

Do booklets on key issues reach citizens?



Key Findings

- 85% of the respondents received at least one of the three distributed LHRC booklets
- At least 48% of respondents reported to having received all three booklets.
- 95% of the respondents who received the booklets further distributed them to citizens.
- The *Katiba ni nini* booklet was the most liked and also the most widely distributed booklet
- Respondents reported to having found the information on rights and responsibilities useful.
- Distribution to the rural areas, which is usually a challenge, was executed successfully.

Introduction

Increasing citizen's access to relevant and useful information is one of Twaweza's core objectives. In the context of the Constitutional Review process which took place in Tanzania in 2014, Twaweza collaborated with the Legal and Human Rights Centre (LHRC) in preparing three cartoon booklets (*Katiba ni nini*, *Hashuki mtu hapa* and *Twende wapi*) to inform the public on topics that were relevant to the constitutional review. The booklets contained easy to read stories with illustrations, aiming at informing citizens of their rights on specific issues, suggesting ways in which citizens could address these issues, and encouraging engagement in debates. In total, 600,000 booklets were printed.

The main objective of this exercise was getting these booklets out across the country while keeping costs reasonable. To overcome logistical challenges, the booklets were distributed through the LHRC network which consisted of 28 paralegals and 130 human rights monitors across mainland Tanzania. These networks accounted for the majority of the booklets distributed.

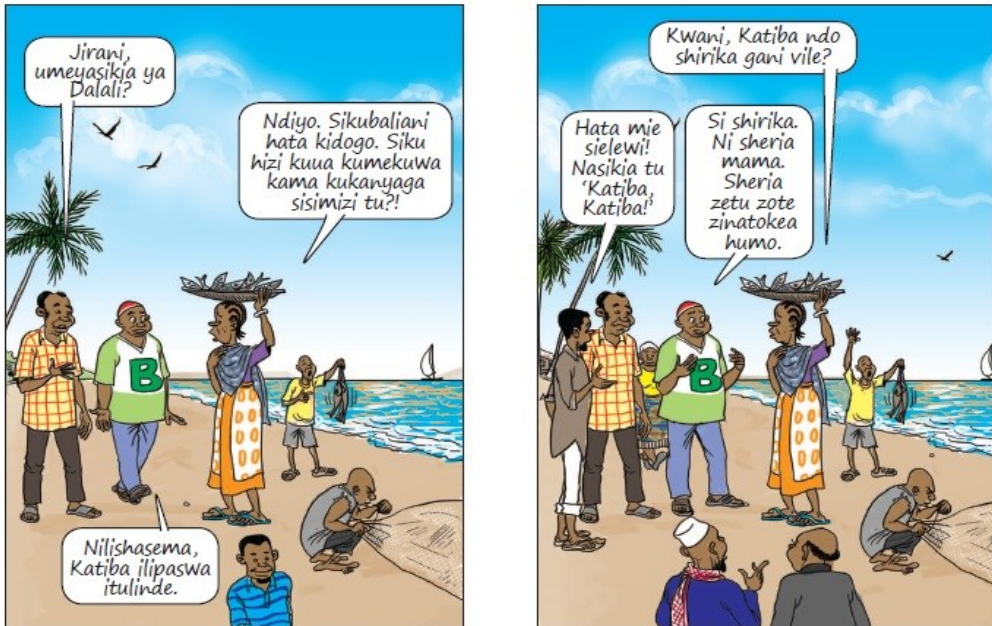
¹<http://www.humanrights.or.tz/>

²Katiba ni nini - What is the constitution?

Hashuki mtu hapa - No one descends from here.

Twende wapi - Where do we go?

Additional, but smaller in volume were distribution channels through non-governmental organizations which assured a presence across the regions. These included Restless Development, Oxfam, Sikika, Tanlap, and TGNP. Distribution took place from early to mid 2014. But what do we know about the effectiveness of these channels in distributing the booklets? To find out, Twaweza conducted an independent verification exercise; this report summarizes the findings from the study.



Pages from the *Katiba ni nini* booklet:

Citizens discuss the mob violence exercised by the community on one of the villagers who had committed a minor crime. Many are in disagreement with the actions taken and they wish they had a Constitution that would guide them in dealing with similar situations. Many admit to not knowing what a Constitution is, and one knowledgeable villager explains how it is the law that guides the citizens.

Methodology

The overall objective of the study was to independently verify the distribution, as well as get an understanding of whether engagement with the booklets was made possible by the distribution network. The exercise was conducted during the month of October, that is, 3 months after the distribution was completed. The study relied on telephone calls to distributors asking them to confirm the delivery of the booklets along with assessing the perception created by the booklets. Respondents were selected from a list of distributors (LHRC paralegals and human rights monitors and partner organizations) provided by LHRC to Twaweza. A simple random selection procedure was used to arrive at a list of 80 respondents, whereby 20 were paralegals, 45 were monitors, 2 were from LHRC big bang campaigns, 3 from Oxfam, 7 from Restless development and Sikika, TGNP and TANLAP had 1 each. In the event that the selected respondents was unreachable and not interviewed (either because of the database containing a wrong phone number, or a number that was no longer active), a reserve sample from each of the distribution groups was drawn to maintain the desired sample of 80 respondents.

³TNGP-Tanzania Gender Network Programme

Main Findings

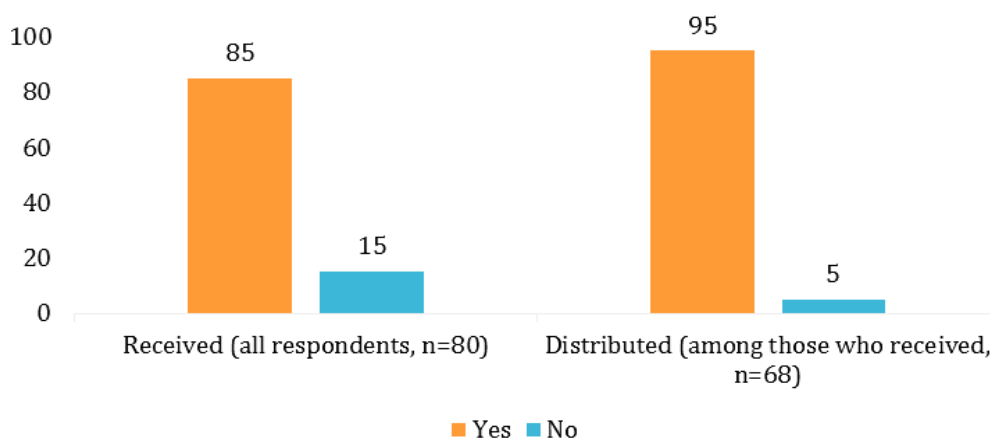
1. Were the booklets received, and distributed further?

The first core question asked was whether the respondent recalled receiving the booklets, and if they could mention them by name. As shown in Figure 1, 85% of the respondents (68 distributors) received booklets from LHRC, while 15% (12 respondents, consisting mainly of monitors) did not recall having received them.

The second core question asked in the verification exercise was whether after receiving them, the respondents distributed the booklets. After all, they serve no purpose if they lie stockpiled in someone's office. The majority of respondents (95%, as shown in Figure 1) confirmed having distributed the materials to citizens. However, we were unable to establish to whom and how exactly this network further distributed the booklets.

Interestingly, two respondents (one monitor and one paralegal) said that they were instructed to distribute *after* the constitution process, while one respondent had been told to wait for a distribution budget and therefore was unable to distribute.

Figure 1: Percentage of respondents who received and distributed the booklets



Moreover, as Table 1 shows, just under half of those who received the booklets received all three types. A quarter of the respondents received only the *Katiba ni nini* booklet.

Table 1: Number and type of booklets received

Booklet received	Number of respondents	Proportion of respondents
All three booklets	33	48.5
A combination of any two booklets	6	8.8
<i>Katiba ni nini</i> only	17	25.0
<i>Twende wapi</i> only	5	7.4
<i>Hashuki mtu hapa</i> only	4	5.9
Do not remember	3	4.4
Total	68	100%

Respondents were also asked if they had received any other constitution related materials. Just over a third (37.8%, data not shown) stated having received other constitution related materials from LHRC. Two thirds reported not having received anything else. The booklets appear to be the most widely received constitution related materials in these networks.

2. Were the booklets useful?

Ideally, Twaweza would want to know what ordinary citizens, receiving the booklets, thought of them. However the effort of tracing individuals who had received these booklets would be exceedingly challenging and costly. Therefore, as a proxy to better understand the relevance of the material, the distributors were asked their opinion of the booklets. Among them, 94% said that they read the booklets and could recall the content, whilst 5% confirmed to having read but could not remember the content of booklets. When asked which booklet they liked the most and why, *Katiba ni nini* was the most liked booklet followed by *Hashuki mtu hapa* and finally *Twende wapi*. One respondent noted *"I liked "Katiba ni nini" as it managed to explain what the Constitution is, using minimum words"*

In general, most respondents found the information on the rights and responsibilities of a citizen very useful. The stories on how a citizen can protect her property as well as how one can take action in addressing social problems were frequently mentioned as examples of useful information. A number of respondents also noted the need for more materials on the second proposed draft of constitution to help people understand further what they were going to vote for and why. In the words of one respondent, *"We would like receive the second draft of the constitution so that citizens are adequately informed on the yes or no vote and the importance of it"*. Notably, the respondents who were part of Restless Development also used the booklets in their work with youth groups.

Conclusion

Findings from this exercise suggest a fairly successful distribution operation, although one would expect a near-perfect score on the recall of having received the booklets among the selected group of distributors. The fact that just under half of the sample received all three types of booklets also suggests the system was less than perfect, and could be improved in the future. On the other hand, distribution in rural areas is always a challenge, and this network performed reasonably well. The exercise does not provide information on the relevance of the booklets from the perspective of the end-users, that is, citizens receiving the booklets. However, the LHRC paralegals and human rights monitors, as well as the non-governmental organization officers, found the booklets very useful and insightful. In some cases, it was only the information that was related to the constitution that was received, and there were suggestions as to how further information presented in such accessible format would be welcome, particularly regarding the second draft of the constitution and the upcoming referendum. The LHRC network would seem to be particularly well-suited not only for distributing such material, but also for engaging the public and promoting debate on critical issues. It is the usefulness of the material in facilitating such debates that would be a worth-while subject of any future monitoring exercise.

⁴It's possible that most of respondents liked *Katiba ni nini* because it was the most distributed booklet, as noted in earlier section.