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# BCC EFFECTIVENESS ASSESSMENT REPORT

**NAFAKA STAPLES VALUE CHAIN ACTIVITY**

**USAID FEED THE FUTURE INITIATIVE**

**July 2013**

This publication was produced for review by the United States Agency for International Development.

# BCC EFFECTIVENESS ASSESSMENT REPORT

## NAFAKA PROJECT

### **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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# ABBREVIATIONS AND ACRONYMS

<b>ACDI</b>	<b>Agricultural Cooperative Development International</b>
<b>BCC</b>	<b>Behavior Change Communication</b>
<b>DCos</b>	<b>District Coordinators</b>
<b>FGD</b>	<b>Focus Group Discussion</b>
<b>FtF</b>	<b>Feed the Future</b>
<b>GAP</b>	<b>Good Agricultural Practice</b>
<b>M&amp;E</b>	<b>Monitoring &amp; Evaluation</b>
<b>KPL</b>	<b>Kilombero Plantations Limited</b>
<b>PSA</b>	<b>Public Service Announcement</b>
<b>PSI</b>	<b>Population Service International</b>
<b>RFA</b>	<b>Radio Free Africa</b>
<b>TBC</b>	<b>Tanzania Broadcasting Cooperation</b>
<b>VBAAs</b>	<b>Village-Based Agricultural Associations</b>
<b>VOCA</b>	<b>Volunteers in Overseas Cooperative Assistance</b>
<b>USAID</b>	<b>United States Agency for International Development</b>

# EXECUTIVE SUMMARY

Danya International, Inc. (Danya) supported a Behavior Change Communication (BCC) campaign targeting the use of certified seeds and fertilizers as part of the Good Agricultural Practices (GAP) being promoted by the NAFAKA project in the months of January and February 2013. The campaign involved the dissemination of messages through print materials (Posters and T-shirts) and radio spots.

Danya conducted a BCC Effectiveness Assessment in May 2013 to review the status of the change in attitude, beliefs, intentions, and behaviors resulting from the BCC campaigns. This report outlines details of the assessment implementation, findings, and recommendations.

Focus group discussions (FGD) were used in the assessment. Twenty-four villages across all the six project clusters were purposively sampled from an estimated 81 villages that had received the BCC interventions. A total of 321 respondents (162 males, 159 females) were interviewed. The following are some of the key findings:

- Of the farmers across the six clusters, 59% had **seen posters** on seeds and fertilizers promoted by the project; the rice-growing clusters reported an average of 78% had seen the posters, compared with 40% in maize-growing clusters.
- An average of 38% of the respondents had **seen the T-shirts** across the six clusters, the highest being in Mvomero (66%), while Kiteto (11%) reported the lowest.
- Of all the respondents who had seen print materials, 74% reported **believing** their messages, with 70% of them being able to **follow the advice(s)** of the messages.
- Of the respondents from half of the clusters (Ifakara North, Mlimba, and Mangula), 39% had **heard NAFAKA-related radio messages**, while none of the farmers in the remaining clusters had heard any NAFAKA-related radio messages.
- Radio, community meetings, mobile telephone, cinema/theatre groups, and posters were reported to be the main communication channels appropriate to deliver GAP messages in the project area.
- Hosting of soccer tournaments, use of theatre/cinema, and production of videos and booklets/manuals were some of the strategies proposed by respondents to be adopted by the project to ensure faster adoption of GAP.
- An average household radio ownership of 69% was reported across the project area. Ifakara North cluster reported the highest radio ownership at 83%, compared with Mlimba (50%) and Kongwa (51%), which reported the lowest.

Mwangaza, Pambazuko, Abood FM, and Radio Ulanga are the four most preferred radio stations across the project area.

- The 80% (rice) versus 20% (maize) funding levels by the donor was partially attributed to the disparities noted so far in the uptake of some of the BCC messages across the project area.
- Farmers would adopt NAFAKA-promoted interventions in larger numbers if messages were more timely and used multiple approaches.

# BACKGROUND INFORMATION

## 1.1 NAFKA PROJECT

The United States Agency for International Development in Tanzania (USAID/Tanzania) issued a 5-year subcontract to Agricultural Cooperative Development International (ACDI) Volunteers in Overseas Cooperative Assistance (VOCA), titled “Staples Value Chain – NAFKA,” under the U.S. Government’s Feed the Future (FtF) Initiative. The goal of the FtF Initiative is to “sustainably reduce global poverty and hunger.” USAID/Tanzania’s overall program under FtF will: (a) increase agriculture productivity; (b) maintain the natural resource base and promote adaptation to climate change; (c) stimulate the private sector; (d) increase trade; (e) support policy reforms and good governance; (f) ensure underserved groups benefit from growth; and (g) expand knowledge and training by supporting research and development.

ACDI VOCA is the Prime to this contract, while Danya is one of the subcontractor implementing partners. Danya’s contribution to the NAFKA project work effort is through providing support to Behavior Change Communication (BCC) interventions.

## 1.2 BCC INTERVENTIONS

The NAFKA project’s BCC interventions follow the cropping cycle of its two value chains, rice and maize, to inform and encourage faster adoption of Good Agricultural Practices (GAP). The current BCC interventions assessed focused on the use of certified seeds and fertilizers.

The project used radio advertisements and print materials (posters and T-shirts) to disseminate GAP messages. The broadcast media included messages on **the use of quality and certified seeds** and the **appropriate use of recommended fertilizers** as the two categories of the public service advertisements (PSAs).

The project procured advertisements in two radio stations, Mwangaza in Dodoma and Pambazuko in Ifakara, to transmit the two categories in four slots of 60 seconds per day for 6 weeks. Therefore, each radio station aired 168 slots per PSA category (4PSA x 2 categories x 7 days x 6 weeks = 336 slots for the whole period).

## 1.3 OBJECTIVES OF BCC EFFECTIVENESS ASSESSMENT

The BCC effectiveness assessment is one of the methods in NAFKA’s BCC monitoring and evaluation (M&E) plan used to track changes resulting from the implementation of BCC activities and part of the project’s M&E strategy. The assessment aims to document the beneficiaries’ ability to recall the campaign messages, change in attitude, and change in behaviors.

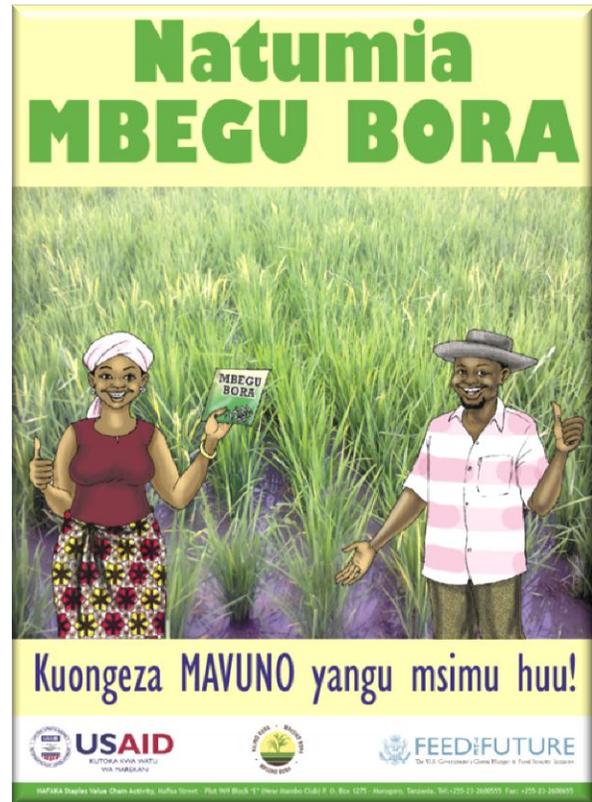
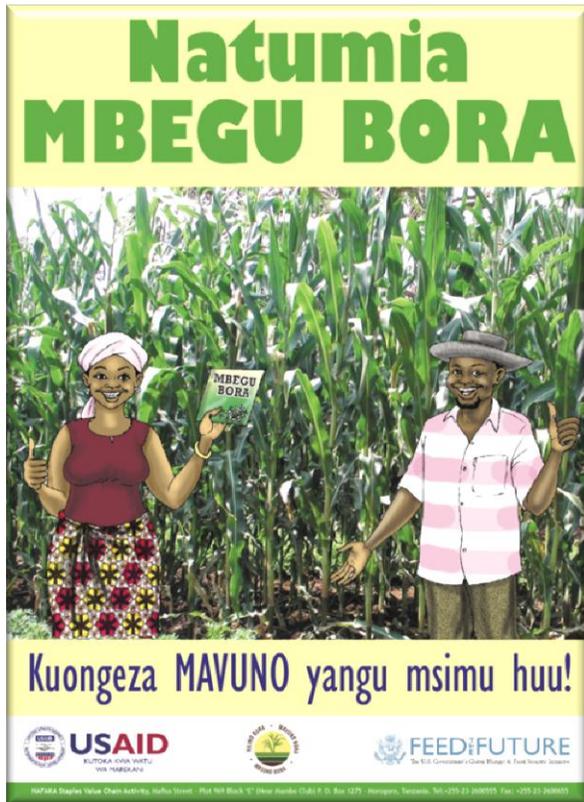
The assessments are rapid with the findings intended to be used for continuous improvement of the project’s BCC and other related interventions. The assessments are especially important in cyclical projects like NAFKA with similar seasons during subsequent years of the project’s life.

This first assessment focused on documenting changes or potential changes reported by recipients of BCC materials and services through print materials (T-shirts and posters) and radio campaign messages.

This report presents findings of a rapid BCC effectiveness assessment conducted in May 2013. It is part of a series of assessments that will be conducted by the project in response to the rollout of BCC campaigns and other related interventions.

## 1.4 THE BCC CAMPAIGN

The NAFKA project mounted the first series of BCC campaigns through the provision of print materials and radio advertisements during the months of January and February 2013. The radio campaigns were launched over a 6-week period (14 January – 24 February 2013), the same time when print materials were distributed to various stakeholders within the targeted project clusters. The following are samples of T-shirts and posters with the BCC campaign messages:





The radio broadcast campaign themes focused on “use of quality and certified seeds” and “appropriate use of recommended fertilizers.” The T-shirts and posters had messages in Kiswahili, which could translate as outlined:

Material	Message in Kiswahili	Message in English (Translation)
T-shirt	Sema nami kuhusu pembejeo	Talk to me about agricultural inputs
	Jiunge name tulime kisasa	Join me in modern farming
Posters	Natumia mbegu bora kuongeza mavuno yangu msimu huu	I am using quality seeds to maximize my yields this season
	Natumia mbolea sahihi kupata mavuno mengi ( <i>Karibu, tuwe sehemu ya sulubisho</i> )	I use appropriate fertilizers to maximize my yields ( <i>welcome, let's be part of the solution</i> )

## 1.5 BCC EFFECTIVENESS METHODOLOGY

A standard methodology for this sort of impact assessment currently does not exist. Population Service International (PSI) used modeling of impact to critical analysis in assessing the impact of BCC activities in Zimbabwe (Bruce et al. 2011). However, there is not yet enough sound research and statistical evidence to model the impact of adopting GAP and BCC.

This current assessment focused on the two BCC interventions: the print materials and radio spots. Although it is not possible to measure the real impact of BCC, evidence of changes in the number of people/farmers seeking GAP information, services, and products corresponding to advertising times are good proxy indicators normally used to assess potential for changes in behaviors.

### 1.5.1 DATA COLLECTION TOOL

A focus group discussion (FGD) checklist was used for this assessment. The checklist contained general instructions to FGD facilitators and note takers, questions on basic information, respondent demographics, print media, broadcast and general information on communication, and support to GAP in the project. Due to the lack of baseline data, questions on radio ownership, radio listenership, among others, were covered under the general information section. A copy of the detailed checklist is in Appendix 1.

The data collection checklist was translated into Kiswahili and back-translated into English to ensure a uniform understanding among the assessment teams. Kiswahili is the language commonly spoken by most of the project area residents.

Samples of print materials, T-shirts and posters, were also carried along by the two assessment teams for verification during the FGD sessions.

### 1.5.2 RESPONDENT DISTRIBUTION AND SAMPLED VILLAGES

NAFAKA project villages were the primary sampling units for the assessment. However, the assessments were conducted only in villages that had received the BCC interventions within the six clusters in the project area.

Twenty-four of the 81 villages in the six clusters that had received BCC interventions were sampled, with 4 villages sampled per cluster. Although sampling was purposive, fair distribution was ensured through:

- Representation of all the six clusters
- Uniform representation of the two value chains
- Consideration of any unique features, including geographical coverage
- Consideration of accessible and remote villages
- Neighboring villages were not sampled

Details of the villages sampled are presented in Table 1.

**Table 1: Sampled Villages**

Cluster	Village			
Mlimba	Mlimba A	Mpanga	Kalengakelu	Viwanja Sitini
Ifakara North	Igima	Miwangani	Namawala	Idete
Mangula	Mwaya	Mkula	Ichonde	Mgudeni
Mvomero	Hembeti	Mbogo	Dihinda	Lukenge
Kongwa	Makawa	Chamae	Chigwingili	Ndurugumi
Kiteto	Kibaya	Engusero	Dosdosi	Njoro

### 1.5.3 FIELD DATA COLLECTION

Prior to commencing field data collection, the assessment team attended a 1-day training led by the Danya Regional M&E Advisor. The training was attended by all the eight assessment team members and covered the basics in interview techniques with bias toward FGDs. The team was also taken through the FGD checklist to ensure uniform understanding of the questions, including the translated version. Detailed discussions on fieldwork logistics, including roles of facilitators, note takers, and prior appointment of respondents, were also discussed during the training.

As shown in Table 2, the team was then divided into two; each with five members, including a driver. Team A covered Mlimba, Ifakara North, and Mangula clusters, while team B covered the remaining Kiteto, Kongwa, and Mvomero clusters. The team traveled to the field on 20 May 2013, followed by an intensive 3-day field data collection. A detailed assessment team schedule is in Appendix 2.

**Table 2: Survey Crew Members**

<b>Team A</b>	<b>Team B</b>
1. Adelina Peter	1. Sarah Bwahama
2. Rogers Sabugo	2. Anthony Mavere
3. Neema Mbunda	3. Albin Massawe
4. Obadiah Kuhoga (Driver)	4. Fadhili Balemba (Driver)
5. Gilbert Aluoch (Team Leader)	5. Tumaini Mbibo (Team Leader)

To ensure optimum use of time, the two teams further subdivided themselves into pairs while in the field; each pair covered two villages/FGDs per day over a 3-day period. While in the field, the two teams compiled their preliminary findings every evening and shared lessons learned, including any challenges.

Both teams traveled back to the project office in Morogoro on 24 May 2013 for final compilation of the data and preliminary sharing of the assessment findings.

## 1.6 LIMITATIONS OF THE ASSESSMENT

- Farmers were busy harvesting; hence, it was fairly difficult to mobilize them on short notice.
- Poor road conditions, especially in Mlimba and Ifakara North clusters, made movement between villages extremely difficult. One village in Mlimba cluster, Ngalimila, which had been sampled, had to be replaced due to inaccessibility occasioned by poor road network and the heavy rains before and during the assessment period.
- Kilombero Plantations Limited (KPL) villages did not receive the interventions and therefore were not sampled.
- Only the FGD data collection approach was used, limiting the quantification and generalization of the findings.

# FINDINGS

## 2.1 GENERAL RESPONDENTS' DEMOGRAPHICS

A total of 321 farmers (162 males, 159 females) were interviewed in 24 FGDs across the six clusters during the assessment. Although the conventional focus group discussions are attended by 8–15 participants to ensure good participation by all, most of the FGDs had 8–12 participants. The lowest attendance recorded was in Mpanga Village, Mlimba cluster, while the highest was in Ndurugumi Village in Kongwa cluster. The farmers' ages ranged from 18 to 75 years; however, the majority of the respondents were in the 30–50 years old age category.

Most of the farmers (90%) had some primary-level education, 8% had secondary education, while about 2% had not attended any schooling. Similarly, most of the respondents were in a marriage relationship (92%); 2% were single while the remaining 6% were separated mostly through deaths of spouses.

Although most of the respondents were crop farmers, livestock keeping was reported to be an equally important occupation, especially in Kiteto and Mvomero cluster villages. The project area is a multi-ethnic region with more than 15 different languages spoken; however, Kiswahili was the main language spoken across the six clusters. Other local languages spoken across more than one village include Hehe, Kindamba, Kinyakyusa, Kigogo, Kikaguru, Ngoni, Kizigua, and Kimasai, among others.

The details of the respondent demographics by village are presented in Table 3.

**Table 3: Respondents' Demographics**

Village	# of Respondents by		Age Category (Years)	Education Level			Marital Status		
	Male	Female		None	Primary	Secondary	Single	Married	Separated
Kibaya	2	12	30–50	0	78.50%	21.50%	0	100%	0
Engusero	5	9	30–60	0	100%	0	0	100%	0
Dosdosi	10	2	29–54	0	100%	0	0	100%	0
Njoro	6	5	25–70	0	73%	27.00%	0	100%	0
Makawa	5	8	30–50	0	100%	0	0	100%	0
Chamae	9	6	30–53	0	92%	8%	0	100%	0
Chigwingili	4	7	25–60	0	90.90%	9.10%	0	100%	0
Ndurugumi	16	12	18–70	0	100%	0	0	100%	0
Hembeti	8	6	25–60	0	85.70%	14.30%	21%	79%	0
Mbogo	9	6	27–47	0	100%	0	6.70%	73.30%	20.00%
Dihinda	5	12	25–60	0	100%	0	0	100%	0
Lukenge	8	6	30–71	0	79%	21.00%	0	100%	0
Viwanja Sitini	9	4	20–52	0	100%	0	0	100%	0
Mpanga	3	3	30–59	16.70%	66.60%	16.70%	0	80%	20.00%
Kalengakelu	8	4	25–50	0	91.70%	8.30%	0	100%	0
Mlimba A	6	6	18–50	8.30%	83.40%	8.30%	0	83.40%	16.60%
Miwangani	7	1	21–61	0	100%	0	0	100%	0
Igima	8	3	25–60	0	100%	0	0	91%	9.00%
Namawala	4	10	30–55	7.10%	85.80%	7.10%	7.10%	78.70%	14.20%
Idete	5	12	20–60	0	82%	17%	0	82%	17%

Village	# of Respondents by		Age Category (Years)	Education Level			Marital Status		
	Male	Female		None	Primary	Secondary	Single	Married	Separated
Ichonde	12	7	27–55	0	95%	5%	0	100%	0
Mkula	5	4	20–60	0	89%	11%	11%	78%	11%
Mgudeni	4	7	35–75	0	100%	0	9%	82%	9%
Mwaya	4	7	30–31	18.20%	63.60%	18.20%	0	73%	27%

## 2.2 MAIN COMMUNICATION CHANNELS

Due to the lack of baseline data, the assessment sought to capture general types of communication channels commonly used in the villages, communication channels thought to be appropriate in delivering GAP messages, and favorite communication channels.

Community/village meetings (mobilized through the use of loudspeakers); radios, posters/brochures or fliers, and television were cited in order of preference as the communication channels commonly used in the target villages. Community meetings normally summoned by village officials, including the Village Executive Officer, are important sources of information in the villages. The importance of such meetings was underscored in Mpanga village, where it was reported that normally those who absent themselves from such meetings without permission are penalized by the village leadership.

The following were reported to be the **most appropriate channel to deliver good agricultural practice** messages in the villages in order of preference:

- Radio
- Community meetings
- Mobile telephones
- Cinema or theatre groups
- Posters, brochures, or fliers
- Seminar
- Demonstrations/ demonstration plots

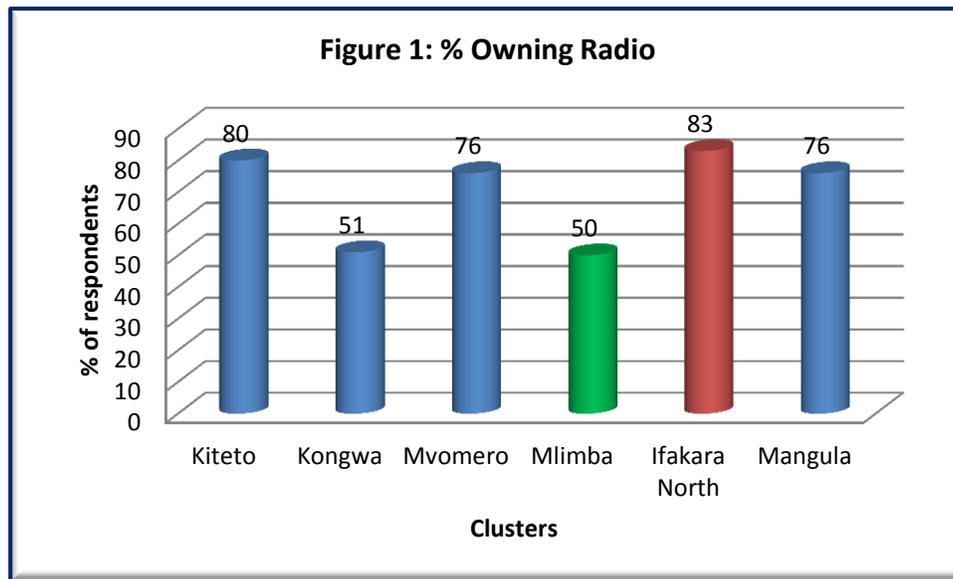
However, radio, community meetings, cinema, soccer tournaments, and short messages (SMS) using mobile telephones were the **favorite communication channels** in the target project area in order of preference. Details of the communication channels are summarized in the next table:

Communication Channels Currently Commonly Used	Most Appropriate Communication Channel to Deliver GAP Messages	Favorite Communication Channels
<ol style="list-style-type: none"> <li>1. Community meetings</li> <li>2. Radio</li> <li>3. Posters/Brochures</li> <li>4. Television</li> <li>5. Mobile phone</li> </ol>	<ol style="list-style-type: none"> <li>1. Radio</li> <li>2. Community meetings</li> <li>3. Mobile telephones</li> <li>4. Cinema/Theatre</li> <li>5. Posters</li> </ol>	<ol style="list-style-type: none"> <li>1. Radio</li> <li>2. Community meetings</li> <li>3. Cinema/Theatre</li> <li>4. Soccer tournaments</li> <li>5. Mobile phone</li> </ol>

### 2.3 HOUSEHOLD RADIO OWNERSHIP

Most of the households in the target project area (69%) reported owning radios. Households in the Ifakara North cluster reported the highest number of radio ownership (83%), closely followed by Kiteto cluster (80%), while Mlimba cluster reported the lowest number of household radio ownership at 50%.

Details of radio ownership by cluster are presented in Figure 1.



### 2.4 PRINT MATERIALS

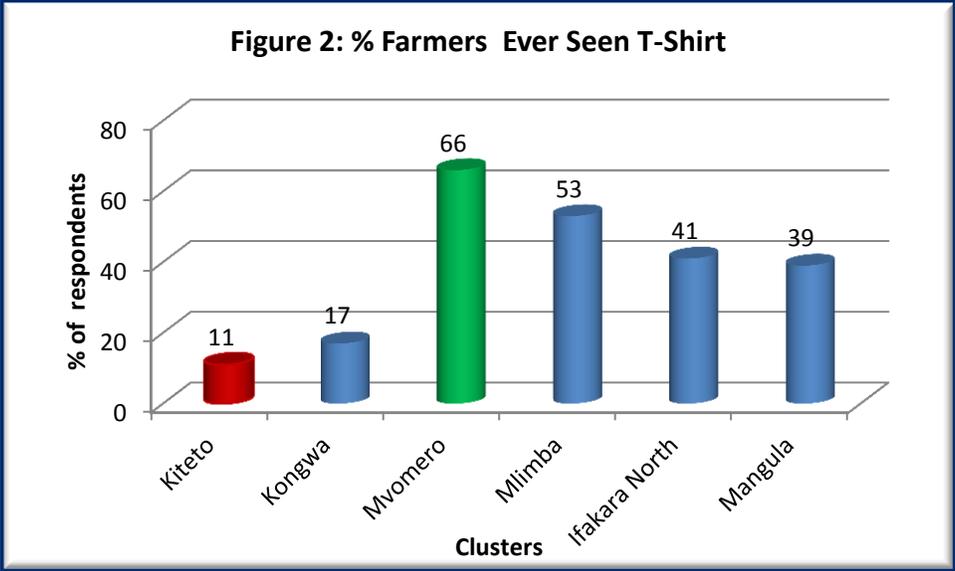
Both posters and T-shirts with BCC messages focusing on “use of certified seeds” and “use of appropriate fertilizers” had been distributed to different categories of stakeholders, including ordinary farmers, lead farmers’ Village Based Agricultural Associations (VBAAAs), District Coordinators (DCos), and Agricultural Extension Workers, among others.

Instructions had been given to the DCos, who were supposed to pass out the same materials to the VBAAAs, which were in turn expected to place/display the posters at strategic areas, including marketplaces; public facilities, including health facilities; schools; colleges; churches; mosques; bus stations; shopping centers; local government offices’ notice boards, among others. Each village was expected to get 11–13 copies of the different posters. T-shirts targeted DCos, Agronomists, and Progressive Farmers, Lead Farmers, VBAAAs, and Agricultural Extension Workers.

During the FGDs, respondents were asked whether they had seen any of the print materials; with the facilitators displaying copies or samples of posters and T-shirts with BCC messages appropriate for the value chains cultivated in specific villages. The Mlimba, Ifakara North, and Mangula clusters predominantly cultivated rice, while maize planting was common in the Kiteto, Mvomero, and Kongwa cluster villages. Print materials for both fertilizer and certified seed messages were displayed and questions asked accordingly.

On average, 59% of the respondents across the project area had seen posters. However, differences were noted in the rice-growing clusters, which reported an average of 78% who had seen posters, compared to the three maize-growing clusters, which reported an average of 40% of the respondents had seen posters. In terms of clusters, 81% of respondents in Mangula, 70% in Ifakara North, and 83% in Mlimba cluster villages **had seen posters** on rice seeds and fertilizers, compared with about 85% who reported having seen posters with messages on maize seeds and fertilizers in Mvomero cluster villages. Twenty-five percent of respondents in Kongwa cluster and 10% in Kiteto

cluster reported having ever seen posters for maize with fertilizer and certified seeds messages. On average, 38% of the respondents across the six clusters **had ever seen T-shirts**.



When asked **where they had seen the print materials**, the village/committee center/office were cited by the majority of respondents (i.e., 12 of the 24 villages sampled). The other place/sources of the print material information were:

- VBAs: Cited by respondents from eight villages
- Lead Farmer/Progressive Farmers: Cited by respondents from seven villages
- Shopping centers/Marketplaces: Cited by respondents from six villages
- Dispensary/Health centres: Cited by respondents from five villages
- Roadsides within residential areas: Cited by respondents from five villages

Other places, such as the village water tank, milling machine, local beer clubs (bars), agro-dealer shops, schools, and government offices were cited by respondents from two or one village each.



*Pic.1: A FGD session in Idete Village, Ifakara North cluster.*

On average, 74% of all the respondents reported believing print material messages after seeing them. However, just 70% of those believing the messages were able to follow the advice(s) of the messages.

When asked about the main messages the print materials had, most of the participants who had seen the materials reported the correct messages, including:

**“Talk to me about agricultural inputs”** and **“Join me in modern farming”** on the T-shirts, and **“I am using quality seeds to maximize my yields this season”** and **“I use appropriate fertilizers to maximize my yields”** on posters.

However, it is important to note that there were a few cases where some of the respondents were wearing the project T-shirts with the BCC messages.

Use of certified seeds was the most common GAP among the respondents resulting from the print materials messaging. Other practices implemented included application of fertilizers and line planting, which although not a focus of the assessed BCC intervention messages, was adopted by many farmers as a GAP. However, in Mgudeni Village, farmers reported increased visits to demonstration plots within their village to learn any new techniques. However, some farmers reported that they could only believe the messages after seeing results in practice.

When asked whether they thought other farmers could believe print material messages, the majority reported the affirmative; however, others had reservations:

YES: Reasons why farmers can follow print materials messages	NO: Reasons why farmers may not follow print materials messages
<ul style="list-style-type: none"> <li>• They see results in demonstration plots or in their own farms for those who had already adopted the practices.</li> <li>• The lure of increase in their crop production.</li> </ul>	<ul style="list-style-type: none"> <li>• It is difficult for smallholder farmers to afford the expenses of land preparation and other related inputs (Ichonde Village)</li> <li>• The “good market” message on the T-shirts is not true for farmers in Igima Village because despite their bumper harvests, they did not access markets easily</li> <li>• Did not get adequate training on GAP</li> <li>• Lack of credit facilities to smallholder farmers (Mkula Village)</li> </ul>

## 2.5 RADIO BROADCASTS

Assessment results revealed that farmers from half of the clusters reported having **heard** the project messages on the radio. Farmers in Ifakara North (52%) reported the highest radio listenership to NAFKA project messages, followed by Mangula at 42% and Mlimba at 22%. None of the farmers in Kiteto, Kongwa, and Mvomero clusters had heard NAFKA radio messages. However, farmers in two villages in Mlimba clusters—Viwanja Sitini and Mlimba A—reported not hearing any radio messages on NAFKA.

When asked about what the NAFKA project radio messages, many of the respondents reported having heard the radio messages encouraging farmers to “use certified seeds and appropriate use of recommended fertilizers.”

When asked whether they thought **farmers could follow the advice of the radio messages**, the majority reported in the affirmative with the following as some of their reasons:

- Some of them had seen improvements from other farmers who had followed the advice from the messages.
- Some farmers in the Mkula Village may not follow advice from the messages since agricultural inputs are expensive and they lack credit facilities.
- Most farmers believed after seeing the results from actual demonstration plots. Many of the farmers were impressed and promised to pick up from the next planting season. They reported that the radio messages are better believed if supported by practical demonstration plots.

The following are some of the things the farmers reported to be doing differently as a result of the teachings from the radio messages:

- Used improved seeds (e.g., Saro 306)
- Used fertilizers
- Used herbicides
- Practiced line planting instead of broadcasting

Most of the farmers reported that the messages were in the form of advertisements; however, some reported that they heard programs on the NAFKA project. Those who heard the message the least number of times reported having heard once, the most reported more than 10 times. However, the majority of them reported having heard the radio spots just about 3 times.

Most of the farmers could report verbatim the radio messages in both Kiswahili and English as follows: “*Tupande kwa mistari na kutumia mbegu bora na mbolea kupanda ili kupata mazao mengi*”; “plant in lines and use improved seeds and fertilizers to realize better harvest.”

### 2.5.1 PREFERRED RADIO STATIONS

When asked about their preferred radio stations, Radio **Ulanga** and **Pambazuko** were most preferred in the Kilombero zone (Mlimba, Ifakara North, and Mangula clusters), while **Mwangaza** and **Abood** radio stations were preferred by listeners from villages in the remaining three clusters. Reception of radio frequencies, especially during the daytime, was reported to be quite poor in some villages, especially in the Mlimba cluster, thereby limiting the choice of radio stations.

The preferred radio station by clusters is presented in Table 4. Therefore, according to the assessment, the four most preferred radio stations in the project area were reported to be:

- Mwangaza
- Pambazuko
- Abood FM
- Radio Ulanga

**Table 4: Radio Station Preference by Cluster**

Cluster	Preferred Radio stations
Kiteto	Radio One, Mwangaza, Tanzania Broadcasting Cooperation (TBC), Radio Free Africa (RFA)
Kongwa	Mwangaza, Radio one, TBC, RFA
Mvomero	Abood FM, TBC, RFA, Clouds FM
Mangula	Ulanga FM, Abood FM, Pambazuko, RFA
Ifakara North	Pambazuko, Ulanga FM, TBC
Mlimba	Pambazuko, TBC

### 2.5.2 RADIO LISTENING TIME AND DAY PREFERENCES

When asked about the time of day or night they preferred to listen to radio; two peak listening periods, **6:00 a.m.–8:00 a.m.** and **6:00 p.m. – 10:00 p.m.**, were reported across the project areas. Many men reported to prefer listening to radio very early in the morning and immediately when they are back home from their daily chores from around 6:00 p.m. Many women reported listening to the radio from around 8:00 p.m.–10:00 p.m. after dinner and most times of the day over the weekend.

Although radio listening was reported to take place throughout the week, **Fridays, Saturdays, and Sundays** were the most preferred days. Many men reported listening to the radio throughout the week; however, the majority of the women reported to be weekend radio listeners, especially on Saturdays and Sundays.

## **2.6 OTHER FACTORS THAT MAY AFFECT EFFECTIVE COMMUNICATION OF GAP BY NAFKA**

It was reported that the BCC materials distributed during the past interventions were inadequate. The farmers reported the need for BCC materials to reach the majority of community members for its outcome to be realized faster.

NAFAKA should use a variety of approaches to communicate GAP messages to farmers instead of just being limited to the use of radio, posters, and T-shirts. In most of the FGDs, respondents suggested other potential approaches that they would prefer the project to use, including:

- Hosting of soccer tournaments to pass GAP messages
- Use of theatre groups/cinema
- Production and distribution of CDs/videos with detailed GAP messages: They reported the need for documenting the whole farming cycle of a value chain, from land preparation to storage/marketing instead of the current practice of messages targeting only a single step within the production cycle. They reported that such videos can be shown at the Village offices, during demonstrations or other related village activities.
- Production of booklets/manuals with detailed GAP messages as above

Another challenge noted was unreliable radio frequencies, especially Pambazuko FM, particularly in Mlimba cluster villages. This is also a concern expressed by farmers regarding Tanzania Broadcasting Corporation (TBC) radio. Radio spots used by the project for the past BCC messaging were reported not to be predictable and did not give enough information.

The NAFKA team was reported to use multiple points of contact at project villages, which has occasionally created mistrust and confusion among farmer association members.

## **2.7 GENERAL CONCERNS THAT MAY IMPEDE FASTER ADOPTION OF NAFKA'S GAP**

Farmers noted a number of concerns that may impede the adoption of GAP:

- Lack of markets and market information despite cases of bumper rice harvests in three villages. Farmers feared that proper marketing of their produce may not take place.
- Late delivery of farm inputs, including certified seeds, fertilizers, and herbicides experienced by farmers in several villages who were reported to go against some of the GAP messages passed by the project.
- Cases of late land preparations due to lack of tractor services were reported in Mpanga Village. *“We have the money to pay for the tractor services yet we cannot access the tractors in a timely manner, what can the project do to assist us?”* lamented one of the FGD respondents in Mpanga Village.
- High cost of farm inputs linked to the presence of very few agro-dealers in the project area. Some farmer associations wished to be licensed as agro-dealers so as to readily avail farm inputs to their members at reasonable prices. Some of the rice varieties promoted by the project are prone to disease attack.
- Some farmers have marketing challenges due to unfamiliar tastes of new rice varieties.

- Some small-scale farmers wish to be linked to loan facilities due to the high cost of GAP. Farmers in Mgudeni Village reported that they are willing to take and repay their loans in a timely manner if they can be linked to credit facilities so as to expand their farming.

# RECOMMENDATIONS

1. Since BCC interventions are cyclical, there is a need for consistent orientation of project staff and stakeholders tasked with the final distribution of BCC materials, especially the DCos and VBAs, to ensure proper placement/display of the materials for better results.
2. Timely procurement and delivery of BCC materials and services to ensure better synchronization with specific value chain farming cycles is highly recommended so that farmers can meaningfully learn. The past BCC interventions were late and not all the relevant radio stations aired the radio spots.
3. Although radio spots used by the project during the past BCC campaigns were appreciated by the farmers who heard the messages, it was reported that the spots are generally too short; therefore, the chances of farmers planning to listen and learn from them were not feasible. It is therefore recommended that the project include **radio programs** for the same GAP messaging to create better impact on the farmers in addition to the **radio spots**. Programs would be more predictable; hence, farmers may plan to attend individually and/or jointly as a group, increase their knowledge, practice, and ultimately change their behavior.
4. The project should use a mix of BCC materials and approaches to supplement the current radio spots and print materials. Specifically, the use of radio programs, drama or theatre groups, video documentaries, and soccer tournaments to pass messages on good agricultural practices are recommended. Production of booklets containing all GAP steps, which are value chain specific, is also recommended as proposed by many farmers in the target villages.
5. The NAFKA project should ensure that once demand is created (e.g., through GAP training and BCC messaging), related services should be offered in a timely manner. It is recommended that the project should advocate or create an environment for linkages of farmer groups or individuals to lending institutions; cheaper inputs; support licensing of agro-dealers; more GAP training opportunities available to some of the villages, as requested; and facilitate tractor services for land preparations, among others.

The following **recommendations are for programming/design purposes** for the implementation of the next series of BCC effectiveness assessments:

6. Assess if there are any differences in responses from groups where officials were present compared with those with only ordinary members.
7. Assess whether there are any multiplier effects on farmers who did not directly benefit from the BCC intervention campaigns under assessment.

# APPENDICES

## APPENDIX I : FOCUS GROUP DISCUSSIONS CHECKLIST

### NAFAKA PROJECT

#### BCC EFFECTIVENESS ASSESSMENT

#### Focus Group Discussions (FGD) Checklist

##### Instructions to the interview team (Maelekezo kwa ajili ya wasaili):

- Once the 8–15 respondents are assembled, preferably seated in a circular arrangement, introduce yourselves clearly, being culturally sensitive.  
*Mara baada ya kikundi cha wakulima 8–15 kukusanyika na kukaa katika mkaao wa duara/nusu duara (bila kuathiri mila na desturi), jitambulishwe kwa ufasaha*
- Briefly explain the objective of the exercise and quickly build rapport with the team: The exercise aims at assessing the effectiveness of BCC interventions in enhancing good agricultural practices behavior.  
*Elezea kwa ufupi madhumuni ya zoezi husika. Zoezi hili linakusudia kutathmini ufanisi wa afua ya mawasiliano na jinsi inavyochangia katika kuwawezesha wakulima kutumia njia bora za kilimo. Jitabidi kadri inwezekanavyo (na kwa haraka kabisa) kujenga mazoea na washiriki ili kurahisisha zoezi*

##### Remind the respondents that (Wafahamishe washiriki kuwa):

- They will remain anonymous, no personal information will be used, no names will be taken
- *Majina yao hayatumika popote, na kuwa hakuna taarifa za mtu binafsi zitakazotumika katika taarifa ya zoezi hili*
- All information provided will be treated with confidentiality  
*Taarifa zote zitolewa za na washiriki zitashughulikiwa na kuhifadhiwa kwa usiri*
- The exercise is going on simultaneously in the six clusters where the NAFKA project is implemented  
*Zoezi hili linafanyika katika kanda zote sita kunakotekelezwa mradi wa NAFKA*
- Request for active participation by ALL; all participant's answers will be critical  
*Waombe washiriki wote kutoa ushirikiano, na kwamba majibu yao yote ni muhimu*
- The findings will help the project to support them better  
*Matokeo ya zoezi hili yatachangia katika kurekebisha mapungufu yaliyopo na kuusaidia mradi kuwapatia huduma bora zaidi*
- You will give them time to ask any questions at the end of the interview  
*Mwishoni mwa mjadala mtapata muda wa kuuliza maswali*

**Basic Information:**

Date: \_\_\_\_\_ FGD No. \_\_\_\_\_

Name of Facilitator: \_\_\_\_\_ Name of Note Taker: \_\_\_\_\_

Region: \_\_\_\_\_ District: \_\_\_\_\_ Cluster: \_\_\_\_\_ Village: \_\_\_\_\_

**Demographics:**

1. No. of Males: \_\_\_\_\_ No. of Females: \_\_\_\_\_ Total: \_\_\_\_\_

2. Age Category: \_\_\_\_\_ Education Level: \_\_\_\_\_ Marital Status: \_\_\_\_\_

3. Main Occupation/Normal Activities: \_\_\_\_\_  
*Shughuli/Kazi*

4. Main Language of Communication: \_\_\_\_\_  
*Lugha za mamasiliano*

*(Write all that are applicable)*

**Print Media:**

5. Have you ever seen any of these materials before? **(Show materials to the respondents one by one: Probe for: Umewahi kuona chochote kati ya vitu hivi? (Waonyeshe washiriki nyenzo hizo ,moja baada ya nyingine)**

**(Dodosa)**

(T-shirts Fulana \_\_\_\_\_; posters on maize seeds; Mabango ya mbegu za mahindi \_\_\_\_\_; posters on fertilizer for maize Mabango ya mbolea ya mahindi \_\_\_\_\_; posters on rice seeds Mabango ya mbegu za mpunga \_\_\_\_\_; posters on fertilizers for rice Mabango ya mbolea ya mpunga \_\_\_\_\_)

6. Where do you remember seeing the materials? \_\_\_\_\_  
Unakumbuka ni wapi ulizona nyenzo hizo

7. What were the main messages of the materials? **(List by material as in 5 above).**  
Zilibeba ujumbe gani? **(Orodhesha nyenzo hizo kama zilivyo kwenye swali 5 hapo juu)**

8. After seeing the materials, do you believe their messages? **(List by material as in 5 above)**  
Baada ya kuziona nyenzo hizo, je unauamini ujumbe wake? **(Orodhesha nyenzo hizo kama zilivyo kwenye swali 5 hapo juu)**

9. For those who believed **(yes)**: Were you able to follow the advice of the messages?  
Kwa walioamini ujumbe (NDIYO); Mliweza kufuata ushauri wa ujumbe huo? **(Dodosa kulingana na majibu ya washiriki (NDIYO/HAPANA):**

10. What did you do to try the advice(s) of the messages? Kama (NDIYO) mlifanya nini kufuata ushauri huo?

11. For those who did not believe **(no)**: What made you not want to follow the advice(s) of the messages? *Kwa wale ambao hawakuamini ujumbe (HAPANA); Nini kilivafanya msiamini ujumbe huo?*

12. Do you think farmers could follow the advice of the messages as well? Why? **(probe irrespective of the answer, whether yes or no) . Mnadhani wakulima waliveza kufuata ushauri uliomo kwenye ujumbe huo? Kwanini? (Dodosa kulingana na majibu ya washiriki (NDIYO/HAPANA))**

### Broadcast: (Matangazo)

13. Do you have a working radio in your home? \_\_\_\_\_  
*Mna radio nyumbani kwenu? (Dodosa uwiano)*
14. Do you access a working radio somewhere else on a regular basis? \_\_\_\_\_  
*Kuna sehemu nyingine tofauti na nyumbani ambako huwa mnasikiliza radio?*
15. What times of the day do you mostly listen to the radio, in order of preference? \_\_\_\_\_  
*Ni majira/nyakati gani ya siku huwa mnapendelea kusikiliza radio? (Orodhesha majira yote kufuata upendeleo)*
16. Which days of the week do you mostly listen to the radio, in order of preference? \_\_\_\_\_  
*Ni siku zipi katika juma/wiki huwa mnapendelea kusikiliza sana radio? (Orodhesha majira yote kufuata upendeleo)*
17. Which radio station(s) do you listen to most of the time? \_\_\_\_\_  
*Ni vituo vipi vya radio mnapendelea kusikiliza zaidi? (Orodhesha majira yote kufuata upendeleo)*
18. Have you ever heard any NAFKA-related message(s) on the radio? \_\_\_\_\_  
*Mmewahi kusikia matangazo yanayohusiana na mradi wa NAFKA redioni?*
19. What type/style of messaging did you hear? \_\_\_\_\_  
*Ni aina gani ya matangazo na ujumbe uliokusikia?*
20. How many times have you heard the message? \_\_\_\_\_  
*Ni mara ngapi mmesikia ujumbe huu?*
21. What did the message(s) say? \_\_\_\_\_  
*Ujumbe huo ulibusu nini hasa?*
22. What did the message(s) tell you to do? \_\_\_\_\_  
*Ujumbe huo ulivataka kufanya nini?*
23. What radio station(s) did you hear the message(s) on? \_\_\_\_\_  
*Mliusikia ujumbe huo kupitia kituo kipi cha radio?*
24. Do you think farmers could follow the advice of the message(s)? \_\_\_\_\_  
*Mnadhani wakulima waliufuata ushauri uliomo kwenye ujumbe huo? Kwa nini? (Dodosa kulingana na majibu ya washiriki (NDIYO/HAPANA))*
25. Were you able to follow the advice of the message(s)? \_\_\_\_\_  
*Mliveza kufuata ushauri mlioupata kupitia ujumbe huo? Kwa nini? (Dodosa kulingana na majibu ya washiriki (NDIYO/HAPANA))*
26. If you followed the advice, what did you do to try the advice of the message(s)? **Probe:** \_\_\_\_\_  
*Kama uliufuata ushauri wa ujumbe ule, ulifanya nini kujaribu? (Dodosa)*
27. Can you memorize some words/phrase of the message(s) you heard? (**Verbatim Record:** \_\_\_\_\_)  
*Unaweza kukumbuka baadhi ya maneno yaliyokuwa kwenye ujumbe uliokusikia? (Nukuu neno-kwa-neno)*

### General Questions (Maswali ya Jumla)

28. Which type of communication channels/media are common in your village? \_\_\_\_\_  
*Ni njia zipi za mawasiliano hutumika zaidi kijijini kwenu?*

29. Which communication channel/media do you think is appropriate in delivering messages about good agricultural practices in this village? \_\_\_\_\_  
*Mnadhani njia ipi ni nzuri zaidi katika kuwafikishia ujumbe wa matumizi ya njia bora za kilimo hapa kijijini?*
30. What is your favorite communication channel? \_\_\_\_\_  
*Ni njia ipi ya mawasiliano mnayoipenda zaidi?*
31. Why do you prefer this channel/media? \_\_\_\_\_  
*Kwa nini mnaipenda zaidi njia hiyo ya mawasiliano?*
32. Is there any issue we have not discussed in relation to communicating good agricultural practices that is important for us to know? \_\_\_\_\_  
*Kuna jambo lolote muhimu ambalo hatujaligusia, lakini ni muhimu kwetu kulifabamu kubusiana na mawasiliano juu ya njia bora za kilimo?*

*Allow for any brief questions from the respondents, and then thank them for their time.*

*End of the discussions. Toa fursa fupi kwa washiriki kuuliza maswali, kisha washukuru kwa muda na ushirikiano wao.*

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