

**Infusing Jumuiya (church groups) discussions with data:
Feedback from the Twaweza-CSSC partnership**



- 4,987 individual Jumuiya leaders across the country received the discussion guides
- Six months after distribution, 44% of the Jumuiya leaders recalled having received the publications and 64% of those were able to recall the content of the publications.
- Two out of three of those who recalled the publications said they were engaging and that they were used in the Jumuiya discussion groups.
- One out of three Jumuiya leaders (33%) report having taken action based on the recommendations in the guides.

Introduction

Part of Twaweza's approach to promote active citizenship is to disseminate relevant and actionable information directly to citizens. Partner organizations who already have well-established and wide networks present an opportunity to do this. One such partner in Tanzania is the Christian Social Services Commission (CSSC), a coalition of the largest Christian denominations in Tanzania including the Catholic, Lutheran and Anglican churches.

The aim of the partnership was to co-produce and distribute information about the governance and performance of public health and education services. The purpose was to inform Tanzanian citizens on the quality of public services, to motivate discussion about local services, and hopefully motivate people to act to improve these services. This was delivered in two main components: discussion shows on popular Christian radio stations, and the production and dissemination of discussion materials to prayer groups (Jumuiya).

This brief presents findings of a survey of Jumuiya leaders, focused on their use of the discussion guides.

The CSSC partnership

The first component of the partnership was for CSSC to work with popular Christian radio stations to stimulate public debate through live discussion shows. This was implemented first, six months before the discussion guides were distributed.

A separate monitoring exercise of the radio component suggested that the radio stations chosen (Radio Maria, Upendo FM, Sauti ya Injili and Sauti FM) command a relatively small portion of the radio listenership market. The same study found also that although most of the listeners were young people, the style of presentation and discussion of the topics (accountability, health, basic education) were more likely relevant to a somewhat older generation¹.

The second was to co-produce 600,000 discussion materials and distribute these to 15,000 prayer groups (known as Jumuiya), reaching around 2.3 million people throughout the country.

The guides were printed and distributed to five zones across the country: western and central, northern, southern, eastern, and Lake Zone. The materials were given to the Jumuiya leaders within the selected zones by CSSC. Our main objective for doing this was to spark discussions and debates particularly on education and health issues, on the assumption that merging biblical teachings with civic education will deliver messages that will prompt members to not only discuss these issues amongst themselves but also motivate them to monitor public services.

Methodology

Twaweza contracted Ipsos Tanzania to carry out a computer-assisted telephone-based survey. Out of 4,987 Jumuiya leaders, 262 were randomly selected for the study, with at least 50 contacts per zone. Respondents were asked a range of open and closed questions about whether and how the guides were used in their Jumuiya groups.

¹ The full brief is available at <http://www.twaweza.org/go/radio-discussions-with-data1>

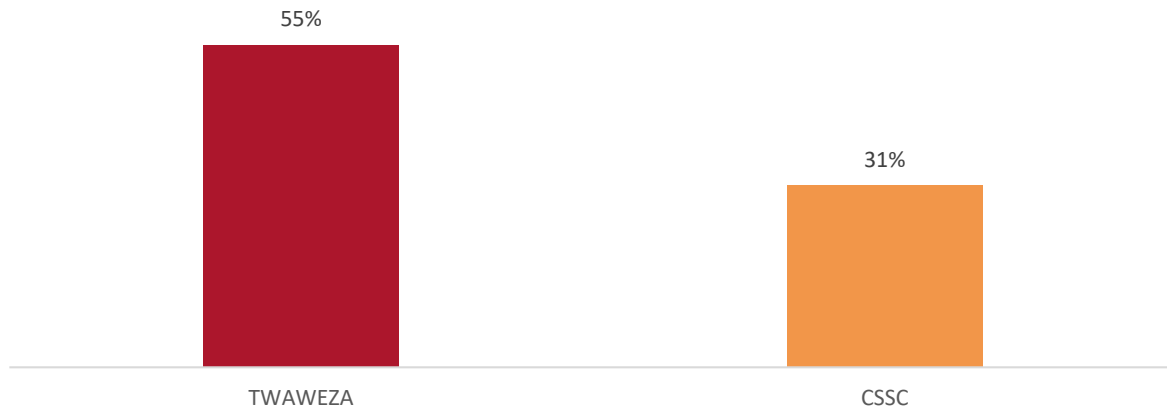
Findings

Fact 1: Twaweza is well known to the Jumuiya leaders

Over half of the respondents (55%) had heard of Twaweza prior to the follow-up call, while one out of three (31%) had heard of CSSC.

Among those who had heard of Twaweza, 26% said they had done so through the media, while 9% heard from the education forums, 6% from churches, 5% from seminars and the majority (55%) did not remember where exactly they heard about Twaweza. Among those who heard about CSSC, their main sources were church sessions (32%), seminars (16%) and religious trainings (15%).

Figure 1: Have you ever heard of TWaweza / CSSC? (n=262)



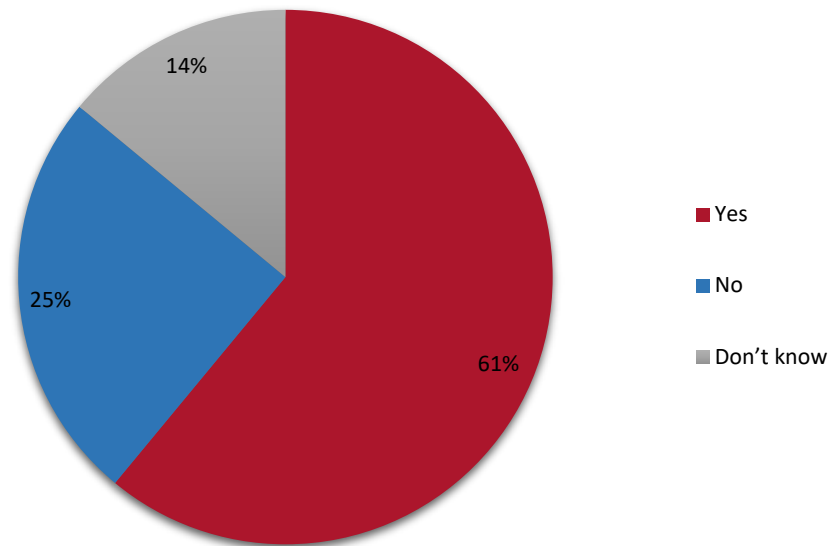
Fact 2: 44% of the Jumuiya leaders recalled receiving the publications, the majority of whom recalled the content of the publications.

Close to half of the Jumuiya leaders (44%) recalled receiving the materials. Further, the respondents were asked if they could recall any messages from the materials and among those who received the publication, six out of ten (64%) could remember the content of publications. Among those who could recall the content, 84% could clearly identify the topics (education and health).

Fact 3: 61% Jumuiya leaders report that the publications were used in the discussions.

Among our sample of leaders who recalled receiving the guides, 61% responded reported that the publications were used in Jumuiya discussions, while 25% answered negatively, and the remainder (14%) didn't remember.

**Figure 2: Were the publications used to guide Jumuiya discussions?
(n=114)**



Fact 4: Half of the Jumuiya leaders report following the recommendations from the guides

When asked whether the Jumuiya leaders themselves followed the recommendations from the guides, 48% answered affirmatively. Following up on specific actions they took, 38 individuals (33%) recalled an action they took as linked to the recommendations in the guide. A number of these were generic (e.g. “I understood and followed”) however a number were quite specific and corresponded to the guides. These included for example “*follow up on their child school progress*”, “*follow up with teachers on the schools*”, “*talk to other members in the community on the issues.*”

However, when asked whether they remember or saw their members following the suggestions from the publications, just 17% of the respondents answered affirmatively.

Further, we asked whether the materials were used in any other ways apart from guiding discussion in the Jumuiya meetings: 36% of respondents said they shared the guides with friends, 34% took it home for reading and the remainder (30%) did not use it after the meeting.

Lastly, when asked whether there’s anything else about the guides that they would like to share with us, the most common request (given by 40% of respondents) was for more information on improving the education sector.

Conclusion and reflections

First, it’s worth noting that while the distribution of materials was completed in July 2017, the follow up was conducted about 6 months later, in January 2018. This may have affected the recall levels.

Nevertheless, feedback from this follow-up suggests several points for consideration about the Twaweza and CSSC partnership:

- There was a disconnect between the records of having received the discussion guides (i.e. having signed, and provided contact details), and actual recall of this, as per the follow-up calls. It is likely that the 6-month lag in follow-up is part of the recall gap. However, among those who did recall receiving the publications, most recalled correctly the topics covered.
- Most of the Jumuiya leaders who had recalled the publications said the discussions prompted by the guides were very engaging, and two-thirds of respondents reported having taken the guides home or shared with friends for further discussions.
- The discussion guides had specific asks and recommendations that Twaweza intended for the Jumuiya members and leaders to act upon, however, there is little evidence to suggest that these actions were taken by Jumuiya groups or individually.
- Twaweza is quite widely known and therefore may be able to steer up conversations: people may be more willing to engage with data or guidance that comes from a source they are already familiar with.
- Education and health topics remain relevant for most citizens.
- Overall, the distribution network is likely a viable mechanism for getting (printed) information out to a large number of local groups. Provided the content is relevant and appealing, the information is also likely to be used in group discussions.
- When it comes to encouraging citizens to take more follow up actions, we cannot draw many firm conclusions with this type of monitoring given people's desire to tell us what we want to hear and what makes them look good. But the fact that the guides were mostly welcomed and prompted group discussion is encouraging. In future iterations of this work we may wish to consider working in more geographically limited areas so we can follow up on any behavioral impacts better.