



Development of a community engagement toolkit for improved nutrition

DPC and C4D collaborated with UNICEF and TASAF to develop a community engagement toolkit, building on an existing opportunity to implement further interventions for improved nutrition and empowerment in the poorest households.

Clients:
UNICEF & TASAF
through a contract with
Communication for
Development Ltd. (C4D)

The Tanzania Social Action Fund (TASAF) is a government agency which promotes social and economic development. The current focus of TASAF is the implementation of a Productive Social Safety Net (PSSN) programme across Tanzania. So far, more than one million households have benefitted from the programme, targeting the poorest households in the community.

Every second month, a female representative of the household collects cash for the socio-economic improvement of the whole household. Improved health and education are seen as particularly important, with conditions of clinic attendance for households with children under the age of five, and 80 percent school attendance for households with children in primary and secondary school.

On the cash collection day, PSSN beneficiaries gather in one place, which creates an opportunity to inform and educate them about the conditions of the programme; to provide advice on how to use the money; to verify beneficiaries; and to update the register. The cash collection day is also an opportunity to implement other interventions. For instance, DPC and C4D collaborated with UNICEF and TASAF to develop a Community Engagement Toolkit (CET) for improved nutrition and empowerment. A toolkit called “Stawisha Maisha” (“Flourish Life”) was developed using communication for social change methodology, through adult education, in a club setting. DPC was part of the team developing the CET. DPC’s role was to conduct the field assessment in Tanzania Mainland and Zanzibar, as well as conduct pre-testing of the material.



Services:
Field Assessment and
Pre-testing of the
material in Tanzania
Mainland and Zanzibar