



Kuwa Mfano wa Kuigwa (Be a Role Model): A Gender-Transformative Campaign to Reduce Social Acceptance of Intimate Partner Violence

KEY POINTS

Launched in 2011, the CHAMPION Project's *Kuwa Mfano wa Kuigwa (Be a Role Model)* mass media campaign sought to reduce societal acceptance of intimate partner violence (IPV) by using a variety of media strategies coupled with community engagement and interpersonal interventions.

Exposure to campaign messages led to more men believing that forced sex is violence and that a man is never justified in beating his wife. The campaign also increased men's willingness to help a woman being beaten by her partner.

Combining mass media and entertainment with community dialogue can be a transformative way to communicate the importance of gender equity and reduce vulnerability to IPV and its associated health consequences.



BACKGROUND

In Tanzania, gender-based violence is widespread and is predominantly perpetrated by an intimate partner (NBS & ICF Macro, 2011). Intimate partner violence (IPV) has numerous health consequences, including increased risk of HIV transmission. In 2011 and 2012, the CHAMPION Project implemented *Kuwa Mfano wa Kuigwa (Be a Role Model)*, a mass media and community-based communication campaign aimed at reducing societal acceptance of IPV. Over generations, violence has come to be seen as an acceptable way for those with power, invariably men, to enforce household rules and maintain status within the community, respect from peers, and control over different aspects of life. This cycle of violence can be stopped by building a common understanding of what constitutes violence and encouraging adult men and women to actively challenge the inequitable gender norms that perpetuate violence.

THE CAMPAIGN

Objectives and Strategy

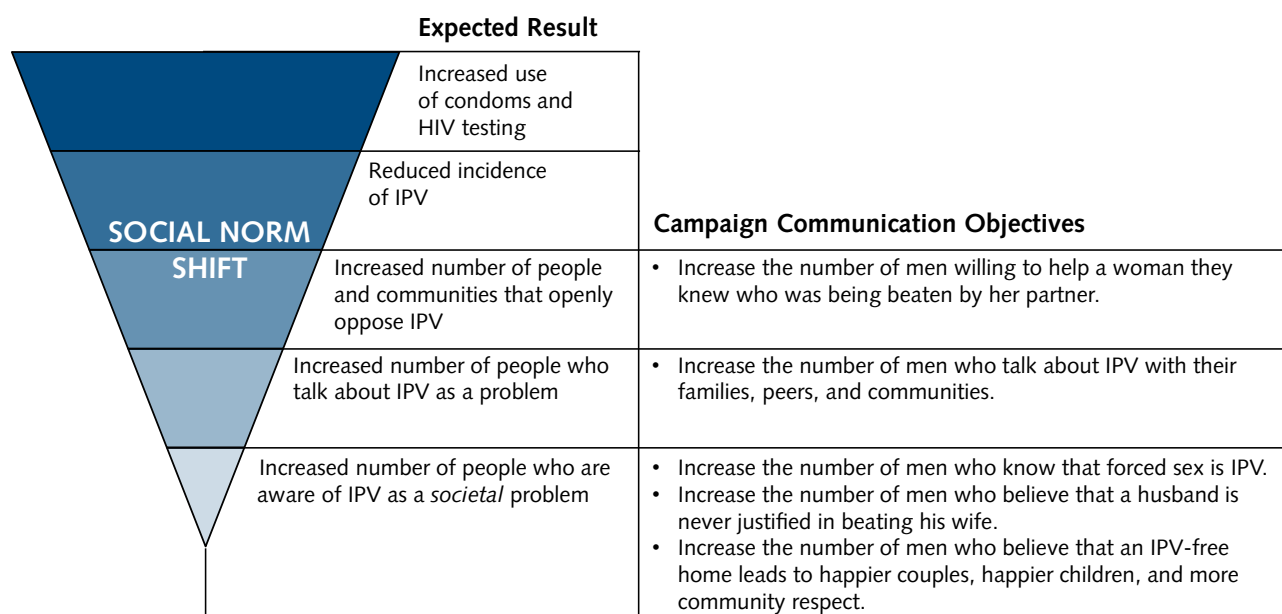
CHAMPION's communication campaign strategy—implemented in partnership with FHI 360—was central to the project's overall objective to improve health by fostering an enabling environment for gender transformation. The campaign sought to prompt a national dialogue about men's role in health and the importance of gender equity in reducing vulnerability to IPV, HIV, and other adverse reproductive health (RH) outcomes. Using a variety of media strategies in tandem with community and interpersonal interventions, campaign messages encouraged men and women to challenge the gender norms that perpetuate IPV. Mass media messages (spread through television, radio, and newspapers) and social and behavior change communication (SBCC) materials (e.g., brochures, posters) reached audiences in their homes and communities.

To shift social norms regarding IPV, several intermediary steps were required, including the need to build community knowledge about IPV as a societal problem; to promote public discourse about the issue; and to encourage men to openly oppose IPV. The campaign addressed these important steps through five communication objectives focused on men's willingness to help survivors of IPV, talk with others about the negative consequences of IPV, recognize forced sex as IPV, reject the notion that IPV is justifiable under any condition, and believe that a home free of IPV is a happier home (Figure 1).

**GENDER-BASED VIOLENCE
INTERVENTION**



Figure 1. Campaign communication objectives and expected results



CAMPAIGN DEVELOPMENT

Campaign Methodology

Development of the campaign strategy began with a formative document review to isolate findings and gaps from the 2010 Tanzania Demographic and Health Survey. The results reflect an IPV epidemic:

- Forty-four percent of ever-married women reported experiencing physical or sexual violence by their current/most recent husband or partner.
- Eighty-three percent of women aged 15–49 who ever experienced physical violence reported that the perpetrator was a former or current boyfriend, husband, or partner.
- Fifty-four percent of women and 38% of men aged 15–49 believed that a husband is justified in beating his wife for such reasons as burning the food or refusing to have sex.

These findings were used to formulate qualitative research to inform the development of campaign messages. Focus group discussions were used to collect information about social norms that enable IPV, what social and emotional conflicts are associated with IPV, and what benefits participants perceived as connected to a home free of IPV.

Key Focus Group Findings among Men

Many male focus group participants felt that women should follow certain gender-based “rules” (norms) and that breaking these rules represented disrespect for their male partner (e.g., a woman may not leave the house without permission from her male partner; a woman must receive her partner when he

comes home or calls; a woman must have sex with her husband upon his demand). If these rules are not strongly enforced by the male partner, his peers may refer to him as a “bwege” (submissive man).

Paradoxically, men also felt that homes free of violence led to more positive outcomes, including greater love in the family, better sex, happier children, and healthier partner relationships. Men were conflicted and felt that they had to choose between having a harmonious home and maintaining their reputation in the community as the “man of the house”—strong and in control.

Creative Direction

According to focus group results, using violence to enforce society’s perceived “rules” around gender gives men a sense of status, acceptance, and control. But this sense of power comes at a price: Men who use violence toward this end are unable to attain the positive image they have of a violence-free home. Campaign messages needed to resolve this internal struggle that men expressed and to affirm that they can have it all: status in the community, respect from their peers, control of their future, *and* harmony at home. Yet, the only way to achieve this was through a violence-free home.

In line with the campaign’s methodology, messages needed to be positive, avoid stereotypical definitions of what defines a “real man,” and be provocative enough to stimulate dialogue. *Kuna Mfano wa Kuigwa (Be a Role Model)* emerged as the campaign’s Call to Action, with three distinct IPV messages and associated benefits (Table 1).

Table 1. Key campaign messages with associated benefits

Key GBV Message	Beating your wife is never justified.	Forced sex, even with your partner, is violence.	Violence is everyone’s problem.
Call to Action	Be a Role Model	Be a Role Model	Be a Role Model
Key Benefit	Be their hero without raising a hand (successful family).	Win her love without force (happy relationship and romance).	Earn respect by standing up to violence (community respect).

The CHAMPION Project's *Kuwa Mfano wa Kuigwa* (Be a Role Model) campaign was awarded one of five Avon Communications Awards in 2013 during the 57th session of the Commission on the Status of Women at the United Nations.

Target Group

The campaign's primary target audience was men aged 25 and older with intimate partners. Male opinion leaders—religious, traditional, and local government—were also targeted, given their potential to act as effective advocates for change. The campaign did not encourage women to speak and/or act against IPV, which could put them at risk of further violence in the absence of adequate support services.

IMPLEMENTATION

Mass Media



Print materials developed for community action teams and local nongovernmental organizations to use in the *Kuwa Mfano wa Kuigwa* campaign

The *Kuwa Mfano wa Kuigwa* campaign was launched in December 2011 in Dar es Salaam and ran for six months. More than 100 stakeholders, including representatives from media, government, the U.S. Agency for International Development (USAID), and other donors and development partners attended the launch. Advertisements were run in eight newspapers, and television spots were aired on two popular stations, during prime-time news, for the entire campaign period, reaching more than 4.5 million people. Television and print media messages encouraged men to talk about IPV with family, friends, and community members. Public service announcements aired on three radio stations during programs popular with adult men. Given the popularity and wide reach of radio in Tanzania, the largest portion of the campaign's media budget was spent on this element. The national buy focused on the country's three most listened to stations. In addition, time on regional radio was bought in Iringa to support community-level campaign efforts.

Community Activities

In addition to direct messaging, the campaign conducted community outreach and interpersonal activities in two of CHAMPION's key districts in the Iringa Region—Mufindi

and Iringa Urban—where audiences could ask questions and engage in discussions about IPV. Through small-group and individual discussions, CHAMPION's local activists used campaign messages and materials to engage more than 6,900 men in discussions about IPV. Local CHAMPION activists facilitated dialogues, hung more than 6,000 posters, and distributed over 9,500 brochures.

Close to 40,000 men and boys were exposed to *Kuwa Mfano wa Kuigwa* through road shows, football matches, and bar activities. During football matches, players, coaches, and officials were oriented to the campaign and its key messages. Halftime shows featured edutainment events, and CHAMPION's local activists engaged with fans during each match. After football matches, 33 edutainment shows moved to local bars, which were branded with campaign materials. In collaboration with a marketing firm, CHAMPION conducted "road shows," which were edutainment events that included dramas, games, health talks, prizes, music, and radio spots.

EVALUATION

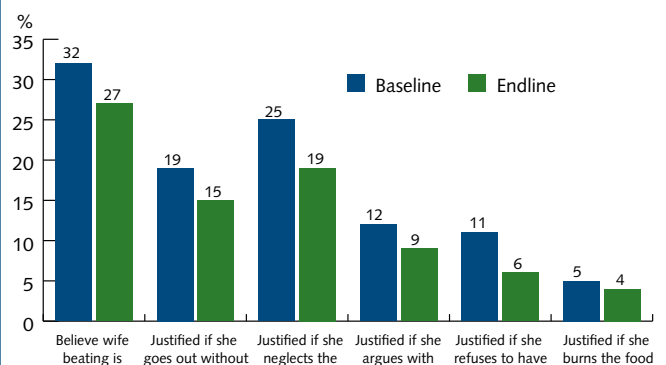
To evaluate *Kuwa Mfano wa Kuigwa*, questions were included in the Tanzania omnibus survey, which a market research firm conducts every three months with a nationally representative sample of 2,000 respondents. The survey involves face-to-face interviews and uses multistage stratified random sampling. Baseline data were collected in December 2011 and endline data in July 2012. Respondents were oversampled at endline in the two campaign target districts. The results demonstrated that nationally, 43% of ever-partnered men older than 25 recalled seeing or hearing the campaign message. This proportion increased to 80% of men in the campaign's target districts. Men were less likely to believe that wife beating is ever justified if they recalled (aided) the campaign slogan (24% less likely, $p < .01$) and if they resided in a campaign target district (57% less likely, $p < .01$).

KEY FINDINGS

Attitude Shifts around IPV

The campaign was successful in achieving its main behavior change objective: to increase dialogue about IPV and thereby shift entrenched social norms surrounding IPV in Tanzania. Exposure to campaign messages was closely associated with

Figure 2. Percentage of men reporting on selected attitudes toward wife beating, baseline and endline



* The difference between baseline and endline is statistically significant at $p < .05$.

changes in the belief that forced sex is violence. Between baseline and endline, the percentage of men nationally who believed that forcing a partner to have sex is violence rose from 85% to 93%. Men in campaign target districts were more than 3.5 times more likely than men nationwide to believe that forcing a partner to have sex is violence. The percentage of men who believed that a man is never justified in beating his wife (overall and under five specific conditions) increased from 69% to 74% over the course of the campaign (Figure 2).

Willingness to Initiate Conversation about and Act against IPV

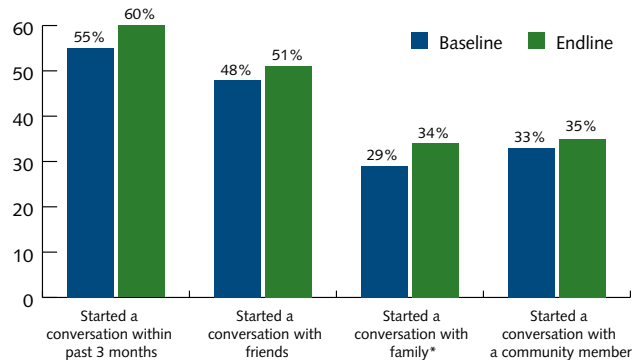
The percentage of ever-partnered male respondents willing to help a woman being beaten by her partner increased by 21 percentage points, from 62% at baseline to 83% after the campaign had ended ($p < .01$). At endline, men in campaign target districts were 4.5 times more willing to help in such a situation than were men nationwide. Nationally, the percentage of respondents who reported initiating a conversation about physical or sexual violence within intimate relationships in the past three months with anyone or specifically with a friend, family member, or community member increased between baseline and endline (Figure 3). Men who recalled the



The campaign hosted football tournaments in Mufundi and Iringa Urban districts to connect with men. Edutainment and one-on-one conversations took place throughout the matches, which were attended by more than 25,000 fans.

campaign slogan were also 1.3 times more likely to report initiating a conversation than were women recalling the slogan.

Figure 3. Initiation of an IPV-related conversation within the past three months among national respondents, baseline and endline



* The difference between baseline and endline is statistically significant at $p < .05$.

RECOMMENDATIONS

Radio stations in Tanzania have great impact in terms of reach and listenership. However, the use of radio as an intervention requires close monitoring and follow-up to ensure that stations are adhering to rotation plans. Otherwise, campaign messages can be aired too often or not frequently enough. Public gatherings, holidays, and international events are a prime opportunity to increase awareness about gender transformation. Impressive behavior change results based on the IPV campaign demonstrated that combining mass media diffusion and entertainment with community dialogue is an effective way to shift attitudes and behavior around IPV.

REFERENCE

National Bureau of Statistics (NBS) [Tanzania] and ICF Macro. 2011. *Tanzania Demographic and Health Survey 2010*. Dar es Salaam, Tanzania: NBS and ICF Macro.

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