Qualitative research conducted over the four years that *Haba na Haba* was on air complemented these findings, illustrating how the programme impacted audiences’ knowledge of issues such as the public services available to them:

“ I learned a lot [from *Haba na Haba*], especially about social security funds. At first I thought that a self-employed person such as myself couldn’t join these funds, but through *Haba na Haba* I learned that I have the right to become a member.”

*Male, 25–34, Zanzibar, audience panel, 2015*

Audiences also described how listening to *Haba na Haba* improved their knowledge on government structures and political processes. They felt that the show provided timely voter education during the election period, helping listeners to understand the political system, party manifestos and how to vote:

“ BBC [Media Action’s] *Haba na Haba* was among the first to educate [listeners] about voting – other media stations started broadcasting such information a bit late. *Haba na Haba* provided me with very good information; I learned that you are supposed to elect a candidate by listening to the political manifesto (s)he is saying (s)he will implement.”

*Male, 35+, Njombe, election evaluation study, 2016*

Women and first-time voters particularly reported feeling that the programme helped them to understand the importance of exercising their right to vote:

“ The role *Haba na Haba* played during the election was very big… In the past women used to think that participating in elections was a waste of time. But this year, due to the encouragement they received from *Haba na Haba*, they came to understand that if they didn’t vote they were not exercising an important basic right.”

*Female, 18–24, Sengerema, election evaluation study, 2016*

3.4.1.2 Prompting discussion of politics

Discussion of politics at home and in the community is considered a key influence on a person’s confidence to engage and influence politics (internal efficacy) and an important driver of political participation. Ultimately, transparent, inclusive conversation about key political issues – from the grassroots level right up to formal mechanisms of government – can help to build engagement with democratic processes. The project, through *Haba na Haba*, aimed to prompt informal and formal discussion of local and national governance issues among audiences.
While there was no 2016 evaluation data available, results from the 2013 midline show that listening to *Haba na Haba* was associated with more discussion: 11. 85% of listeners reported frequently or occasionally discussing local or national issues with a family or friend, compared with 74% of non-listeners. While Tanzanian adults were generally less likely to discuss such issues with people outside of their family and friends, listening to *Haba na Haba* also appears to have driven these discussions: 65% of listeners had such conversations compared with 53% of non-listeners. Figure 8 illustrates this.

Qualitative audience feedback suggests that the political discussions the programme encouraged between family, friends and the wider community were meaningful:

*“We formed a group of five people and we used to discuss a lot about Haba na Haba and the election processes.”*  
*Female, 35+, Arusha, election evaluation study, 2016*

![Figure 8: Comparing levels of political discussion among Haba na Haba listeners versus non-listeners (2013)](image)

Source: 2013 midline quantitative survey (n=4,043).

Exploring the relationship between listening to or watching *Haba na Haba* and frequency of political discussion through regression analysis showed that this relationship existed even after controlling for other potential factors that may have influenced someone’s likelihood to discuss politics, such as interest in politics, gender and education.  

Women were an important target audience for the Global Grant governance project in Tanzania. Midline (2013) findings suggest that *Haba na Haba* was successful in impacting political discussion among this key target audience. Women who listened to *Haba na Haba* regularly were significantly more likely to report having frequent discussion than non-listeners (50% vs 43%).

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11, 13 Chi-square tests were used to test for significance. All differences reported as significant were significant at the 95% level (p<0.05).

12 The adjusted R square of the model was 0.102 and the F value was 14.549 (significance <0.001). See the technical appendix for full results.
3.4.1.3 Building political efficacy

Political efficacy is considered an important mediator of political participation, with low political efficacy being a barrier to engaging and participating in politics.\textsuperscript{xviii} BBC Media Action defines political efficacy as “the feeling that individual political action does have, or can have, an impact upon the political process”. Political efficacy is commonly understood to comprise two components – an internal measure that corresponds to an individual’s belief in their own ability to engage in, and exert influence on, the political process, and an external measure that constitutes the individual’s belief that government institutions are responsive to citizens’ demands.\textsuperscript{xx}

Research conducted under the GTF-funded project found that it was common for Tanzanians to feel they should not question their leaders. As such, when the project transitioned into the Global Grant, one of the project’s key objectives was increasing Tanzanians’ confidence to question.

Qualitative research conducted over the course of the project revealed that a diverse cross-section of Tanzanians felt that listening to Haba na Haba had improved their political efficacy. Findings showcased how the programme had helped audiences to become more confident in their ability to drive political change:

“\textbf{The programme has helped me a lot because I was afraid of even talking to the village chairperson; I couldn’t stand up to or question him. But through this programme I now know that I can talk to any leader because he is there because I chose him.}”

\textit{Male, 35+, Dodoma, stories of change, 2016}

They also illustrated how the show, by empowering individuals to question power holders, had helped to bring about change:

“\textbf{The chairman in our area was an alcohol vendor and he wanted to become a leader. So, during a public meeting… I asked him to explain… how he would address the issue of irresponsible drinking in our community. During the next meeting this man was asked to step down and another candidate was selected. So, they learned that citizens are now becoming aware of their power to question leaders.}”

\textit{Female, 35+, Kilimanjaro, stories of change, 2016}
Despite the evidence that the programme helped to build confidence among some listeners, audiences and Tanzanians in general remained relatively sceptical about their leaders’ responsiveness. Although approximately three-quarters of adult Tanzanians felt that they were entitled to question government officials in 2013, a far lower proportion agreed that there was actually a way to do so, or that they were satisfied with the officials’ responses (see figure 9).

The results did not indicate any relationship between the programme and more positive perceptions of government responsiveness. There were no significant differences between Haba na Haba listeners and non-listeners regarding the extent to which they felt the government and leaders listened to and responded to people’s needs.

Figure 9: Percentage agreeing or strongly agreeing with a range of political efficacy questions (2013)

Source: 2013 midline quantitative survey (n=4,043).

3.4.1.4 Increasing political participation
While not a stated objective of the project, increasing citizens’ political participation is seen as a key path to building accountability between citizens and leaders. As such, Haba na Haba aimed to provide a platform through which Tanzanians of every part of society could potentially influence the decisions that affect their lives. By broadcasting across the country, the programme aimed to act as an example, intended to lead to increased participation in other forums – whether private (with family and friends) or public (for example, in a town hall meeting).
**Haba na Haba and political participation are positively linked**

While there was no quantitative assessment of impact at the end of the programme (2016), results from the 2013 midline showed that *Haba na Haba* was associated with higher levels of political participation among people who had tuned into the show. Figure 10 shows that *Haba na Haba* listeners were significantly more likely to report having participated several times in the last month in the actions measured than non-listeners.

![Figure 10: Political participation among Haba na Haba’s audience and non-listeners (2013)](image)

Source: 2013 midline quantitative survey (n=4,043).

The difference is supported through findings of regression analysis conducted on the 2013 data, which showed a positive association between exposure to *Haba na Haba* and political participation even when controlling for other factors that could explain the differences between the two groups such as interest in politics, age, gender and education. Regular *Haba na Haba* audiences were twice as likely to have participated in political activities as non-listeners.14

Qualitative research conducted throughout the project provided several examples of audiences participating in political activities as a result of having listened to the programme. In one instance, for example, a young man from a rural town reported that *Haba na Haba* had encouraged him to run for local office:

14 Significance <0.001. The Nagelkerke R statistic for this model was 0.183. See the technical appendix for full results.
3.5 Impact on the media sector

The programme urged us to register [to vote], and I did that. It also educated young people about their rights to hold different positions in the government. I decided to take that opportunity and I have been selected to vie for the position of councilman; I have fulfilled my right.

Male, 25–34, Nyehunge-Sengerema, election evaluation study, 2016

As outlined in section 1.3.4, BBC Media Action, through its capacity-strengthening activities involving training and mentoring, aimed to support partner stations to have the skills and knowledge to produce high-quality governance programming that is balanced, serves the needs of local communities and helps hold local officials to account. These core partners contributed local stories to the national Haba na Haba programme, making them critical to fulfilling the project’s objective of representing diverse views and working to promote accountability at the local as well as national levels.

The capacity-strengthening component of the project was thus very much intended to maximise the sustainability of the project’s impact and to deliver the type of programming that BBC Media Action believes contributes to improving accountability within state–society

Male, 25–34, Nyehunge-Sengerema, election evaluation study, 2016

Key insights

- The partnerships implemented through the capacity-strengthening element of the project were successful in providing training and mentoring support that helped stations (produce higher-quality) governance programming. This in turn provided strong local stories for the national Haba na Haba show and contributed to holding local leaders to account. This two-way approach to capacity strengthening thus appears to have been effective.

- Station managers, journalists and mentors reported the following key impacts:
  - Improved technical skills, which are used in their programming
  - Increased ability to use creative production approaches
  - Greater appreciation of the importance of audience research and responsive programming
  - Increased understanding and practice of editorial value (e.g. creating impartial content)

- As a result of the training, and by bringing citizens and leaders together, local partners felt that they had made progress towards becoming a watchdog for public interest. Specifically, they reported having:
  - Built listeners’ confidence and given them a platform to share their issues
  - Developed more productive relationships with leaders (via unbiased reporting and other initiatives like Radio Open Days) and encouraged them to be responsive to citizens

As outlined in section 1.3.4, BBC Media Action, through its capacity-strengthening activities involving training and mentoring, aimed to support partner stations to have the skills and knowledge to produce high-quality governance programming that is balanced, serves the needs of local communities and helps hold local officials to account. These core partners contributed local stories to the national Haba na Haba programme, making them critical to fulfilling the project’s objective of representing diverse views and working to promote accountability at the local as well as national levels.

The capacity-strengthening component of the project was thus very much intended to maximise the sustainability of the project’s impact and to deliver the type of programming that BBC Media Action believes contributes to improving accountability within state–society
relations. This was envisioned as necessary to maximise the sustainability of the project’s impact after the conclusion of the Global Grant project. In brief, the research suggests that this two-way approach was successful.

**Strengthening technical skills and editorial values**

Overall, trainees were positive about the support BBC Media Action provided and reported improved technical skills. Mentoring covered technical areas such as: package making, research, script writing, work planning and software tools, as well as thematic content relating to governance and ethics in journalism. Training combined theoretical and practical sessions along with optional one-to-one follow-up sessions – a model that trainees reported appreciating.

Regardless of their previous knowledge and experience, trainees and mentees valued BBC Media Action’s support, particularly mentioning the knowledge they had gained about the variety of formats they could use in their work going forward and the skills they had acquired (such as interviewing and better planning for programming and content production):

“I graduated from university, but I didn’t know that there was something called a package or about wrap stories or documentaries… this was all new information for me.”

*Partner station journalist, endline, 2016*

They also reported having gained an increased understanding of the importance of impartial reporting from BBC Media Action’s training. This was particularly emphasised in relation to the capacity-strengthening activities that focused on elections, with some management staff reporting feeling better able to guide their staff in delivering effective coverage as a result. Journalists felt this training underlined the importance of separating personal interests from their reporting and of including guests who represented different viewpoints:

“If it was not for the training [we received from BBC Media Action] then the station would have been closed down because many of its journalists were biased – you could tell from his/her report which party (s)he was affiliated to. Some staff members even wore clothes that symbolised their affiliation. So, through the training we were told that this was not professional: it goes against the values of journalism.”

*Partner station trainee, Arusha, endline, 2016*

**Audience engagement, research and responsive programming**

Audience engagement and the use of audience feedback to inform programming is critical to producing relevant, engaging content and was a key element of the capacity-strengthening work undertaken.

Trainees indicated that BBC Media Action’s support had impressed on them the importance of doing in-depth research and engaging with communities in order to really understand what mattered
to their audiences. Using this approach supported them to make their content relevant and engaging, as well as to ensure it tackled the most pressing governance issues from citizens' perspectives.

“The main thing I learned was [that]… whenever I want to produce a good governance programme, I should consider the accountability elements… Previously, we produced our programmes with the focus being on finishing in time, but now… I think about who benefits from the programmes at the end of the day… We didn’t take this approach before; we learned this from BBC Media Action’s training.”

Partner station journalist, endline, 2016

Participants reported that the mentoring helped them to reassess their editorial principles and to prioritise their audiences’ interests specifically. By providing unbiased content, trainees felt that they were able to gain the trust of their audience and, as a result, that listeners were more likely to engage with and be motivated by what they heard on their shows.

“To a great extent we managed to meet our listeners’ priorities. For example, we motivated citizens to register to vote by featuring political analysts, political parties and government leaders on our show who encouraged listeners to register. We also invited representatives from the corruption prevention bureau to educate citizens about how to avoid corruption and how to report a person who tries to buy their votes.”

Partner station editor, Dodoma, endline, 2016

**Contributing to strengthening good governance and building links with leaders**

Local partners felt that the training and mentoring helped them to influence the governance landscape in Tanzania through raising audiences’ confidence in participating in public life. They described how citizens became more willing to voice their issues after hearing other citizens speak on the programmes:

“There was a tendency for community members not to be able to speak out, even if there was an issue bothering him/her. So, we did a dialogue and I remember [the BBC Media Action mentor] was present. Now community members have the courage to raise questions in public meetings. This is very different from the way it was in the past, when a meeting could start and finish and the leaders were the only ones who spoke.”

Partner station journalist, endline, 2016
Radio partners also felt that they had developed better relationships with leaders as a result of the capacity-strengthening activities. They had gained improved editorial principles and research and interviewing skills and put these into practice when working with leaders during the production of local governance programmes. They also felt that the outreach initiatives that BBC Media Action mentors had supported – Radio Open Days, which aimed to bring local leaders and radio stations together – had provided an opportunity for leaders to learn more about the stations and for the two parties to develop a positive relationship.

However, partner stations also acknowledged some continuing challenges, including leaders being unwilling to engage in discussion and journalists being blocked from investigating stories:

“It is a very big challenge if you want to interview a government official, because to do so you must get a permit from the director of district council. But, the director gives the government official limitations on what he can talk about. So, often officials will not go beyond that point and we don’t exactly get the answers we wanted.”

Partner station producer, Manyara, endline, 2016

Engaging communities and leaders contributed to the ability of local good governance programmes to highlight issues and find appropriate resolutions

By bringing audiences and leaders together through their local governance programmes, partners were able to contribute to shifts on specific governance issues that local communities were facing. In the Mbeya region, for example, Bomba FM raised the issue of maternal and child health cards for mothers and babies being sold by clinic staff (despite mothers and babies being entitled to have them for free) in one episode. As a result, local community leaders called a meeting to resolve the issue and to ensure that there were enough free cards for all families.

“These programmes have educated us… and we are now chasing our community leaders... In the past we believed that when leaders are elected there is nothing you can do; he does what he wants. But, through 
Taswira,
Amka Bomba and
Haba na Haba we have learned that you should not work for a leader, but that the leader should work for you. I have learned a lot and I am proud of radio Bomba because it discusses new community incidences every day.”

Male FGD participant, Mbeya, endline, 2016
The following case study illustrates another example of local stations bringing an issue to the attention of government officials and change ensuing.¹³

**Case study: episode highlighting access to water issues results in action being taken**

**What was broadcast?**

*Radio Habari Njema*, a BBC Media Action partner station in Mbulu, broadcasts the local governance programme *Jicho la Tatu* (Third Eye). In May 2016, it aired an episode focusing on a lack of access to clean water. It included reports from different communities around the region who were: facing issues of disrepair and so were relying on dirty rivers and streams for their water; struggling to gain clarity from authorities as to where responsibilities for repair lay; and experiencing shortages of water and broken pumps. Various local officials and representatives from organisations responsible for water supply were interviewed to explain the issue from their perspective, and the local member of parliament agreed to investigate the issues in a number of districts.

**What happened next?**

After the programme aired, an engineer from Masieda district took action to assess what repairs were needed, and local leaders and committee members worked to clarify who was responsible for these repairs. Audiences said they appreciated the transparency brought by interviewing those responsible for water supply as it helped them 'understand how [their] leaders lead'. Listeners also valued that journalists had chosen their remote community as one in need of support. Leaders felt that the programme had helped them to properly understand the significance of the issue and the true state of the disrepair, and to bring the right people together to solve the issue.

**What facilitated the change?**

The episode brought to leaders’ attention that there was a problem with access to clean water and a misunderstanding between the contractor and the community regarding where responsibilities lay. It also brought key stakeholders together to discuss how the problem could be solved. This, combined with the additional attention paid by the local member of parliament and district officials, enabled the water committee to come to a decision on how to maintain the system and who should take responsibility for the repairs.

**A sustainable model of capacity strengthening?**

The two-way approach to capacity strengthening that BBC Media Action used during the project – comprising of mentoring and training local radio partners that then, in turn, contribute local stories to the national *Haba na Haba* programme (to increase relevance and diversity of views and hold leaders to account at the local level) and produce their own local governance programmes – appears to have been successful.

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¹³ The research to inform the case studies in this report took a ‘360-degree perspective’ on the episode under investigation – involving citizen participants, producers and journalists who made the episode, and national officials and leaders involved in the episode. The research sought to map the impact of the episode and the mechanisms through which this occurred (i.e. the specific aspects that contributed significantly to change ‘on the ground’).
At the outset of the project, many stations could not afford to hire professional journalists so skills were lacking. Partner station managers interviewed during capacity strengthening evaluations recognised the benefits of BBC Media Action’s support and they and station journalists highlighted the importance of cascading the skills gained by trainees throughout their stations to improve any weak-spots they might have identified collaboratively.

Research also shows that stations’ confidence in their programming and the contributions they made to *Haba na Haba* grew and that they used ideas and formats from the national show and BBC Media Action training to enhance their work. Partner station journalists are additionally building stronger relationships with leaders and the community through the local governance programmes, which is contributing to change on the ground (such impact is explored further in section 3.6) and conferring benefits in terms of audience engagement. For example, a number of partner stations noted that citizens were actively approaching them to suggest topics for upcoming episodes and requesting visits to their communities. Mentors and journalists both felt that this was paying off in terms of securing higher listenership for partner stations:

“**We can see the impact of the programme... it has built trust with listeners to the extent that when they have a problem they tend to call us. We no longer need to convince them to participate in the show. So, the programme has changed citizens’ behaviour.**”

*Partner station journalist, endline, 2016*

Station managers and mentors reported that the increased quality of programming and audience engagement arising from capacity-strengthening activities was vital to ensuring the financial sustainability of the programmes, as it would encourage advertising revenue in the longer term:

“**The main source [of sustainability] is to make sure we produce the best programme that will enable us to maintain our status of best radio station, so that when people do research they see us as the radio station with most listeners and will then pay us to advertise.**”

*Partner station manager, Mbeya, endline, 2016*

However, sustainability-related challenges remain:

- **Prioritisation:** some partner station managers noted that work was still needed to ensure that the local governance programmes became part of their stations’ core work
- **Retention of talent:** in some instances, partner station journalists had left and therefore taken with them the benefits they had gained from capacity-strengthening support. While this enhances the wider pool of journalism in Tanzania, it also means that mentors sometimes feel they have to start from scratch when a journalist moves on
- **Management involvement**: while some managers were very committed in sustaining the change in their stations, mentors noted that others were less engaged. This presents challenges to embedding skills development and new approaches to programming

- **Lack of resources**: trainees and station managers noted that high workloads, equipment limitations and financial constraints made it difficult to implement some of the lessons learned from the training they had received. These particularly limit journalists’ ability to be more creative in the type of formats they use and to develop packages which reflect the diversity of Tanzania; they are not able to travel to remote areas to conduct research and are limited by the level of editing and outdoor/on-location recording they can do

"The main challenge is financial, because as you send a journalist to look for information, you have to empower him… [and] when he brings ideas to the table… if the office doesn’t have money you have to use your own money to pay him and if you don’t have money you will have to only prepare news that features the [local area]."

*Partner station manager, Mbeya, endline, 2016*

### 3.6 Overall impact: contributing to improved accountability

<table>
<thead>
<tr>
<th>Key insights</th>
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<tr>
<td>- 42% of <em>Haba na Haba</em> listeners strongly believed that the programme helped to hold leaders to account</td>
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<tr>
<td>- In 2016, 42% of listeners strongly agreed that <em>Haba na Haba</em> played a role in holding leaders to account – up from 37% in 2014. The programme had a concrete impact on service delivery: including improved health care access for the elderly and getting housing issues on the national agenda</td>
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<tr>
<td>- The incorporation of local stories into the national <em>Haba na Haba</em> programme was central to making it relevant and reflective of diverse views</td>
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<tr>
<td>- Incorporating local content in <em>Haba na Haba</em> was more effective at driving change, as local issues were more readily resolved than national ones</td>
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<tr>
<td>- The capacity-strengthening model was central to improving accountability, as local partners were better placed to produce relevant and trusted programmes that brought people and leaders together to highlight governance issues and demand solutions</td>
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Through the production of the radio magazine programme *Haba na Haba* and supporting local media organisations to produce good-quality governance programming, ultimately the Global Grant project in Tanzania sought to contribute to greater accountability in state–
society relations and governance. Based on BBC Media Action’s governance approach, the project sought to use the media to improve audience-level outcomes, including knowledge and understanding of politics, private and public discussion of politics, confidence in people’s ability to engage in and influence political processes, and active engagement in political activities among all citizens in Tanzania.

3.6.1 Haba na Haba’s role in improving accountability
Accountability, as conceptualised by BBC Media Action, is amorphous and complex and, as such, the extent to which accountability is increased, or how a particular media programme may have played a role in that, is virtually impossible to accurately measure. One way that BBC Media Action has attempted to capture this in relation to Haba na Haba is simply through asking audiences whether they felt that the programme had a role in holding government to account.

At endline in 2016, the majority of people reached by the programme in the previous 12 months (87%) agreed that Haba na Haba played a key role in holding government to account, and 42% of listeners strongly agreed that this was the case (up from 37% in 2014).

Qualitative research provided further insight into the role audiences perceived Haba na Haba to have played in supporting accountability. Much of this related specifically to the programme itself as a mechanism of accountability: being a platform that brought leaders and ordinary citizens together for conversations on important issues. In an environment where listeners felt that there were limited opportunities to engage with their leaders, Haba na Haba was seen to provide a unique platform for citizens to hold their leaders to account:

“Haba na Haba has made it possible for people to talk about their annoyances. Previously it was hard to follow up with a leader and question them, but now, with Haba na Haba, we can… ask them questions.”

Male, 35+ Pangani, audience panel, 2014

Similarly, Haba na Haba – as a BBC show – stood out from other programmes as truly being able to hold leaders to account. While Tanzanian citizens believed that media in general has a role to play in driving accountability, some felt that media houses are politically driven and therefore unable to hold leaders to account:

“Let me declare that I hate our local media houses because they are politically driven. I most enjoy listening to BBC programmes [like Haba na Haba] due to their transparency: if there is any problem that a certain society is facing, it is aired, regardless of the political ideology of any party.”

Male, 35+, Dodoma, audience panel, 2014
The case study below demonstrates how *Haba na Haba* has influenced service delivery in Tanzania at the national level by holding national executives and ministers to account.

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**Impact of incorporating local packages in the national *Haba na Haba* show**

Research found that tackling issues at both the local and national levels, via the partner station network, engaged national leaders and delivered results in local areas (see case study, p46). Including packages or segments provided by local partner stations in the national programme was found by the research to be key to making *Haba na Haba* unique and relevant for Tanzanian audiences. It ensured that the national programme was rooted in real-life, local stories that people from across Tanzania could relate to. It also successfully combined the weight of the national programme – and therefore its ability to attract national leaders to participate – with local voices and context to help hold officials directly responsible for service delivery.

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**Case study: *Haba na Haba* episode on national housing leads to a timely parliamentary debate**

**What was broadcast?**

In April 2016, a *Haba na Haba* episode on national housing focused on citizens’ concerns around availability, waiting lists and access. A previous episode had also investigated issues with renting, especially the balance of power that exists between landlords and renters. This new episode brought together packages from local radio partners from different regions to highlight citizens’ experiences and views on the topic. The presenters also interviewed the director of the National Housing Corporation (NHC) to ask for his perspective on the issue and for him to respond to concerned citizens.

**What happened next?**

The episode generated media interest, including coverage from Clouds FM – one of the largest national radio stations. A local partner station, Dodoma FM, secured an interview with the deputy minister for land and housing to follow up on progress. The issues were raised in parliament and are being taken into consideration in the context of an ongoing review of the national housing policy. The NHC director reported that there had been increased engagement with his organisation after the episode.

**What facilitated the change?**

Station partner staff felt that conducting audience research enabled them to produce a programme that was relevant to citizens’ needs and concerns. Creating discussion about the issue in the media and following up with key decision makers, such as the minister responsible for housing, were also central in generating momentum behind the issue.
National *Haba na Haba* producers emphasised the importance of using research and of collaborating with local partner stations to feed into programme planning and to investigating the relevance of issues they would like to cover to citizens across the country. Partner station journalists noted how collaborating with the national *Haba na Haba* producers to deliver packages for the programme and seeing first-hand how the flagship programme is put together taught them important skills and gave them creative ideas about issues and formats that they could also use in their own governance programming. They felt the training they had received with the BBC Media Action team and the example set by *Haba na Haba* gave them a model which they could apply in their local context. The research shows the importance of the interdependence between capacity strengthening, national programming and local programming, which had been envisioned at the start of the project and which the evaluation suggests has paid off.

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**Case study: Haba na Haba’s episode on free care for the elderly influenced tangible change at the local level**

**What was broadcast?**

*Haba na Haba* covered the topic of the right to free care for the elderly, highlighting an area where policy was not being implemented appropriately. The episode brought together packages from local radio partners from different regions to illustrate levels of access (or lack thereof) to such care services. In addition to interviews with elderly people, the episode also featured interviews with hospital staff and NGO activists who provided broader insights into the challenges of delivering free care for the elderly and spoke to the extent of the issue based on survey data. The relevant minister was invited to participate in the programme, but she was unavailable at the time.

**What happened next?**

The minister for health, elderly, children and women heard a rebroadcast of the episode on Bomba FM, a partner station, when she was in the region and contacted the station about making a visit to affected communities. When inspecting the care available at the district hospital in Kyela, it became clear to the minister that elderly people were not being prioritised so she ordered that a separate window be provided for their care within 24 hours of receiving notice from the authorities and gave her number to elderly patients for them to report back to her directly on their treatment. Bomba FM covered the minister’s visit and provided follow-up, which featured stories of elderly people and their relatives who had experienced problems with care but were now benefiting from the new system.

**What facilitated the change?**

The initial importance of research and collaboration with local partner stations was important to establish the scale of the issue and support the episode with examples from real communities. Elderly people explaining how the lack of free care affected them was also key to attracting the attention of those in power and for publicising the issue to others who might have been facing the same problem. Collaboration between *Haba na Haba* and partner stations helped the minister to engage with the issue. It also facilitated subsequent follow-up on actions taken.
Impact on driving change at the local level
Qualitative research findings suggest that *Haba na Haba* had the most impact in generating tangible change at the local level. Audiences highlighted an array of ways in which they felt that the programme had supported improved service delivery at a local level, e.g. by helping to hold authorities to account:

“...and the example is that building over there. It was very unstable because the contractor was using sub-standard material. When Pangani Radio interviewed people and covered the issue, the government heard and gave the job to another contractor.”

_Local leader, Pangani, expert panel study, 2014_

Similarly, they also reported becoming aware of their rights and the services available to them:

“I’ve benefited through listening to *Haba na Haba* programme. There was a certain episode that talked about people with fistula so through this my relative was able to get treatment for free, I’m rejoicing and that’s why I’m saying I can’t stop listening to it.”

_Male, Bukoba, stories of change, 2016_

Local leaders also reported being better able to understand and therefore address the issues facing their communities after listening to *Haba na Haba*. One gave the example of learning about the importance of publishing statements of public income and expenditure to increase her office’s transparency:

“The programme also revealed what one’s role is as a service provider… [It helped me] know how to take care of citizens and to better understand the responsibilities of the citizens who are receiving services. I think it is a very beneficial programme and it strikes good balance.”

_Director of the municipal council, Manyara region, endline, 2016_

As highlighted in section 3.5, the capacity-strengthening model for the Global Grant governance project in Tanzania aimed to strengthen the wider media sector’s capacity to play an effective role in accountability, and research suggests it did just that. Local partners were better placed to produce relevant and trusted programmes that brought people and leaders together to highlight governance issues and demand solutions. However, the sustainability of the impact seen thus far, while promising, can only truly be assessed with time.
4. CONCLUSIONS: to what extent has the project met its objectives?

At the end of the five-year-long Global Grant project in Tanzania, are Tanzanians better informed and more engaged in tackling challenges in governance? And are state–society relations more accountable? And if so, to what extent did BBC Media Action’s work influence this change?

Findings from BBC Media Action’s evaluation of the Global Grant governance project in Tanzania point to evidence on both points. *Haba na Haba* contributed to audiences being more knowledgeable on key governance issues, and more confident in discussing and questioning authorities. They were also more likely to participate in politics. While this analysis cannot provide evidence that the programme caused these outcomes, qualitative research conducted throughout the project revealed that audiences themselves drew direct links between what they had heard on the programme and increases in their political knowledge, their discussion with others, and political actions they had taken.

On the latter point, the evaluation provided useful lessons on the mechanisms that contributed to more accountable relationships and improvements in service delivery. Firstly, trust in the programme, and the view that the presenters were impartial and balanced in their reporting, emerged as an important theme that drove audiences to listen to and engage with the show. Secondly, the programme combined discussions on national topics and policies with the real-life testimonials and voices of people from across the country. In addition to ensuring the programme’s relevance, this made listeners feel that their issues were represented and being raised directly to their leaders.

The capacity-strengthening model, and its interdependence with the national *Haba na Haba* programme and the local programmes produced by the partners, was central to the impact the programme had on accountability and the wider media sector. As illustrated by the case studies, the evaluation revealed numerous examples of tangible change arising at the local level following issues being raised on the local governance shows. It also found the same at the national level, with the national *Haba na Haba* programme having influenced high-level policy discussions on a range of topics.

However, *Haba na Haba* and the local partners operate in a complex governance system and media environment. For media to function effectively as a political watchdog and to support accountability, it must do so consistently, at scale, and always with the highest regard for editorial standards. Recently passed laws that challenge media freedom and the media sector’s general fragmented and localised nature may well impact on its ability to do so. Sustaining the positive and fruitful model of media-driven state–society accountability that BBC Media Action has followed in Tanzania will require ongoing and concerted effort in this complex environment.
5. APPENDICES

1. Capacity-strengthening partnership categories

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<thead>
<tr>
<th>Partnership categories</th>
<th>Radio stations</th>
<th>Type of capacity strengthening</th>
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| **Category A**         | 1. Sengerema FM; 2. Bomba FM; 3. CG Fm; 4. Radio Habari Njema | • Embedded mentorship based at the partner radio station to provide support in developing local governance programmes similar to Haba na Haba  
• Production equipment support  
• Support to conduct Radio Open Days and co-produce community debates  
• Re-broadcast Haba na Haba weekly shows |
• Quarterly central trainings and a one-off on-site training  
• Equipment support  
• Support to conduct the Radio Open Day and co-produce community debates  
• Re-broadcast Haba na Haba shows |
| **Category C**         | 1. Radio Fadeco; 2. Hits FM; 3. Dodoma FM | • Ongoing distance mentorship  
• Central training workshops  
• Equipment support  
• Re-broadcast Haba na Haba shows |

2. Cumulative reach calculations

Cumulative reach measures long-term engagement in a particular country and across all countries, and the measure was used to set the overall reach targets at the beginning of the Global Grant. The measure utilises a calculation acknowledging 10% of new listeners and/or viewers within existing audiences year-on-year. The 10% is seen as a conservative estimate and takes into account the following:
• 15-year-olds entering the survey data and older people leaving
• New viewers or listeners reached by programming
• Natural turnover – people reached previously but no longer viewing or listening
• Increased geographical reach, improved access and new broadcast partnerships

This 10% is applied on the principle of adding the “lowest reach”; this means that if the reach figure for the prior year is higher than the current year, then 10% of the reach from the current year is added to the cumulative reach figure. In turn, if the reach figure in the current year is higher than the reach figure from the prior year, then 10% of the reach figure from the prior year is added to the total amount.
The Global Grant was a centrally-managed grant from DFID that supported implementation of the project in 14 target countries across Africa, Asia and the Middle East between 2012 and 2017. The five-year-long grant focused on three core themes (governance, health and resilience) and aimed to produce media and communication outputs that contribute to better governance, healthier populations and an increased ability to cope with humanitarian crises.


The research strategy for the grant was built upon using multiple complementary research methods to answer the overall research questions. The strategy draws on multiple pieces of research to generate a broad evidence base, both across and within countries covered by the grant. Ultimately, the strategy aimed to build evidence of impact while also determining how and why change occurs. It does this by looking across multiple data sets and aggregating insights, combined with information from other existing data sources, to enable a level of confidence in the inferences around the relationship between being exposed to BBC Media Action programmes and the intended outcomes. Quantitative data from comparable questions across Global Grant countries can be found here: http://dataportal.bbcmediaaction.org/site/


Further information on the drivers of political participation and the overall theory of how increasing political participation can support greater accountability can be found in: Scavo, A. and Snow, C. (2016) Media and political


