

ABBREVIATIONS AND ACRONYMS

AGM Annual General Meeting
CRC Crisis Resolving Centre
FGM Female Genital Mutilation

GB Governing Board

GBV Gender-Based Violence

GHAI Global Health Advocacy Incubator

GPF Global Peace Foundation

GRSP Global Road Safety Partnership

ICT Information and Communication Technology

LHRC Legal and Human Rights Centre

MCT Media Council of Tanzania

MISA Media Institute of Southern Africa

MP Member of Parliament

NDI National Democratic Institute NEC National Electoral Council

NGO Non-Governmental Organisation

PWD People with Disability

RGO Ruangwa Governmental Officials

RS Road Safety

RSA Road Safety Ambassador

SHIVYAWATA Shirikisho la Watu Wenye Ulemavu Tanzania TAAnet Tanzania Networking Against Alcohol Abuse TACCEO Tanzania Civil Society Consortium for Election

Observation

TAMWA Tanzania Media Women's Association
TAWLA Tanzania Women Lawyers Association
TBC Tanzania Broadcasting Corporation

TCRA Tanzania Communications Regulatory Authority

TLS Tanganyika Legal Society
TMF Tanzania Media Fund
UT Ushiriki Tanzania

VIKES Finnish Foundation for Media Development

1.0 INTRODUCTION

Tanzania Media Women Association (TAMWA), is a membership, non-governmental, non-partisan and not-for-profit organization registered in Dar es |Salaam, Tanzania, on 17th November 1987under the Societies Ordinance Cap 337 of 1954 with registration number (SO 6763). In 2004, the association complied with the 2002 NGO Act of the United Republic of Tanzania. In 2007, TAMWA was also registered in Zanzibar as TAMWA Zanzibar chapter under Societies Act No. 6 of 1995. To date TAMWA has over 115 active members from both Tanzania Mainland and Zanzibar accredited to various media outletswith some working as media consultants and academicians. Others hold government and international organisations positions.1.1 Operating framework

1.1 Operating framework

TAMWA Mainlandis dedicated to embrace and promote women and children's rights through the use of media in the following context:

VISION

• A peaceful Tanzanian society which respects human rights from a gender perspective.

MISSION

 To advocate for women and children's rights by conducting awareness raising activities for cultural, policy and legal changes/transformations in the society through the use of media.

STRATEGIC PLAN 2016-2020

- The Association has four strategic focus areas that help in addressing the above issues. The
 report is based on the activities undertaken from each of the Strategic Plan areas including:
- Gender-Based Violence and Persistent Gender Inequalities
- · Women's Social, Political and Economic Empowerment
- · Girls and Women's Access to information and ICT
- •Institutional Strengthening and Networking.

CORE VALUES

- Transparent
- Accountability
- Diversity

THE ANNUAL GENERAL MEETING The AGM is the supreme decision-making body of the organization. Among other things, it
determines the admission and expulsion of its members, it determines the Association's Strategic
Plans, Annual Narrative reports, Financial Statements and External Auditors as well as their
employment terms.

THE GOVERNING BOARD •To ensure the smooth running of the organization, the AGM delegates its powers to the Governing Board (GB) which constituents of nine members. The GB, among its other duties scrutinizes the performance of the organization on regular basis, including implementation of annual plans and other issues that require TAMWA activism.

THE SECRETARIAT 2019 TAMWA Mainland's day to day activities are executed by the Secretariat under the
Executive Director Rose Reuben. The Secretariat team of 13 staffs is gender balanced composed
of 7 women and 6 men with various skills including journalism, project management, monitoring
and evaluation, human resources and report writing to mention few. Executive Directors lead the
organisation and are also TAMWA's spokespersons.

2.0 PROJECT ACTIVITIES HIGHLIGHTS

In 2019, TAMWA achieved outstanding in terms of what is stipulated in her Strategic plan versus achievements. This is the fourth year where TAMWA, Mainland is implementing its Strategic Plan (2016- 2020). The Strategic plan focused in five main areas which are; The Association has four strategic thematic areas of implementation. Therefore, this report is based on the activities undertaken from each of the Strategic Plan areas such as: Gender-Based Violence and Persistent Gender Inequalities; Women are Social, Political and Economic Empowerment; Girls and Women's Access to information and ICT; Institutional Strengthening and Networking from January to December, 2019.

2.1 WOMEN IN THE NEWSROOM

This is a project supported by The Finnish Foundation for Media and Development (VIKES) with an objective of empowering women in media and enhancing gender transformation in the Media Houses. The project is implemented in collaboration with the Centre for Investigative Journalism (Nepal), Media Council Tanzania (MCT), MISA (Tanzania Chapter) and Tanzania Media Women Association (Mainland chapter). It is a two-year project (2019-2020)in which TAMWA Mainland's role for 2019 was to train journalists on Gender sensitivity and to run the Social media campaign.

TAMWA started Women in the Newsroom project in July 2019 and its implementation is hereby explained:

2.1.1 Review of the Project Work Plan, Budget and the Introduction of the Project

During the period under review the project team reviewed the work plan and budget for proper utilization of time and resources before execution of the project.],./ As per agreement requirement, TAMWA Mainland was mandated to train 30 journalists and engage social media forums to campaign for gender transformation in the newsroom activities within the time frame.

An introduction of the project to the Ministry of Information, Culture, Sports and Youth on 19th August 2019 was done by TAMWA Mainland Executive Director,Ms Rose Reuben, who visited the Ministry headquarters in Dodoma. Ms Rose Reuben met the Deputy Director of the ministry and discussed the project details. The introduction was successful as the Deputy Director thanked TAMWA for the good approach in terms of informing the Ministryresponsible before execution of the project and the association's efforts to empower women journalists, gender transformation in media outlets and encourage gender sensitive related stories. The Deputy Director encouraged TAMWA to maintain good relations with the Government and implement the projectaccordingly.

2.1.2 Training of Journalists on Gender Sensitivity in the Newsroom.

TAMWA organized a two days training for 28 journalists on 20th and 21stAugust, 2019 in Dodoma. The training was officiated by the Assistant Director of Tanzania Information Services (MAELEZO) Mr Rodney ThaddeusMbuya who insisted onthe importance of understanding of gender issues by the journalists and its implications in their daily reporting activities that will bring about changes in the society. The training composition was 16 female journalists and seven malejournalists as well as five male digital influencers from Dodoma and nearby localities.



The Assistant Director of Tanzania Information Services Mr Rodney Thaddeus Mbuya from the Ministry of Information, Culture, Sports and Youth opening the training session held in Dodoma on 21st -22nd August 2019

During the training the media and gender expert Frank Sanga an editor from Mwananchi Communications Limited facilitated the following topics:

- i. Women in the newsroom an overview of the Tanzania landscape
- ii. Gender-Based Violence in the newsroom.
- iii. Gender policy adaptation in the newsroom.
- iv. Improving women roles in media houses
- v. Gender sensitivity programs and social media forums.

In the process of participatory facilitation women journalists from different media outlets indicated sexual harassment, discrimination in assignments and reporting work, pay gap between men and women and character assassination at workplaces are on the increase in Tanzania's media industry. They also shared their experiences on how they were mistreated by their colleagues and forms of threats they had received after publishing or broadcasting their stories. The journalists also shared their experiences on how media outlets showed less trust in women journalists in handling certain tasks that are being labeled as "masculine".



Women in the Newsroom participant presenting a group work during training sessions.

2.1.2.1 Training Feedback

The training feedback checklist showed that before the training the journalists were not aware of gender issues in the newsroom and for those who were aware had never discussed how to deal with them.

However, after the two days of training, they gained some useful insights. At the end of the training, there was a positive feedback from group discussions on learning about gender sensitivity. Out of 27 participants who filled the feedback/evaluation forms, 20 participants (ranked the training) 5 (Very useful) in the item of general satisfaction while 7 participants ranked 4 (Useful).

2.1.3 Social Media Campaign Messaging Preparation Workshop.

TAMWA organized a one-day workshop on 17th September 2019 to develop social media content and plan for the campaign launch. The campaign was facilitated by three digital media influencers and TAMWA staff. Before the start of the campaign, participants developed 15 gender-related issues out of which 51 content messages were developed. As a way forward, the project team decided to form a review team with the support of Media and Gender expert Mr. Frank Sanga to review all the messages and come up with improved versions which will stimulate the online discussions during the campaign. Some of the messages were for informing the purpose of raising awareness on gender sensitivity and others were solution-based for the purpose of gender transformative advocacy. The targeted audiences were individuals, journalists, media owners, decision and policy makers of relevant ministries and agencies. The campaign was launched on the 23rd of September 2019. 2.1.3.1 Social Media Campaign Feedback Session

2.1.3.1 Social Media Campaign Feedback Session

On October 24, 2019, TAMWA conducted a feedback session for "Women in the Newsroom" (WIN) social media campaign. The session was also part of the learning and performance improvement process which also gave room to participants to suggest better ways for journalists and social media influencers' engagement in future campaigns. It was noted that, for the period of September and October 2019, the campaign earned an 'impression' of more than 6.8M and reached more than 1.4M viewers from 648 posts.



2.1.4 Media Women Data Base (Portal) Creation

Within Women in the Newsroom project TAMWA Mainland developed a Women Journalist Portal (TWJP) to collect, analyse and store data for women journalists including freelancers working in the newsrooms within Tanzania and TAMWA members. It is a dynamic and online system that can be easily accessed through TAMWA website link https://tamwa.org/womenportal/index.php?r=journalist%2Fdefault%2Fhome-page. The system is secured, user friendly and the user(s) can easily upload her/their information online. It was developed by Lemon Data Technology Ltd under the supervision of TAMWA mainland staff.

The women journalist's information will be stored for further research, need assessments, monitoring and evaluation of media practitioners gender analysis, and also it will allow analytical data for informed decision making as well as knowledge development and capacity building to promote communication and networks among women journalists.

2.1.4.1 Media Women Data Base Portal Status:

The system is at place and easily accessible, until the time of this reporting a total of 213 media women have registered. Uploading of data from women journalists is an ongoing process.

2.2 ROAD SAFETY

The project aims at building public awareness on Road Safety Crisis in Tanzania and it was supported by Bloomberg. During 2019 TAMWA Mainland continued work with Tanzania Road Safety Coalition. The project aims at building public awareness on Road Safety Crisis in Tanzania. TAMWA Mainland as a lead media partner is responsible for creation of awareness related to road safety, the role and the behavioral road safety risk factors (helmets, drink and driving, speed and seatbelts) through the mainstream media, community radios and online campaign. The following activities were implemented from January to December 2019.2.2.1 The orientation of the Members of Parliament towards Road Safety Campaign in Tanzania.

TAMWA in collaboration with other Coalition member organizations such as Tanzania Women Lawyers Association (TAWLA), Tanzania Media Foundation (TMF), Tanganyika Law Society (TLS), Shirikisho la Watu Wenye Ulemavu Tanzania (SHIVYAWATA), Road Safety Ambassadors (RSA) and Tanzania Networking Against Alcohol Abuse (TAAnet) conducted a session with 12 Members of Parliament on 25th May 2019 to orient Members of Parliament Road Safety Champions as source of information and Road Safety agenda carrier with Digital media knowledge and sharing the Safiri Salama social media platforms. This was a half-day meeting that resulted to an increase of Members of Parliament involvement on the online Road Safety related discussions.

2.2.1 The orientation Members of Parliament towards Road Safety Campaign in Tanzania.

TAMWA conducted a one-day Digital Media Trainingto six (6) Digital influencers (2 females and 4 males). The training was conducted on 28thMay 2019 at TAMWA's Conference Room-Sinza Mori, \Dar es Salaam. Another batch of Digital Media Influencers was conducted on 6th July 2019 whereby a total of 11 Digital Media Influencers participated (six females and five males). Both trainings were aimed at creating content and increasing of Road Safety knowledge sharing to TAMWA Mainland social media influencers.

More than that traditional media training was conducted from 28th -29th June 2019 in Dodoma and Dar es Salaam. It included 11 Reporters from Dar es Salaam, Mtwara, Lindi, Iringa and Ruvuma, Tabora, Mwanza, Mbeya, Arusha, Kilimanjaro, Morogoro and Dodoma. Among them 15 were females and 11 were males. The training was opened and officiated by the Dodoma Special Seats Member of Parliament, Ms Fatma Tawfiq in Dodoma and in Dar es Salaam's session was officiated by Assistant Director of Tanzania Information Services (MAELEZO) Mr Rodney Thaddeus Mbuya. The trainings were aimed at impacting journalistic knowledge towards reporting and in-depth writing of Road Safety news and feature articles.

2.2.2 Strategic Workshop

On July 23rd -29th, 2019, Tanzania Road Safety Strategic Workshop was held at TAMWA offices at Sinza Mori in Dar es Salaam, Tanzania. The workshop was organized by the Global Health Advocacy Incubator (GHAI) and Global Road Safety Partnership (GRSP) in close coordination with TAMWA and TAWLA as part of the Road Safety (RS) Project in Tanzania. The workshop was attended by all RS Tanzania Grantees (TAMWA, SIKIKA, TAWLA, TMF, TLS, MYCN, RSA and SHIVYAWATA). The workshop aimed at discussing the strategic and targeted way forward between stakeholders of the project in preparation of the September parliamentary session-given the current status of the Road Safety Act of 1973 amendment process. 2.2.3 Mentorship session.

2.2.3 Mentorship session

On 2nd October, 2019 TAMWA conducted a one-day Mentorship session with Active Digital/Social Media Influencers. The session was attended by ten (10) social media influencers who supported Road Safety social media campaign in Dodoma and upcountry regions. The session was also attended by two staff from TAWLA and two from TAMWA making a total of 14 participants (four Females and 10 Males).

2.2.4 Networking with other partners

TAMWA in the Road Safety project worked hand-in -hand with other coalition members on the Road Map for October session. Members

discussed, among other things, how to collaborate in Twitter and World Remembrance Day event in Tanzania. TAMWA also participated at the World Health Organization (WHO) and the Ministry of Health, Community Development, Gender, Elderly and Children in Dodoma from November 5-7, 2019. During the meeting, mentors shared experiences on road safety and emphasized on reporting with facts and solution-oriented stories. Journalists and mentors agreed to link road safety stories with health, economy and security. 2.2.4 Road Safety Activities results including Media advocacy

2.2.5 Road Safety Activities results including Media advocacy

During the period under review, the project team managed to implement the following:

- Two online events on Road Safety awareness with #ElimikaWikiendi were implemented. These were potential sessions undertaken for the benefits of public and decision makers and was completed on October 2, 2019.
- Monitoring of Traditional Media, Print, Electronic and Digital media.
- The project initiated live programs of /on Radio and TV Talk shows in October, 2019 that were attended by GRSP CEOs (TAMWA & SHIVYAWATA) at TBC(Radio and TV) and Uhai FM Radio. Other two Radio and TV Talk shows were conducted and attended by project coordinators in November and December, 2019 respectively.
- Social media
- Twitter Messages follow up in two Days (November 5 and 17, 2019. Tanzania Team participated well for both days. Below is the message shared by RS Headquarter Officer Luke Telender regarding the trend of tweeter massaging outcome:
- "You guys have done some amazing work for World Day of Remembrance (WDoR) so far! I'm seeing almost 2,000 users engaged so far, the most in the world! We can go ahead and

keep up the momentum by having ads run into the beginning of next week. Feel free to keep posting all of your great original content!!"

Print Media

A total of 23 articles were published for the period of October-December 2019 with news related to Road Safety covered by four Newspapers (Daily News, Mtanzania, Nipashe and the Citizen).

2.3.0 BORESHA HABARI PROJECT

The BoreshaHabari Project was a three months project from July to September 2019. In this project, TAMWA was entitled to conduct a Media campaign on sexual harassment in higher learning institutions and at workplaces from July 9, 2019, after receiving funds from Internews. The following activities were implemented during the period under review:

2.3.1 Journalists Training and Results

TAMWA conducted the first training on July 25, 2019, which was attended by 16 journalists (10 females and six males). The training included journalists from traditional media (Radio, Television and Newspapers) and social media. The training facilitators were Dr Joyce Bazira, a Gender and Media expert from Ujuzi Era and Beatrice Mpembo an Advocate from the Ministry of Law and Constitutional Affairs.

Dr Bazira trained the journalists on sexual harassment, gender and media aspects while Advocate Mpembo trained them on sexual corruption Law, the role of Prevention and Combating of Corruption Bureau (PCCB) in this law and the weaknesses stipulated from the Prevention and Combating Act of 2007. Advocate Mpembo cited reports of Sexual Corruption Case studies. Soon after the training, the journalists were required to pitch their Feature Articles ideas to Dr Bazira who was also their coach. As a coach she advised and coached the journalists on the best story angles, best sources to use and on their story ideas from July to August 2019. After pitching the journalists

were required to do a short journalistic survey from July 26 to August 22, 2019 to gather relevant information related to Sexual Harassments in Higher Learning Institutions and in work places.

The second round of training which TAMWA dubbed as a 'feedback session' also included social media influencers and traditional media journalists. The training was done on August 23, 2019. The training was attended by 16 journalists (four males and 12 females). During the training, journalist presented their story ideas and what they have/had gathered in the field. Dr Bazira commented on every idea and advised them accordingly. It was an interactive session whereby journalists, TAMWA staff and the facilitator added value on each story pitch presented. Thereafter feature stories were written, produced and published or broadcasted.

TAMWA Mainland also organised TV talk shows aired at TBC, Mlimani and Abood to trigger solution-oriented Sexual Harassment at Higher Learning Institutions and at work places. Social Media campaign and discussions against sexual harassment with the agreed hashtags #BoreshaHabari and #ZuiaUkatili on Twitter, Facebook, Instagram TAMWA Mainland and its Social media influencers platforms treaded for more than six months. The following are examples of feature Articles published and social media trends of BoreshaHabari TAMWA Mainland Project:



Top mention earned 523 engagements



£7 15 @ 39

godfrey abely @godfreyabely2 - Aug 25

Rushwa ya ngono ni moja kati ya matatizo yanayowakumba sana wanawake katika taasisi mbali mbali na vyuoni.
Unaposhuhudia vitendo kama hivi usikae kimya #ZuiaUkatili kwa Ku
#BoreshaHabari @TAMWA_
pic.twitter.com/34oOUwEyZe



Top media Tweet earned 2,207 impressions

Joseph Sabinus toka @HabariLeo anasema tatizo la rushwa ya ngono lipo na ni kubwa ila changamoto ni kwamba waathirika hawapo tayari kuweka bayana. #BoreshaHabari #ZuiaUkatili pic.twitter.com/0od9Z4WQsG



2.4.0 USHIRIKI TANZANIA MEDIA CAMPAIGN PROJECT

Under National Democratic Institute (NDI) support, TAMWA Mainland as a lead media partner in Ushiriki Tanzania (UT) was assigned to develop an internal and external communication strategy of the coalition from July to September 2019 and media campaigns.

UT is a civil society coalition championing for democracy and citizens' rights in Tanzania through capacity building, research, advocacy, media engagement and inclusive democratic governance. There are 23 member organizations from all over Mainland Tanzania and Zanzibar and their targeted groups are women, people living with disability and youth.

2.4.1 Ushiriki Tanzania Projects

2.4.1.1 Communication Strategy.

From its media and communication expatriate in July 2019TAMWA Mainland as a part of UT coalition was assigned to develop the coalition's internal and external communication strategy. TAMWA successfully completed the assignment and the coalition is now using the developed communication strategy to sustainably communicate internally and externally.

2.4.1.2 Mock-up campaign logo for UT and content social media profiles

In June 2019, TAMWA hired a consultant to develop a logo for Ushiriki Tanzania coalition activities. After health discussions among coalition members the logo was accepted and is currently used by / in all Coalition documents, social media platforms, badges, t-shirts, leaflets and calendars.

More than that TAMWA Mainland was commissioned to manage UT social media platforms including sharing content, online campaigns and even traditional media contents. In 2019 TAMWA Mainland shared UT media contents in the coalition pages: Facebook, twitter and Instagram. The UT social media pages can be accessed through;

Twitter accessible here https://twitter.com/UshirikiTz
Username: @UshirikiTz
Facebook accessibleherehttps://twitter.com/UshirikiTanzania/?modal = adm todo tour
Username: @UshirikiTanzania

Instagram account accessible <u>herehttps://instagram.com/ushirikitanzania/?hl=en</u>

@UshirikiTanzania

2.5.0 CAMPAIGN AGAINST HARMFUL PRACTISES THAT LEAD TO EARLY PREGNANCIES PROJECT

TAMWA with the support of the Foundation for Civil Society implemented a six-month project (November 2018-April 2019) on the campaign against harmful practices that lead to early pregnancies and early marriages in Nambilanje and Likunja Wards in Ruangwa District, Lindi region.

The following activities were implemented in 2019 as hereunder illustrated:

2.5.1 Child Protection Committee training

The Child Protection Committee training activity was held between 14th - 16th January 2019 in Likunja and 24th - 26th January 2019 at Nambilanje Wards-Ruangwa districts of Lindi Region.

The training is meant to strengthen the child protection committees to function well and be responsible to eliminate violence against girls in focus areas. The project also intends to improve girls' welfare according to the National Plan of Action training manual to end GBV 2016/2021.

Participants included teachers' representatives from all Primary and Secondary schools in the two wards, eight teachers from primary and two teachers from Secondary schools (six males and four males) respectifully, health workers, village leaders as well as villagers. Both trainings were facilitated by Ruangwa District Community Development Officer, Mr Nalukala with support of two TAMWA staff Ms Florence Majani and Mr John Ambrose respectively.

Participants reached;

Name of wards	Male	Female	Total
Nambilanje	18	5	23
Likunja	10	13	23
Total	28	18	46

Activity Results:

The trainee gained knowledge on GBV and issues related to harmful practices including Unyago initiation, early contraceptive method use, matrimonial practices, family separations/divorce which were seen as barriers to girls' wellbeing in the focus areas.2.5.2 Secondary school debate Nambilanje and Likunja of Lindi Region

2.5.2 Secondary schools' debate

The main objective of the activity was to let boys and girls discuss the challenges that lead to harmful tradition and cultural practices in their community and let them speak about GBV issues that contribute to early pregnancies in the focus areas. Four media outlets were invited including; Nachingwea FM, Mashujaa FM, Ruangwa FM (community radios) and Mwananchi newspaper. The debate was aimed to let students discuss their challenges and opportunities related to early pregnancies and marriages in the focus areas. Ruangwa District Commissioner, Mr Hashim Mgandilwa attended the debate and he advised girls on how to overcome challenges lead to harmful traditions and cultural practices in Lindi region.

Activities results

The activity was successfully accomplished as many secondary school girls and boys showed up and spoke their minds toward harmful traditions and cultures that lead to early pregnancies and girls school dropouts. The event received good media coverage and some of the stories are showcased below:



2.5.2 Strategic meeting to end harmful traditional and cultural practices in Ruangwa District in Lindi Region.

TAMWA Mainland organized a one-day strategic meeting for Ruangwa Government Officials (RGO), Agencies, GBV, stakeholders and

Councillors from Ruangwa and Likunja Wards in Lindi District. ..The meeting was held on March 30, 2019 at RUTESCO hall in Ruangwa Municipality and attended by the Ruangwa District Commissioner (DC), District Executive Director (DED), Heads of Departments, and Police Gender Desks, Magistrates, NGO dealing with GBV in Ruangwa and community representatives from Nambilanje and Likunja Wards. Other participants were journalists and teachers from primary and secondary schools in the district.

Participants	Government Official	Political Leaders	Religious Leaders	Traditional leaders	
Male	14	2	2	1	19 +11
Female	8	0	2	1	30

Activity Results:

There was an immediate action taken by Ruangwa District Commissioner who immediately prohibited celebrations on UNYAGO initiation during school days. According to him UNYAGO ceremonies will be allowed only on December holidays. Participants also agreed to form by-laws to bind the prohibition of UNYAGO initiation during school times and underage that any parents/guardian reported to influence or discourage school performance of a girl child due to UNYAGO initiation will be taken to court. Their agreements were recorded ready for implementation since all participants in the strategic meeting have influence in the community in the focus area.

2.6.0 TAMWA'S MEDIA ADVOCACY REPORT

TAMWA Mainland advocated, created awareness and sensitization about women and children rights through the media. In 2019 the organisation continued with media advocacy as it is the core business of the organisation. The following results led the organisation's vision and mission visibility:

2.6.1 Print Media

A total of 227 articles were published about TAMWA projects activities and Strategic Plan thematic area in2019 with news related to Early Pregnancies and Marriages, Road Safety, GBV, Women empowerment, Sexual harassment, People with disability and youth involvement in political leadership as well as Gender equality covered by various daily and weekly newspapers. These include; Daily News, Guardian, Mtanzania, Majira, Nipashe, Habari Leo, The Guardian and the Citizen to mention few.

The following are some of the stories that TAMWA Mainland developed and were in the limelight in 2019:

The Importance of Sexual Harassment Policies in the Workplace







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As an employer, regard



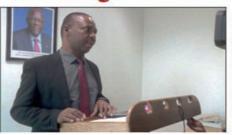
HABARILEO JUMATATU SEPTEMBA 23, 2019

MAKALA II

Rushwa ya ngono ni mchwa unaotafuna wanawake wengi katika duru za siasa

Na Joseph Sabinus

KWELI kuna minong'ono ya kuwapo
nong'ono ya kuwapo
nongka kutika baadhi
ya vyama ili wanawake
vapate uleuzi katika
nafasi mbalimbali au
majina yao yapitishwe
kugombea uongozi, hasa
udiwani na bubunge."
Anasema Mkuu wa Tassiai ya Kuzuia na Kupanban na Rushwa (Takukuru)
katika Mkoa wa Temeko,
Donasian Keny, anapozungamaza na mwandibish wa



Mwenyekik wa Shirika la Kutotea Uhai (Prolife) Tanzania, Emil Hagamu anasema: "Jamii ijengwe katika kofichua uoru wa naihwa ya ngono unaochangia ongezeko la utoaji mimba katika vyuo na jamii kwa jumla..."
Kwa mujibu wa Kesay.

Kwa mujibu wa Kessy, changamoto iliyopo katika vita dhidi ya rushwa ya ngono ni hasa watu wengi kukosa ufahamu na ujasiri wa kuripoti wanapodalwa rushwa hiyo.

rushwa hiyo. "Mwanamke mwingi akiombwa rushwa hiyo kupandishwa cheo, kutoa haki au upendeleo wowote unaotambulika kisheria, atakuwa ametemda kosa chini ya kifungu hiki.

Adhabu ya mtu huyu faini isiyozidi Sh milioni tano au kifungo kisichozidi miaka mitatu au adhabu zat mbili kwa pamoja. Wakili wa Serikali Mwan

Wakili wa Serikali Mwandamizi kutoka Ofisi ya Taifa ya Mashitaka, Beatrice Mpembo anataja vikowazo katika vita dhidi ya rushwa ya ngono kuwa ni pamoja na waathirika kutokutoa taarifa kwa wakati, huku wengine wakificha ushahidi. melwaz

2.6.2 TAMWA Mainland has a new Executive Director in 2019.

TAMWA Mainland held a press conference in January 11, 2019, to introduce Ms Rose Reuben as the New Executive Director after Mrs Edda Sanga's retirement. The event was picked by several media outlets which are; Radio, Television, Newspapers and the Digital media. Nine out of 10 newspapers invited to the event published the story the following day while the other one published the story within the same week. Radio stations, community radios and Television stations invited broadcasted the event and some journalist took initiative to profile Ms Reuben's journalistic experience and TAMWA as an organisation.



2.6.3 Special Interviews, Talk Shows Links TAMWA Mainland Online Platforms

TAMWA Mainland continued to use electronic media in 2019 to reach out to the public. Live programs on Radio and TV Talk shows were done on different projects listed above. For example; GRSP CEOs (TAMWA & SHIVYAWATA) attended a talk show at Tanzania Broadcasting Corporation TBC (Radio and TV) and Uhai FM Radio and several other Radio stations and TV Talk shows including community Radios were successful.

Some of the media links resulted from media advocacy:

ACTIVITY	MEDIA HOUSE	TIME	TITLE
Child Protection Committee training		April, 2019	http://www.ruangwadc.go.tz/new/ ushirikiano-kupunguza-ukatili-wa- kijinsia-ruangwa https://thehabarii.blogspot. com/2019/04/mwenyekiti-aomba- ushirikiano.html
World Press Freedom Day	-	2 nd &3 rd May 2019	Joint statement by a media coalition
African Child Day (Press Statement)	Nipashe Mwananchi Habari Leo Mtanzania	June 17/19	https://ippmedia.com/sw/habari/ ubakaji-watoto-watisha https://www.mwananchi.co.tz/- Serikali-itamke-ubakaji-kwa-watoto- ni-janga/1596774-5158534-fm287l/ index.html
Executive Director award-winning social media poster	Mwananchi Habari Leo Nipashe Msumba news blog Muungwana blog Majira Newspaper	June 21/22	https://www.mwananchi.co.tz/ habari/Kitaifa/Bosi-Tamwa-atwaa- tuzo-ya-Dunia/1597296-5166300- v4qd8u/index.html http://www.msumbanews. co.tz/2019/06/mkurugenzi-tamwa- atwaa-tuzo-ya-uongozi.html https://habarileo.co.tz/habari/2019- 06-225d0e25d67f726.aspx http://www.muungwana. co.tz/2019/06/mkurugenzi-tamwa- atwaa-tuzo-ya-uongozi.html
Child Protection Committee training		April, 2019	 http://www.ruangwadc.go.tz/new/ ushirikiano-kupunguza-ukatili-wa- kijinsia-ruangwa https://thehabarii.blogspot. com/2019/04/mwenyekiti-aomba- ushirikiano.html

2.6.4 Social media components

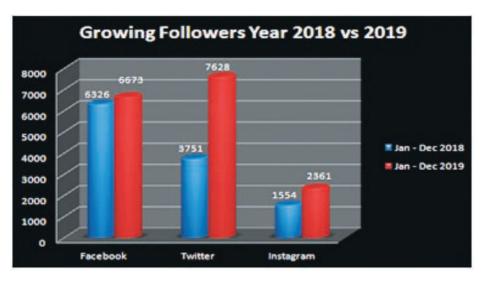
TAMWA's website and social media platforms have successfully improved and kept reaching viewers all over the world with strong

messages and campaigns against Gender Based Violence (GBV) including Rape, Female Genital Mutilation (FGM) and Child marriage. Number of people who liked, followed or viewed TAMWA Mainland YouTube, Instagram, Twitter and Face book page have increased from January to December 2019 compared to the same period in 2018. The bar chart below refers. Among page fans we have, most of them come/came from Tanzania, United States of America (USA), Kenya, United Kingdom (UK), South Africa, German, Uganda, Nigeria, Canada, Spain, Denmark, Finland, Norway and Austria,

Others are; China, Belgium, Rwanda and Italy, Indonesia, New Zealand, Norway, Oman. About 33% of our page fans are Women while 66% are Men-majority of them being of ages between 18 to 44 years of age.

Overall achievements in terms of page viewers/followers (December 2019)

- Increased number of Website viewers from 1,728,842 to 4,045,744.
- Increased number of YouTube subscribers from 209 to 278.
- Increased number of Face book followers from 6326 to 6,673.
- Increased number of Twitter followers from 3,751 to 7,628.
- Increased number of Instagram followers from 1,554 to 2,361.



2.6.4.0 Implemented social media campaigns

2.6.4.1 Safiri Salama Online Platform

This is a social media platform specifically developed for Road Safety campaign under the Road Safety project managed by TAMWA Mainland. As one among GRSP grantees implementing this project in Tanzania, TAMWA Mainland's role is to advocate for decision makers to be involved in road safety discussions and also to create awareness to the general public who are the main road users. During the period under review, the campaign reached a total of 11.5K followers on Twitter, 32K on Facebook and 661 on Instagram under the Campaign hashtag #Ajalisasabasi.



2.6.4.2 Ushiriki Tanzania

This is an ongoing social media campaign managed by TAMWA Mainland under Ushiriki Tanzania (UT) coalition. The campaign is aimed at encouraging participation of women, youth and people with disabilities (PWD) in both local and general elections in Tanzania by voting and competing for different leadership positions. Up to this reporting period, the campaign has a total 276 followers on Twitter, 183 on Facebook and 152 on Instagram under the hashtag #2020Tuwemo #UshirikiTanzania



2.6.4.3 Other Social Media Campaigns

Women in media campaign including #WomenInNewsroomtz which is advocating for gender sensitivity in the newsroom operations, and #BoreshaHabari which is advocating for elimination of all forms of sexual harassment in working places and in higher learning institutions. The two campaigns are running on TAMWA mainland social media pages in collaboration with trained social media influencers who post on their pages using campaigns mentioned hashtags.

3.0 TAMWA NETWORKING WITH OTHER PARTNERS

In 2019 TAMWA Mainland continued to collaborate and networked with like-minded organizations in different activities as follows:

3.1 TAMWA and Crisis Resolving Centre (CRC)

In 2019 CRC secretariat continued to provide legal aid and social or mental counselling to clients who visit the Centre and/or through telephone conversations. Most of the clients are an outcome of TAMWA Mainland media advocacy. During the period under review, CRC attended a total of 153 clients 132 being women, nine men and 12 children.

3.2 TAMWA and TACCEO

The Tanzania Civil Society Consortium for Election Observation (TACCEO), is a fusion of more than 26 local Civil Society Organizations (CSOs) registered in Tanzania. The Consortium was established as a network, among other things, to observe and monitor elections and democratic processes in Tanzania. The Coalition is coordinated by the Legal and Human Rights Centre (LHRC) which is one of its members.

In this coalition, TAMWA Mainland is on the steering committee and is mandated to undertake the day-to-day activities of the Coalition on behalf of other members. The aim of this noble mission of election observation in Tanzania's democratic process is to unveil electoral and democratization potentials which need further improvements and to widen democratic rights in the country. TACCEO also seeks to establish a model for which a better and useful election observation and monitoring can be conducted not only in Tanzania but also in other countries.

During this reporting period of December 2019, TAMWA Mainland sent 10 members to participate in Long Term Observation in the following districts; Kigamboni, Siha, Kibamba, Tumbatu, Mkwajuni, Tunguu, Shaurimoyo, Kiembesamaki, Kwahani and Kikwajuni. The selected observers were required to be in the field for October and November 2019 but did not materialize as the consortium failed to secure permission from the National Election Commission (NEC).

3.3 STAND FOR HER LAND CAMPAIGN: TASK FORCE MEMBER

The Stand for Her Land Campaign aims to close the gap between laws and practices so that millions of women can realize their rights to own land in the country and around the world. This campaign will be implemented globally through the selected focal countries. Tanzania is among the selected role model countries to pilot the global campaign

at the country level. The aim is to roll out the campaign in five to seven countries in the next two years.

In this regard women's land rights actors in Tanzania convened under the coordination of Landesa-Tanzania to contextualize the campaign and make it more relevant to the circumstances of Tanzanian women, particularly women in the rural areas. The meeting appointed Tanzania Women Lawyers Association (TAWLA) as chairperson of the campaign and Landesa as coordinator to lead the taskforce that will be responsible for planning and execution of the women land rights campaign in Tanzania.

TAMWA is one of the Task-Force members mandated to facilitate the campaign of "Stand for Her Land" "Linda Ardhi yaMwanamke" and leading the media component. TAMWA Mainland has facilitated in collaboration with the secretariat to select a number of journalists who received training on women's land rights and the aim of the Stand for TAMWA participated in developing the Country Strategic Plan for the Stand for Her Land which was launched on the November 21, 2019.

The campaign was officially launched by Dr. Faustine Ndugulile, on November 21, 2019, at National Museum in Dar es Salaam. TAWLA which is the chairperson and Landesa Tanzania as the secretariat of the campaign organized several meetings to discuss about the two years goals/objectives of the campaign.



'Linda Ardhi ya Mwanamke' yatua nchini

Na ASHA BANI -DAR ES SALAAM

 TANZANIA ni nchi ya kwanza iliyochaguliwa kuendesha kampeni ya Tinda Ardhi ya Mwanarike' itakayomsakila mwanamke kuweza kumiliki ardhi yake mwenyewe.

Kampeni hiyo inazinduliwa leo na Wiziri wa Afya, Maendeleo ya Jamii, Jinsia, Wazee na Watoto, Ummy Mwalimu katika Ukumbi wa Makumbusho, Dar es Salaam.

Akizungumza jana, Mwenyekiti wa kampeni hiyo, Tike Mwambipile kutoka Chama cha Wanasheria Wanawake Tanzania (Tawla), alisema itajumuisha taasisi 26 na lengo ni kuhakikisha wanawake wanamiliki ardhi. Tike alisema malengo ya kampeni hiyo ni kufunga ombwe lililopo kati ya sera au sheria na taratibu za maisha ya kila siku ya jamii za Watanzania, ikiwemo kubadili fikra za wanajamii kutoka katika mila kandamizi zinazozula mwanambe kumiliki ardhi.

"Pia kampeni hii italenga kuongeza nguvu ya haki ya wanawake kumiliki ardhi, kutoa maamuzi kuhusu ardhi na kufaidi mapato yatokanayo na ardhi," alisema Tike.

Alisema Tanzania imejikita katika malengo manne ambayo ni pamoja na kuondoa mila na desturi kandamizi zinazokwamisha wanawake katika kupata haki zao katika ardhi.

Tike alisema pia nchi imejikita katika kuwezesha wanawake kutumia ardhi zao kwa manufaa, hasa ya kiuchumi na kuongeza ushiriki wao katika vyombo vya maamuzi.

"Pia kulinda haki za mwanamke katika ardhi hasa maeneo yenye uwekezaji katika ardhi," alisema Tike.

Allsema kampeni ina malengo endelevu, likiwa ni pamoja na kuwezesha wanawake kumiliki na kufaidi mapato yatokanayo na ardhi inayoenda sambamba na malengo namba moja ya kutokomeza umasikini.

"Tanzania imechaguliwa kuwa nchi ya mfano kutokana na uwepo wa utashi wa kisiasa kulusu wanawake kumiliki ardhi na uwepo wa mtandao wa asasi za kijami zinazojibusisha kuhamasisha masuala ya umiliki wa ardhi kwa karibu zaidi na wananchi," alisema Tike.

3.4 SIXTEEN DAYS OF ACTIVISM

TAMWA in collaboration with Tanzania Women Fund to organize a national dialogue to commemorate the Sixteen Days of Activism held on November 26, 2019. The event included activists, officials from various government institutions, including; the police force, PCCB and non-governmental organisations, national and international NGOs as well as dignitaries from Embassies accredited to Tanzania who together discussed the effects of sexual corruption as form of GBV and measures that are currently undertaken.

4.0 ADMINISTRATION ISSUES

4.1 Management meetings

Two management meetings were held in 2019 to discuss projects operations and their status. During the management meeting, TAMWA Executive Director informed members about the AGM feedback especially the success of the event as a result of ANOOP Fund.

Other agenda discussed included project updates, TAMWA'S vehicle sale status and Kibaha farm, Kisutu Flat, follow ups of online banking, insurance as well as preparation of recruiting someone who will fill Mshinwa who is an Accountant and was expected to go on maternity leave in December, 2019.

4.2 Volunteers

TAMWA received four volunteers in 2019. One volunteer came from Canada who was sponsored by Crossroads International and three were from Tanzania-two are working in the finance department, one in media department and the one from Canada worked at the resource mobilisation unit of the organization.

4.5 Members

About 35 TAMWA members were actively involved in the organisation's activities such as proposals writing, participation in conferences, meetings, workshops, talk shows and other media dialogues.

5.0 GENERAL ACHIEVEMENTS

Tanzania Social media team led by TAMWA staff personnel, received recognition of excellence in their work following the campaigns in two Days (November 5 and 17, 2019). Road Safety campaignsTanzania Team participated well for both two days. Below is the message shared by RS headquarters Officer (Luke) as per the outcome of the whole exercise:

'You guys have done some amazing work for World Day of Remembrance (WDoR) so far! I'm seeing almost 2,000 users engaged so far, the most in the world. We can go ahead and keep up the momentum by having ads run into the beginning of next week. Feel free to keep posting all of your great original content'

6.0 GENERAL CHALLENGES

- There was fund delay from the NDI but the project team accommodated the matter and all planned activities were implemented as planned.
- Having minimal donor-funded projects affected implementation of the TAMWA's strategic plan implementation, including human resources inadequate capacity to perform all the required tasks.

7.0 REFLECTIONS/LESSONS LEARNT

For sustainability purposes, TAMWA Mainland needs to have a reliable resource mobilisation team to scout for funding opportunities.

8.0 WAY FOWARD

I order for TAMWA to meet the above challenges and to implement its strategic plan in 2020 the following goals pace should sustainably be the main priority:

- a) Resource mobilization
- b) Increased visibility
- c) Increased networking
- d) Members involvement in the organisation's activities

With meagre finance and limited human resource at TAMWA Mainland secretariat, fundraising efforts and organisation's visibility will continue to be the priority.

9.0 PARTNERS

Special thanks go to our esteemed partners. TAMWA Mainland success in 2919 would not be possible without the valuable support both professionally and financially from the following partners Narayana Health Centre, TCRA, Internews, NDI, Bloomberg, Foundation for Civil Society and Vikes.



INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF TANZANIA MEDIA WOMEN'S ASSOCIATION (TAMWA)

Opinion

We have audited the financial statements of Tanzania Media Women's Association (TAMWA), which comprise the Statement of Financial Position as at 31 December 2019, the Statement of Financial Activities, Statement of Changes in Net assets and Statement of Cash Flows for the year then ended, and a summary of significant accounting policies and other explanatory notes as set out on pages 11 to 57.

In our opinion, the association's financial statements present a true and fair view of the financial position of Tanzania Media Women's Association (TAMWA) as at 31 December 2019, and of its financial performance and cash flows for the year then ended in accordance with International Financial Reporting Standards and the NGO's Act of 2002.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the association in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) together with the ethical requirements that are relevant to our audit of the financial statements in Tanzania, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Information

The Governing Board is responsible for the other information. The other information comprises the information included in the statement of Governing Board's responsibility and the Head of Finance declaration statements but does not include the financial statements and our audit reports thereon. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion there on.

Key audit matters

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the financial statements of the current period. These matters were addressed in the context of our audit of the financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters. We have determined that there are no key audit matters to communicate in our report.

Governing Board's responsibility for the Financial Statements

The governors are responsible for the preparation of the financial statements that present a true and fair view in accordance with International Financial Reporting Standards and for such internal control as the governor's determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.



INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF TANZANIA MEDIA WOMEN'S ASSOCIATION (TAMWA) (CONTINUED)

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with International Standards on Auditing (ISAs) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional scepticism throughout the audit. We also;

- Identify and assess the risks of material misstatement of the financial statements, whether due
 to fraud or error, design and perform audit procedures responsive to those risks, and obtain
 audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of
 not detecting a material misstatement resulting from fraud is higher than for one resulting from
 error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the
 override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit
 procedures that are appropriate in the circumstances, but not for the purpose of expressing
 an opinion on the effectiveness of the association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the governors.
- Conclude on the appropriateness of governors' use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF TANZANIA MEDIA WOMEN'S ASSOCIATION (TAMWA) (CONTINUED)

Report on Other Legal and Regulatory Requirements

Based on our audit we report that:

- we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit;
- ii) in our opinion proper books of account have been kept by the association, so far as appears from our examination of those books; and
- iii) the association's statement of financial position and statement of income and expenditure are in agreement with the books of account. In our opinion, proper accounting records have been kept by the forum and the financial statements referred to in the preceding paragraph are in agreement with the International Financial Reporting Standards and in compliance with Non-Governmental Associations Act, 2002

Yours faithfully

CPA Elinisaidie K. Msuri - ACPA 814

For and on behalf of HLB MEKONSULT Certified Public Accountants

Dar es Salaam

Date:

TANZANIA MEDIA WOMEN'S ASSOCIATION (TAMWA)

CONSOLIDATED STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2019

	NOTE	2019 TZS	2018 TZS
ASSETS		123	125
Non-current Assets			
Property and Equipment	6	1,362,504,288	1,288,702,454
		1,362,504,288	1,288,702,454
Current Assets			
Account receivables	7	14,485,268	51,557,484
Cash and cash equivalents	8	507,205,903	536,401,565
Total Current Assets	_	521,691,171	587,959,049
Total Assets	_	1,884,195,459	1,876,661,503
FUND BALANCE AND LIABILITIES			
Fund balance Capital Reserves		3,233,263	3,233,263
Accumulated funds	10	340,546,131	271,807,703
Revaluation Reserves	10	464,924,722	464,924,722
Capital grants		897,878,891	824,077,056
Total fund balance	-	1,706,583,007	1,564,042,744
Current Liabilities			
Deferred Project Fund	9	170,519,188	188,036,910
Account payables	11	7,093,264	48,024,896
Inter-branch payables	12		76,556,953
Total Current Liabilities	_	177,612,452	312,618,759
Total Fund balance and Liabilities	_	1,884,195,459	1,876,661,503

The Statement of Financial Position is to be read in conjunction with the notes to and forming part of the financial statements set out on pages 15 to 57.

eport of the Auditors – page 8 to 10.	28/56/2020
Chair Person, Joyce Shebe	Date
Ponds	28 05 2020
Executive Director, Rose Reuben	Date

TANZANIA MEDIA WOMEN'S ASSOCIATION (TAMWA)

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME AND EXPENDITURE FOR THE YEAR ENDED 31 DECEMBER 2019

	NOTE	2019 TZS	2018 TZS
INCOME	HOIL	11. 11.11.11.11.11.11.11.11.11.11.11.11.	
Restricted Fund	9	1,467,046,687	1,786,419,948
Unrestricted Fund	10	107,733,429	183,983,434
Amortization of Capital grant	6	55,666,865	56,235,428
Exchange gains		95,996	2,473,084
Total Income		1,630,542,977	2,029,111,894
EXPENDITURE			
Project expenses	13	1,467,115,547	1,786,419,948
Non-project expenses	14	107,760,565	186,456,517
Depreciation	6	55,666,865	56,235,428
Total Expenditures	100	1,630,542,977	2,029,111,894
Surplus/(Deficit) for the year			-

The Statement of Financial Activities is to be read in conjunction with the notes to and forming part of the financial statements set out on pages 15 to 57.

Report of the Auditors - page 8 to 10.

