

# ANNUAL REPORT 2016





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*“Change is in you and me, it is within us. Our individual actions, however small, contribute to shaping our communities and our lives. As young women, we should not be silent; rather we must speak up and make our voices heard!”*  
– Rebeca



A whole generation of young leaders has been fostered by Femina Hip, and we are proud to have been an incubator for a leader of local and global acclaim. Rebeca Gyumi, the renowned lawyer and human rights activist who launched a campaign to fight for girls' rights in marriage and education and took on the whole legal system in the process, started out as a Fema Clubber and has been a key member of the Femina Family for a decade! With the recent establishment of the Msichana Initiative, she now seeks to fight unreasonable laws that foster an environment of gender inequality.

Rebeca joined a Fema Club while in secondary school and became an active member. She then interned at Femina Hip while pursuing a degree in Law at the University of Dar es Salaam. She was later employed as the host of Fema TV Show and Fema Radio Show and travelled the country to interact with other young people, leading conversations on important youth issues. She became an instant role model for many young Tanzanians, especially girls. In 2015, during the general election year, she led a team of young women on Fema TV Show to put girls' issues on the political agenda and was especially taken with early marriage.

Rebeca explains: *“During the past 30 years a lot of work has been done by civil society to lobby for changes in the marriage laws without much success. Child marriage still persists today! I lost my patience and got upset.”* Trained as a lawyer, and having witnessed firsthand the countless saddening experiences of girls across the country through her work with Femina Hip, Rebeca says she felt obliged to seek legal action through the High Court of Tanzania.

She filed a petition to the High Court in January 2016 to challenge articles in the Law of Marriage Act of 1971. Six months later she won in a precedent-setting case! The court ruled that the Act must be revised to eliminate gender inequality on the minimum age of marriage and recognize the legal age of 18 years as the minimum age of marriage for girls and boys. The 1971 Act sets the minimum marriage age for boys at 18 years, and 15 years for girls with parental consent. This achievement was recognized by the UN, who awarded Rebeca the 2016 Global Goals Social Change Award.

At Femina Hip we are very impressed with Rebeca, her determination to make a difference in society, and how she is using her knowledge of the law to take action. She explains how she feels about our ability to influence change in our lives: *“Change is in you and me, it is within us. Our individual actions, however small, contribute to shaping our communities and our lives. As young women, we should not be silent; rather we must speak up and make our voices heard!”*

Rebeca, who has during the past year won several international awards as an advocate of girls' rights, calls Femina Hip 'my other home' – a place where she has been supported to grow, experience, explore and have her leadership ambition nurtured. This makes the Femina Family proud – she is a testimony to the goals of this organization!

# OUR STRATEGY 2013-2017

## Organization Background

In 1999, Femina Hip was set up as a civil society organization in Tanzania to foster healthy lifestyles by educating and connecting young people around sexual and reproductive health and rights and HIV and AIDS. At the time, there was an urgent need to spread information about the deadly HIV virus and about sexual health in general. Gender was flagged as a similarly important issue because of the relationship between gender disparities and sexual health decision-making. Unfortunately, young people were typically not included in the sexual and reproductive health agenda even though Tanzanians under the age of 25 represented over half of the total population. They were also marginalized in terms of decision-making and access to services. A lack of education and employment, especially in rural areas, meant that this group was, and continues to be, most in need and most at risk. Youth were therefore identified as an important target group.

Over the years, Femina Hip's open media platform—which has encouraged honesty and built a reputation of trust—evolved into the concept of the Femina Family. This concept is synonymous with Femina Hip's own healthy lifestyle brand that promotes responsible decision-making and healthy lifestyle choices. To be a member of this family means that the audience regularly engages with the platform and actively promotes others to join. In return, this relationship stimulates a sense of solidarity; a feeling of inclusion and ownership which encourages youth to participate in the initiative.

Today, Femina Hip is the largest civil society multi-media platform for young Tanzanians. We are strategic communication experts, dedicated to engaging young people in conversations around issues important to their development and well-being in a popular way: inspiring, motivating, influencing attitudes, changing mindsets and ultimately changing behaviors. We want youth to be confident and equipped to be the authors of their own lives.

Our platform hosts a range of communication vehicles (including traditional and new and social media products) used in a strategic and complementary way to reinforce our messages. Outreach work ensures that our products are used in Active Learning environments and that mentors have the capacity to use these products to support activities. We continuously keep an empathetic ear towards our target audience: youths' needs, experiences and opinions are what matters to us, and are fed back into the production process. In this way, we become a knowledgeable resource and a powerful way to capture and carry the voice of youth.

Consequently, in 2011 Femina Hip took on a more holistic strategy around its content agenda, coupling sexual and reproductive health and rights with economic empowerment in order to address the broad spectrum of challenges facing young people. Our coverage of the last two presidential elections and the review of the constitution, as well as club formation and organizing for civil society activism brought forward the need to deal with youth in relation to citizen engagement and participation in a more systematic way. We acknowledged the potential of our media platform to achieve massive reach that could contribute to responsible citizenship. The value of the platform to carry out downstream advocacy, i.e. to share with youth information about the decisions, policies and programmes that affect their lives, also became clear.

## Theory of Change

Our theory is that behavior change is not linear, but rather a messy process of moving back and forth. A whole range of factors influences behavior change: some within Femina Hip's sphere of influence but others are far beyond. From our understanding of different theories of change we have developed our own road map to social and behavioral change, identifying how we see change happening. This road map outlines the determinants critical to people's intention and motivation to adopt 'healthy behaviors' and what it takes to make this change happen, involving effort from us as well as contribution from our many partners.

Femina has drawn inspiration from several different models of social and behaviour change, notably the I-Change (Integrated Change) Model and Theory of Reasoned Act, and the Theory of Communication for Social Change. The I-Change Model focuses on the importance of role models. The Theory of Communication for Social Change explores the different ways in which communication can be leveraged to bring about change in knowledge, attitudes, and behaviour among individuals and the wider community. It also highlights the key role played by culture in social change. Participation is a crucial part of planning, implementation and evaluation of the change processes. Contemporary use of traditional and community media and ICTs can facilitate this process of change.

Communication for Social Change reinforces the notion that people must take ownership of and act as agents for their own change processes. Therefore, effective social and behaviour change programmes must create opportunities and platforms for people to actively participate in a process of dialogue, reflection, negotiation and mobilization.

We build our work around creating intention and motivation to act. Femina identifies three main determinants behind young people's ability and willingness to act. Femina aims to alter:

- Attitudes supporting the Femina Family lifestyle promoted behaviours including perceived positive and/or negative consequences of carrying out a particular behaviour.
- Self-efficacy to carry out the Femina Family lifestyle behaviours including perceived ability to perform the behaviour and the set of skills to perform a particular behaviour.
- Social norms supporting the Femina Family lifestyle promoted behaviours including perception of what influential people think about the behaviour and what s/he should do.

Attitude, self-efficacy and social norms are factors which influence motivation and intention to adopt suggested behaviors. Femina's messaging and activities work around changing young people's perception on these factors in relation to the behaviors part of the Femina Family lifestyle, but also equipping youth with skills that enables them to act.

## Vision, Mission, and Outcomes

Femina Hip envisions a gender equal society in which youth are confident and competent change-makers with healthy lifestyles who actively participate in the development and well-being of Tanzania. Our mission is to use our trusted brand, expertise in strategic communication and extensive partnership network to reach young people across Tanzania with critical knowledge and create forums for conversation, which are essential to initiate the process of behavior change towards healthy lifestyles.

Young healthy change-makers not only make informed decisions for themselves, they also encourage others to follow. These young people are leaders and positive role models, are active members of groups or initiatives looking to encourage positive change for themselves and others. In this healthy lifestyle movement young women and men take collective action to inspire positive social change within their community.



The outcomes of Femina Hip's work, as listed in its results framework, are:

**Final Outcome:** A movement of youth and mentors self-organizes and promotes the Femina Family Agenda

**Intermediate Outcome:** Youth and mentors adopt the promoted behaviours of the Femina Family regarding sexual reproductive health and rights, economic empowerment and citizen engagement.

**Initial Outcome 1:** Youth and mentors have knowledge and awareness about sexual and reproductive health and rights, economic empowerment, and citizen engagement.

**Initial Outcome 2:** Youth and mentors employ both personal and interpersonal life skills.

**Initial Outcome 3:** Youth and mentors have positive attitudes towards the Femina Family behaviours.

**Initial Outcome 4:** Youth and mentors have the perception of their own agency to adopt the Femina Family behaviours.

**Initial Outcome 5:** Youth and mentors perceive that they are supported by people important to them in adopting the Femina Family behaviours.

## Target Audience

Femina Hip targets all young women and men in Tanzania between the ages of 13 and 30 years old.

A second target group is mentors. Mentors are individuals who support and facilitate Fema Clubs that provide young people with safe spaces to grow and develop. These mentors include teachers and youth group leaders. We have included mentors as a target group because ultimately we want mentors to be positive role models for the youth who look up to them; therefore, they themselves should also display the healthy lifestyle behaviors of the Femina Family.

## Content Agendas

Femina Hip continues to address issues of sexual and reproductive health and rights as this remains our strength and comparable advantage in Tanzania. However, in line with our strategic change process we have deepened our work in the two other content areas, to create a more holistic approach to empower young people. These include economic empowerment and citizen engagement as equally core themes.

Embedded in Femina Hip's content agenda is the mainstreaming of gender equality. Furthermore, we support initiatives and highlight topics that advocate for human and citizen rights, with an emphasis on those that seek to foster independence and positive lifestyles for all young people, particularly girls.

# OUR WORK IN 2016



## Edutainment Media

Femina Hip communicates and connects with youth through its multimedia platform as well as through face-to-face activities and active learning in outreach interventions. These initiatives mutually reinforce each other to share knowledge, model behaviours, and provide guidance and inspiration. Both media products and face-to-face activities are designed to connect youth to each other and to Femina Hip: to stimulate conversations and reflection; and to offer an opportunity to speak up, share and express concerns. We carefully craft content through systematic planning to ensure messages in all communication vehicles reinforce each other and are in line with the content agenda – sexual and reproductive health rights, economic empowerment and citizen engagement.

Below are the media products that have been produced and distributed in the year 2016:



## Fema Magazine

The magazine is distributed quarterly to both secondary schools and active learning partners across Tanzania and includes sections on all three of Femina Hip's strategic areas: Sexual and Reproductive Health and Rights, Economic Empowerment and Citizen Engagement. In 2016 a total of 88 female and 88 male youth were engaged in 'youth reporting' and the production of different magazine sections.

### Fema 38 / Wildlife Conservation, Work in Tourism / January – March 2016

The editorial collection for Fema 38 was done in Saadani National Park and Dar es Salaam. The objective was to explain the link between nature conservation, protecting wildlife and the opportunities available in tourism industry for youth employment. The current illegal elephant poaching for ivory was used as the cover stories, which featured the work of Shubert Mwarabu, one of Tanzania's most active youth wildlife champions, and activists working with OKOA. The editorial partners were OKOA, which is the Save the Elephant campaign operated by Southern Tanzania Elephant Project (STEP), PAMS Foundation, Saadani Sanctuary Safari Lodge, Saving Africa's Nature (SANA), and Roots and Shoots. A total of 100,000 copies were printed in December 2015, with distribution done in the first quarter of 2016.

### Fema 39 / Family Planning / April – June 2016

This issue of Fema magazine was about family planning. Editorial collection was conducted in Kigoma. The articles were about the benefits of family planning, the different methods that are available, the myths surrounding their use, and where different family planning services can be obtained. The cover story featured a young female fashion designer, Kemi Kalikawe, who shared her story of how her choice to use family planning and delay starting a family allowed her to grow her business. The production of the issue was made with funding from and in partnership with Marie Stopes. Editorial partnership was also with the Women's Health Promotion Centre operating in Kigoma. The issue was printed in 100,000 copies.



### Fema 40 / Construction Industry / July – September 2016

The second issue of Fema in 2016 was about the construction industry in Tanzania, as well as housing and personal space. The aim of the issue was to expose Tanzanian youth to the job opportunities that exist and are emerging in the construction sector. The issue also discussed gender stereotyping in the construction industry and positioned positive female role models in the industry. The cover personality was Adam Lutta – otherwise known as Babatau, who has been Fema Magazine’s cartoonist for many years – and his various house building projects. Editorial collection was conducted in Mwanza in partnership with Swiss Contact (U-Learn) and the MasterCard Foundation, who also contributed funding to showcase their work. The issue was printed in 100,000 copies.

### Fema 41 / Soft Skills in Education / October – December 2016

This issue focused on challenges facing the education system in Tanzania today. The cover personalities were two Fema Clubbers that have become successful youth leaders today through the opportunities created by Fema Clubs in schools. A main theme of the issue was that the education system is very theoretical and does little to provide students with ‘soft skills’ that are essential for employability and leadership. These are skills that can be provided through extracurricular activities, especially clubs and the issue therefore advocated for their presence to be expanded in schools. The issue also featured the Global Goals and explained what these are and what it means to be a global citizen. The issue was produced from Dar es Salaam in partnership with One UN/UNDP, Marie Stopes, and a number of Fema Clubs. The issue was printed in 120,000 copies.

## Results for Fema Magazine

In 2016, we contracted with Ipsos Tanzania to conduct field research around the outcomes of Fema Magazine. This research was conducted with nearly 2,400 Tanzanians in all regions of the country. The following tables summarize the results of what the survey respondents who reported having read Fema Magazine in 2016 learned from it, how the magazine changed their attitudes and self-efficacy, and how they changed their behavior.

Note that the percentages disaggregated by age and gender were calculated by dividing the number of responses by the number of respondents in that disaggregation category. This is why the percentages in the disaggregation columns do not add up to the percentage in the total column, as the number of responses was not divided by the total number of respondents who reported having read Fema Magazine. Also note that the tables for 13-17 year olds and 18+ year olds have been listed separately, as the results vary significantly between them.

**Table 1: Knowledge and Life Skills gained from reading Fema Magazine**

I have learned about	Total (18+)	Male (18+)	Female (18+)	18 - 24 Years	25 - 30 Years	31+ Years
Entrepreneurship	14.86%	13.16%	16.67%	17.24%	6.98%	19.15%
Agriculture	6.76%	9.21%	4.17%	1.72%	16.28%	4.26%
Family planning	6.08%	2.63%	9.72%	10.34%	0.00%	6.38%
How to fight poaching	5.41%	5.26%	5.56%	6.90%	6.98%	2.13%
The importance of working	5.41%	6.58%	4.17%	1.72%	9.30%	6.38%
How to have self-confidence	4.73%	2.63%	6.94%	1.72%	9.30%	4.26%
Teenage pregnancy	2.70%	3.95%	1.39%	6.90%	0.00%	0.00%
Relationships	2.03%	2.63%	1.39%	1.72%	2.33%	2.13%
HIV transmission	2.03%	2.63%	1.39%	1.72%	4.65%	0.00%
The value of elephants	2.03%	3.95%	0.00%	0.00%	2.33%	4.26%

I have learned about	Total (13-17)	Male (13-17)	Female (13-17)	13 - 14 Years	15 - 17 Years
STI transmission	6.41%	6.94%	5.99%	7.07%	6.19%
Entrepreneurship	5.90%	6.94%	5.07%	5.05%	6.19%
Working hard	5.64%	8.09%	3.69%	4.04%	6.19%
The importance of national parks and wildlife conservation	5.38%	4.62%	5.99%	8.08%	4.47%
How to achieve good marks in my studies	4.36%	5.20%	3.69%	8.08%	3.09%
Avoiding childhood pregnancy	4.10%	1.16%	6.45%	5.05%	3.78%
Agriculture	4.10%	3.47%	4.61%	4.04%	4.12%
Self-awareness	3.85%	2.89%	4.61%	0.00%	5.15%
Life skills/being independent	3.33%	4.05%	2.76%	4.04%	3.09%
Livestock keeping	2.56%	2.31%	2.76%	1.01%	3.09%



**Table 2: Change in attitude from reading Fema Magazine**

I now feel that it is important to	Total (18+)	Male (18+)	Female (18+)	18 - 24 Years	25 - 30 Years	31+ Years
Engage in entrepreneurship	12.84%	11.84%	13.89%	15.52%	9.30%	12.77%
Protect wild animals, especially elephants	7.43%	9.21%	5.56%	6.90%	4.65%	10.64%
Avoid HIV infection	6.76%	5.26%	8.33%	3.45%	6.98%	10.64%
Work hard at my job	6.76%	6.58%	6.94%	8.62%	9.30%	2.13%
Use family planning	6.76%	6.58%	6.94%	6.90%	4.65%	8.51%
Engage in agriculture	3.38%	3.95%	2.78%	3.45%	4.65%	2.13%
Avoid teenage pregnancy	2.70%	2.63%	2.78%	5.17%	0.00%	2.13%
Know my health status	2.70%	1.32%	4.17%	3.45%	4.65%	0.00%
Fight crime	2.70%	2.63%	2.78%	1.72%	4.65%	2.13%
Fight gender discrimination	2.03%	1.32%	2.78%	1.72%	2.33%	2.13%

I now feel that it is important to	Total (13-17)	Male (13-17)	Female (13-17)	13 - 14 Years	15 - 17 Years
Have discipline in my studies	13.08%	10.98%	14.75%	10.10%	14.09%
Avoid STI infection	7.44%	8.67%	6.45%	7.07%	7.56%
Be accountable and work hard	6.67%	8.67%	5.07%	10.10%	5.50%
Use family planning	6.41%	6.36%	6.45%	10.10%	5.15%
Engage in entrepreneurship	6.15%	6.36%	5.99%	4.04%	6.87%
Avoid bad company and temptations	4.10%	1.73%	5.99%	0.00%	5.50%
Engage in agriculture	3.85%	5.20%	2.76%	2.02%	4.47%
Avoid getting into relationships at a young age	3.85%	2.31%	5.07%	3.03%	4.12%
Avoid childhood pregnancy	3.59%	0.00%	6.45%	4.04%	3.44%
Conserve wildlife	3.33%	4.05%	2.76%	6.06%	2.41%



**Table 3: Change in self-efficacy from reading Fema Magazine**

I now feel that I am able to	Total (18+)	Male (18+)	Female (18+)	18 - 24 Years	25 - 30 Years	31+ Years
Engage in entrepreneurship	17.57%	17.11%	18.06%	22.41%	9.30%	19.15%
Protect wildlife and teach others about its importance	8.11%	7.89%	8.33%	8.62%	6.98%	8.51%
Protect myself against HIV	7.43%	3.95%	11.11%	8.62%	6.98%	6.38%
Believe in myself and work harder	6.76%	6.58%	6.94%	5.17%	11.63%	4.26%
Engage in agriculture and livestock keeping	6.08%	7.89%	4.17%	1.72%	11.63%	6.38%
Use family planning	5.41%	1.32%	9.72%	6.90%	2.33%	6.38%
Continue with my studies	4.73%	5.26%	4.17%	6.90%	6.98%	0.00%
Get myself tested for diseases	4.05%	5.26%	2.78%	5.17%	0.00%	6.38%
Conserve the environment	3.38%	2.63%	4.17%	0.00%	4.65%	6.38%
Fight gender discrimination	2.03%	1.32%	2.78%	1.72%	4.65%	0.00%

I now feel that I am able to	Total (13-17)	Male (13-17)	Female (13-17)	13 - 14 Years	15 - 17 Years
Study hard	11.54%	10.40%	12.44%	15.15%	10.31%
Engage in entrepreneurship	5.64%	3.47%	7.37%	4.04%	6.19%
Be accountable and work hard	5.13%	6.36%	4.15%	3.03%	5.84%
Keep livestock	4.62%	5.20%	4.15%	5.05%	4.47%
Protect myself from diseases	3.85%	4.62%	3.23%	5.05%	3.44%
Engage in agriculture	3.33%	4.62%	2.30%	0.00%	4.47%
Avoid childhood pregnancy	3.33%	0.58%	5.53%	3.03%	3.44%
Start a business	3.08%	3.47%	2.76%	5.05%	2.41%
Educate my peers	3.08%	2.89%	3.23%	2.02%	3.44%
Conserve forests and wildlife	2.82%	3.47%	2.30%	5.05%	2.06%



**Table 4: Change in behavior from reading Fema Magazine**

I have changed my behavior by:	Total (18+)	Male (18+)	Female (18+)	18 - 24 Years	25 - 30 Years	31+ Years
Engaging in entrepreneurship	14.86%	10.53%	19.44%	15.52%	9.30%	19.15%
Protecting myself and my family from HIV	7.43%	3.95%	11.11%	10.34%	6.98%	4.26%
Working hard	6.76%	9.21%	4.17%	8.62%	2.33%	8.51%
Engaging in agriculture	5.41%	6.58%	4.17%	3.45%	11.63%	2.13%
Teaching my family and community about unsafe sex	5.41%	7.89%	2.78%	3.45%	4.65%	8.51%
Studying hard	3.38%	3.95%	2.78%	8.62%	0.00%	0.00%
Abstaining from sex at a young age	2.70%	3.95%	1.39%	6.90%	0.00%	0.00%
Having confidence in myself	2.70%	3.95%	1.39%	1.72%	2.33%	4.26%
Using family planning	2.03%	0.00%	4.17%	1.72%	2.33%	2.13%
Being faithful to my partner	2.03%	2.63%	1.39%	1.72%	2.33%	2.13%

I have changed my behavior by:	Total (13-17)	Male (13-17)	Female (13-17)	13 - 14 Years	15-17 Years
Studying hard	27.18%	28.32%	26.27%	31.31%	25.77%
Protecting myself from STIs	6.15%	4.62%	7.37%	4.04%	6.87%
Working hard	3.33%	2.89%	3.69%	3.03%	3.44%
Avoiding relationships at a young age	3.08%	1.16%	4.61%	4.04%	2.75%
Resisting bad company and temptations	2.56%	1.73%	3.23%	2.02%	2.75%
Trusting myself	2.31%	2.31%	2.30%	3.03%	2.06%
Doing business	2.05%	2.31%	1.84%	1.01%	2.41%
Engaging in entrepreneurship	2.05%	2.31%	1.84%	1.01%	2.41%
Engaging in agriculture	2.05%	1.73%	2.30%	1.01%	2.41%
Respecting myself and having self-awareness	2.05%	1.16%	2.76%	0.00%	2.75%





## Fema Radio Show

In 2016 Femina Hip undertook a pilot, funded by BEST-Dialogue, which developed a model to explore how Fema Radio Show can be rebroadcast on local radio stations, by adding a live segment that engaged both local experts in the studio and the audience through SMS messaging. A second objective was to highlight the work that other BEST-Dialogue partners, such as the local Chambers of Commerce, are doing to improve the business environment in Tanzania, by offering them a platform at a local level to showcase their activities and agendas.

The intention of this pilot project was to leverage the existing body of radio content that Femina Hip has already produced. Instead of producing entirely new content, a model was developed for localized re-broadcasting that started with season 7, 'Women in Horticulture'. The broadcast was done in a localized way, with a live, local commentary segment.

This pilot was created and tested by Femina Hip staff in partnership with staff from the local radio stations. Such a local segment ensured that a good number of listeners were reached in each region.

This pilot built upon Femina Hip's existing relationship with BEST-Dialogue and its network of partners. It was implemented in two regions: Iringa and Mbeya, as they are both part of the Southern Agricultural Growth Corridor of Tanzania (SAGCOT) and partners are active there. Femina Hip worked with two local radio stations which have Saint Augustine University of Tanzania (SAUT) trained employees who participated in the adaptation work.

### Fema Radio Show Season 7 / Women in Horticulture

Season 7 had 12 episodes focusing on Women in Horticulture with material from 3 regions in the Southern Highlands and the SAGCOT growth corridor. This was produced in collaboration with BEST-Dialogue. As a source of inspiration, attitude, and mindset change around the importance and viability of a healthy lifestyle, we focused on creating a dialogue among women farmers and district authorities through the agriculture extension officers, and representatives from the local Chambers of Commerce, to tap into their advice and identify business opportunities in their areas. Showcased also were successful female horticulture producers demonstrating their economic value to society. Agriculture experts from TAHA (Tanzania Horticultural Association), TAPP (Tanzania Agriculture Productivity Program), and other partners such as TANWAT (Tanzania Wattle Company), FDCs (Folk Development Colleges), and Local Government Authorities, community radios and RUDI (Rural Urban Development Initiatives) were involved in the production.

## Results for Fema Radio Show

The following is a list of successes from the pilot radio program:

- We set up a new SMS system for the radio stations and trained them on how to use it
- The rate of receiving SMSs for educational programs has increased from 0-5 to 20-50 per show
- Agricultural extension officers and other service providers, as well as representatives from the Chambers of Commerce (district extension officers, private sector organizations, NGOs), were linked with youth groups and farmers who provided their contact information during the localized segment of the radio shows
- Working relationships were established between the radio stations, the Tanzania Chamber of Commerce, and private sector organizations in the project regions
- More than 8 local radio stations from the SAGCOT area have shown interest in, and received, the Women in Horticulture programs for re-broadcasting and localizing in their areas free of charge
- Journalists from the pilot radio stations were trained on how to manage a live radio show

## Fema TV Show

Due to funding constraints, no TV production was done in 2016.

## Website and Social Media

While our website was redesigned two years ago, the changing online media landscape has led us to believe that having a content-heavy website is no longer the best way to engage with youth. We have therefore taken the decision to reorganize and simplify the content on our website. Instead of its primary focus being on our media content, it will now serve primarily as an organizational information website. We will then place a greater emphasis on the use of our social media accounts to disseminate our media and engage with youth. We began this process in October 2016, and expect the reorganization to take several months.

Femina Hip currently employs a number of social media outlets: Facebook, Twitter, YouTube, and Instagram. At the end of 2016 our Facebook page had 15,671 likes; our Twitter account had 3,563 followers; our Instagram account had 1,970 followers; and our YouTube account had 92 subscribers. Our social media team continues to explore new avenues for creating content specifically for social media in order to increase our audience engagement. We have also started initiatives in the last year to provide greater links between our core media products and social media, for example by putting all issues of Fema Magazine onto our Facebook page.

**femina hip is coming of age turning 18 years in 2017!**  
It's been quite a journey, we have been educating and empowering young people across Tanzania.

**OVER A THOUSAND FEMINA CLUBS ARE BUSY AT WORK INSPIRING YOUTH TO ACTION.**  
Our outreach work, trainings, festivals and schools visits strengthens our communication efforts.

**10 MILLIONS OF COPIES OF OUR MEDIA VEHICLE FEMINA MAGAZINE** are circulating out there enhancing the culture of reading in schools and communities.

**FEMINA TV RUKA JUU AND RADIO SHOW** are amplifying the voices of youth across the country and changing mindsets about farming and girl power.

**FEMINA FAMILY HAS BECOME A CIVIL SOCIETY CHANGE MOVEMENT** that has fostered a whole generation of young Tanzanians and we are aiming for more!

**TO CELEBRATE WE ARE REVAMPING OUR WEBSITE STAY TUNED!**

CALL US +255 22 2700742 EMAIL US INFO@FEMINAHIP.ORG.TZ  
P.O. BOX 2065, 3<sup>RD</sup> FLOOR, B WING, REGENT BUSINESS PARK, MIKOCHENI A, DAR ES SALAAM, TANZANIA

Instagram profile for feminahip. The profile shows 620 posts, 2,292 followers, and 43 following. The bio states: "Femina Hip We are a strategic communication initiative working with Ta youth to promote healthy lifestyles, economic empowerment, and citizen engagement www.feminahip.or.tz". The grid of posts includes a video titled "Je, wajua?" with a price tag of 2,000-10,000 kwa siku, a quote by Helen Keller: "The only thing worse than being blind is having sight but no vision", and a post titled "TIRIRIKA" by Zulfa Mrisho.

Captured in 2017

**Table 5: Summary of Media Outputs**

Description	Output
Number of copies of Fema Magazine produced and distributed	420,000 copies
Number of youth involved in the production of Fema Magazine	88 Males 88 Females
Number of secondary schools receiving copies of Fema Magazine	1,946 secondary schools
Number of Facebook likes	15,671 likes
Number of followers on Twitter	3,563 followers
Number of followers on Instagram	1,970 followers
Number of YouTube subscribers	92 subscribers

**Table 6: Summary of Fema Magazine readership (number of Tanzanians)**

	Total	Male	Female	18 - 24 Years	25 - 30 Years	31+ Years
Fema 30	217,483	83,076	134,407	90,486	55,502	71,495
Fema 31	234,211	97,028	137,182	80,041	48,858	105,312
Fema 32	164,450	129,694	34,757	74,029	57,223	33,199
Fema 33	200,729	93,676	107,053	43,170	85,937	71,622
Fema 34	106,226	59,528	46,698	48,691	34,079	23,456
Fema 35	176,394	93,387	83,007	69,189	48,456	58,749
Fema 36	172,474	80,297	92,176	103,261	12,477	56,736
Fema 37	276,537	114,842	161,695	149,857	45,856	80,825
Fema 38	308,245	189,824	118,422	115,610	108,120	84,516
Fema 39	128,064	60,463	67,602	43,052	49,512	35,500
Fema 40	57,447	34,815	22,632	23,049	23,082	11,316
Fema (other issue)	336,088	156,785	179,303	155,293	111,064	69,731
<b>Total Readership</b>	<b>1,659,386</b>	<b>844,269</b>	<b>813,810</b>	<b>656,729</b>	<b>479,486</b>	<b>525,950</b>





## Community Mobilization

### Fema Clubs

Femina Hip's Fema Clubs represent the core of our activity and our core audience. The setting up of clubs was initiated in 2001 to promote youth leadership, voluntarism, and life skills, and to act as embryos of civil society organizing. Most clubs are in secondary schools and Folk Development Colleges (FDCs), but we also have out of school clubs in partnership with civil society organizations. Key activities performed by Fema Clubs include peer education, debates and dramas, cleaning the environment and the community, and initiating income generating activities. They foster skills such as teamwork, critical thinking, confidence, leadership and activism skills. Clubs register with Femina Hip and send us activity reports. The most active clubs send us reports and photos on the activities they are undertaking. Every year we are amazed at just how engaged and creative some of our Fema Club members are. The level of self-organizing has risen with the years and many club networks, containing up to 80 clubs, have been set up by the members themselves. We now have active networks of Fema Clubs in 8 regions: Mwanza, Dodoma, Kilimanjaro, Iringa, Ruvuma, Rukwa, Dar es Salaam and Mtwara.

Femina Hip has spent much of 2016 reviewing and improving our system for monitoring Fema Clubs. The first significant decision we have made is that all schools which receive Fema Magazine will be required to have Fema Clubs at their schools. We feel that this is an important step towards increasing the active use of Fema Magazine and therefore more effectively bringing about positive behavior change in our audience. Schools have been informed of the change and a number of those who didn't have clubs have now started them.

The second change has involved a closer linking of our distribution database and SMS system. A large exercise has been undertaken to obtain the mobile phone numbers for all heads of schools whose schools receive Fema Magazine, as well as those of all Fema Club mentors. By linking their phone numbers to our SMS system, we will be able to more closely communicate with all of our schools in the future. We can better monitor the distribution of the magazines and another important consequence of this change will be that our system of club reporting will be moved onto the SMS system.

Finally, we have continued to improve on and expand our system of registering new Fema Clubs through our SMS system. This has proved to be extremely effective, as our previous procedures for club registration presented a number of challenges for rural clubs. At the end of 2016 we had over 1,200 registered Fema Clubs across Tanzania, as well as 1,271 requests to register new Fema Clubs and become part of the Femina Hip education initiative.

### Fema Club Awards for 2016

A number of new awards for our Fema Clubs were introduced in 2016, as a means of incentivizing individual club and club network activity. In addition to the national club of the year award, we now also award a best Fema Club for each region of mainland Tanzania. We have also added awards for best Fema Club network and best Fema Club network mentor.

The following is the list of winners in 2016:

- Best Fema Club (national) – Kisimiri (Arusha)
- Best Fema Club Mentor (national) – Bryson Paul (Ngweli Secondary School, Mwanza)
- Best Fema Club Network – Mwanza Federation of Fema Clubs
- Best Fema Club Network Mentor – Christopher Mavunde (Dodoma Fema Club Network)

The regional winners were:

- |                       |                               |                          |
|-----------------------|-------------------------------|--------------------------|
| • Arusha – Ganako     | • Dar es Salaam – St. Anthony | • Dodoma – Kisasa        |
| • Geita – Businda     | • Iringa – Malangali          | • Kagera – Chabalisa     |
| • Katavi – Kashaulili | • Kigoma – Nyakitonto         | • Kilimanjaro – Lyamungo |
| • Lindi – Mnero       | • Mara – Iringo               | • Mbeya – Nzondahaki     |
| • Morogoro – Kwirow   | • Mtwara – Ndanda             | • Mwanza – Ngweli        |
| • Njombe – Njombe Sec | • Pwani – Minaki              | • Rukwa – Kipili         |
| • Ruvuma – Mahanje    | • Shinyanga – Mangu           | • Simiyu – Maswa         |
| • Singida – Ikungi    | • Songwe – Mpemba             | • Tabora – Kazehill      |
| • Tanga – Mnyuzi      |                               |                          |





### **Mwanza Region (Sengerema District and Mwanza City)**

This region was chosen for an outreach trip in September because two major club events took place. The first was at Ngweli Secondary School in Sengerema District. Ngweli is one of the most active Fema Clubs in Tanzania and has previously won best club of the year. They took the initiative and arranged a three-day festival with the theme “Does teaching youth about sexual and reproductive health and rights encourage them to have sex?” to which they invited a number of other Fema Clubs in Sengerema District as well as Femina Hip staff. The second event was a festival organized by the Mwanza Federation of Fema Clubs. This is a large annual event put on by the network there. Femina Hip staff were invited and present at both events as guests of honor.

In addition to festival attendance, our Community Mobilization staff visited 12 schools in Sengerema District that have Fema Clubs. During those school visits they interacted with 334 female and 338 male Fema Clubbers, answering their questions and providing them with feedback and advice on how to improve their club activities.

Finally, our Community Mobilization staff conducted an Active Learning training in Sengerema District for teachers from Fema Club schools. The objective of the trainings is to provide club mentors with information about Femina Hip, our different media products and how to use them to inform club activities, and advice on how to manage clubs. In Sengerema, 21 teachers attended the training, as well as the District Education Officer. The trainings also provide an opportunity for teachers in a given district to get to know each other and share experiences, and are used by Femina Hip to encourage the formation of district- and regional-level club networks.

### **Mbeya Region (Mbeya City and Kyela District)**

An outreach trip was conducted in Mbeya Region in November with the goal of introducing our DREAMS-IC project to secondary schools, as this is also a project region. In order to introduce the project, our Community Mobilization staff visited 20 schools in Mbeya City and 10 schools in Kyela District. Reception to the project was excellent, with both heads of school and district authorities promising their support. In addition to the school visits, our Community Mobilization staff conducted two Active Learning trainings in Mbeya Region. In total, 30 teachers attended the two trainings.

### Rukwa Region (Nkasi District)

This region was chosen for an outreach trip in September because of a festival that was planned and conducted by the Fema Club at Mkangale Secondary School in Namanyere town. The goals of the festival were to encourage Fema Clubs in the area to be active, to establish a network of Fema Clubs in the district, to establish new clubs in schools that do not have them, and to raise awareness among heads of schools about Fema Clubs and Femina Hip. Our Community Mobilization staff attended the festival as guests of honor.

In addition to festival attendance, our Community Mobilization staff visited 16 schools in Nkasi District that have Fema Clubs. During those school visits they interacted with 1,113 female and 1,600 male Fema Clubbers, answering their questions and providing them with feedback and advice on how to improve their club activities.

Finally, our Community Mobilization staff conducted an Active Learning training in Nkasi District. In total, 15 teachers attended the training.

### Simiyu Region

An outreach trip was conducted in Simiyu Region in October for the purpose of participating in the National Youth Week, organized by the Government of Tanzania to discuss issues relating to youth development in the country. Four different symposia were held covering a number of topics of particular importance for youth, in which Femina Hip staff and members of our Fema Clubs participated fully. In addition to the symposia attendance, our Community Mobilization staff set up a booth which was manned for the duration of the event. At the booth we provided Youth Week attendees with information about Femina Hip and our work, and provided free copies of our magazines. Over 1,600 people visited our booth including prominent government and political leaders.

In addition to Youth Week attendance, our Community Mobilization staff visited 14 schools in Simiyu Region that have Fema Clubs. Furthermore, on the International Day of the Girl Child we facilitated sessions at Bariadi Secondary and Primary Schools in collaboration with UNFPA and UNIC. These sessions were conducted with students and teachers with the aim of exploring the reasons why young girls drop out of school due to child marriage and teenage pregnancy.

Finally, our Community Mobilization staff conducted an Active Learning training in Simiyu Region. In total, 24 teachers attended the training.

### Shinyanga Region (Shinyanga Town and Kahama Town)

An outreach trip was conducted in Shinyanga Region in October for the purpose of participating in the commemoration of the International Day of the Girl Child, which was organized by the Ministry of Health in collaboration with UNFPA. The IDGC activities that Femina Hip was involved with included a girls' symposium, visits to secondary schools, and a high-level meeting.

The other purpose of the Shinyanga trip was to introduce Femina Hip's DREAMS Innovation Challenge project to heads of schools with Fema Clubs. For our DREAMS-IC project, we will be training teachers in 100 secondary schools in Shinyanga, Mbeya, and Dar es Salaam on our two-part Girl Power curriculum on sexual and reproductive health and rights and economic empowerment. The teachers – who are also Fema clubs mentors – will then conduct the trainings with Form 1 girls in their schools, with the aim of preventing them from dropping out of school due to pregnancy and/or marriage.

In order to introduce the DREAMS-IC project, our Community Mobilization staff visited 14 schools in Shinyanga Town and 15 in Kahama Town. All of the heads of school were excited about the DREAMS project as a complement to Fema Magazine, as a large number of girls in Shinyanga Region drop out of secondary school due to pregnancy and/or marriage.

Finally, our Community Mobilization staff conducted two Active Learning trainings in Shinyanga Region. In total, 53 teachers attended the two trainings.

## Festivals

Other outreach events in 2016 included:

- Femina Hip participated in an event at the Barbro Johansson girls' secondary school in Dar es Salaam around the Sustainable Development Goals (SDGs), in particular SDG 5 on Gender Equality, as a part of the Swedish foreign ministry's and the embassy's First Generation campaign. The event was inaugurated by the Swedish ambassador and Femina's executive director also spoke. The aim of the event was to educate and discuss sexual and reproductive health and rights with the students. Femina Hip's Community Mobilization team led a number of sessions with the students around these topics.
- As a follow-up to the above event, students and teachers at the school were trained on Active Learning and how to start, manage, and ensure the sustainability of Fema Clubs. A baseline study was also conducted by Femina Hip at six of the Barbro school's partner schools, to better understand their performance on a number of best practices relating to education quality, including the role of corporal punishments as a form of discipline in school.
- Femina Hip participated in a career fair organized by Restless Development, where we spoke about the work we do and opportunities at Femina Hip for internships and volunteering.
- Attendance at the World Menstruation Day event organized by menstrual hygiene management activists from Kasole Secrets. Twenty different organizations working on the issues participated. It took place at the Mnazi Moja grounds in Dar es Salaam and Femina Hip had an information stand.
- Involvement in the planning and implementation of the International Youth Day festival in Dar es Salaam, in collaboration with UNFPA



## Volunteer and Intern Program

In 2016 Femina Hip began a formal Fema volunteer program for current university students. The program was designed with two goals in mind: to identify talented youth who have been Fema Clubbers and can contribute to Femina Hip's work, and to provide an opportunity to those youth to gain relevant job experience and training. In the first year of this new program, 15 volunteers were brought into the organization for 9 months. Three of the volunteers worked in Femina Hip's print department producing and reviewing content for Fema Magazine, while the remaining 12 volunteers worked in the Community Mobilization department visiting secondary schools with Fema Clubs in Dar es Salaam. The volunteers were given a one-week training by Femina Hip staff on sexual and reproductive health and economic empowerment, as well as Femina Hip's way of working, values and code of conduct. The volunteers were also provided with ongoing mentoring and support for the duration of the program.

In addition to the 15 volunteers, Femina Hip also had 3 university graduates working as full-time interns in 2016. These interns worked in the Community Mobilization and Social Media departments, making substantial contributions to the organization over the course of the year. The internship program provides another opportunity for youth to get involved in our work, and will also allow former volunteers to continue to work with us upon graduation from university.

Overall the volunteer and intern program was a big success. The volunteers and interns gained a great deal of experience and exposure to Femina Hip's way of working, as well as certificates of work contribution, and both our outreach and print departments benefited greatly from their presence.



## Sema na Fema – SMS platform

SMS is one of the key mediums of feedback and interaction between Femina Hip and our audience. One SMS number is used by all media vehicles at Femina Hip. Our Community Mobilization team has full time staff whose role is to answer questions, respond to comments and offer free counseling to youth on different matters regarding sexual and reproductive health and rights, gender, economic empowerment and citizen engagement. In 2016 a total of 46,210 SMS were received, of which the majority were about sexual and reproductive health. During the same period, a total of 41,766 SMS were sent out.

**Table 7: Summary of Outreach Outputs**

Description	Output	
Number of Active Learning trainings conducted	8 trainings	
Number of Fema Club mentors trained on Femina Hip's Active Learning methodology	102 Males	52 Females
Number of Femina Hip volunteers trained	9 Males	6 Females
Total number of registered Fema Clubs	1,246 clubs	
Number of Active Learning activities conducted by Fema Clubs	216 activities	
Number of schools visited by Femina Hip staff	102 secondary schools	3 FDCs
Number of school visits conducted by Femina Hip volunteers	214 school visits	
Number of youth reached during school visits	5,147 Males	5,255 Females
Total number of SMS received	46,210	
Number of SMS received on sexual and reproductive health issues	9,065	
Number of SMS received on economic empowerment issues	302	
Number of SMS received on citizen engagement issues	49	
Number of SMS referrals to Marie Stopes services	25	
<b>Total number of SMS sent</b>	<b>41,766</b>	



# MOST SIGNIFICANT CHANGE STORY

## *Anacleti Mpunami – Teacher from Misungwi Secondary School*

“My family background influenced me greatly to like youth issues. I grew up in a family where gender based violence was normalized. I started to reason from that time on why women are disrespected and undermined in our society. Then later on I decided to be a champion for girl’s issues. I was employed as a teacher in 2004, and in 2005 I decided to start a Fema Club after reading the magazine and having experience working with SPW before. The vision of the club was to empower girls and eliminate bad cultural practices.

Fema magazine equipped me with enough information and inspiration to believe that it is possible to empower girls. Our major task in our Fema Club is to spread the message about girls’ rights because in the Sukuma tribe girls are not considered as equal to boys. The school I teach at is a mission school, which has bylaws but they are not clear to students. I approached the head of school about the idea of starting a Fema Club for establishing discussion about various issues including bylaws and how bylaws relate to students. Initially there was skepticism but after some time, the head of school accepted the idea.

The club is doing fine with a girls agenda at its core. Now there is more progress in the club, and apart from learning about girls’ rights we now engage girls in entrepreneurship activities. We grow potatoes and through farming we teach our girls the importance of being involved in entrepreneurship activities and generating their own income. We teach them the value chain of potatoes. We know that at the end these girls will be married and if they are not able to support themselves they will end up being abused.”

## *Caris Renatus Buruma – Student from Malangali Secondary School*

“Fema Club has helped me to manage my independent life in school as I joined a boarding secondary school when I was very little. The Fema Club taught me leadership and entrepreneurship skills. Through different Fema Club activities I learned that I could do something on my own to create the source of income in the future. I asked my friend to start a tree farm because that was a common farming activity in our area.

My friend accepted but later on he changed his mind, so we couldn’t proceed with our agreed plan. I never stopped wanting to implement my dream. I started to save my pocket money so that I could have the capital to start the business. I managed to save some money and I thought I would ask for help from my parents because I believed that business was a good idea. It wasn’t clear to my parents as they wanted me to study and not do business. To me that was not as big a deal as working to accomplish my dream and I was aware that challenges were there. I was able to get one hectare on my own and plant trees.

Later on my parents understood my vision and that I knew what I was doing. After good results they started to support me in my farming activities and now I have two hectares of trees. Additionally, I buy clothes from Dar es Salaam and sell them to students in school.”

### ***Geofrey Makomelo – Student from Zuzu Secondary School***

"I joined a Fema Club when I was in Form One back in 2014. I wanted to join the Fema Club after knowing that it is a nice platform for growing and learning. From what I learned in the Fema Club, I was able to contest for the position of Fema Club chairman. It was a stiff competition as I was contesting with my brother from Form Three. My brother won and I was elected to be his assistant.

When I was in form two I contested again and I won, becoming the chairman of the Fema Club in our school. From my leadership I learned many things such as self-awareness and entrepreneurship. Because I was in the puberty period I was totally aware of the biological transformations happening to my body and I was able to control them. I learned all control techniques from Fema magazine.

Through the Fema Club I learned to explore opportunities and use them. I now have my small home garden which generates enough vegetables. Additionally, the Fema Club has helped me to know the importance of having focus on where you want to go in the future."

### ***Ismael Makowa – Student from Tumbi Secondary School***

"I became a Fema Club member after realizing that a Fema Club is a safe space for me and my health. I come from a poor family and from that experience I ended up hanging out with a bad group. My peer group used to drink alcohol, and smoke marijuana and cigarettes. I learned from them to do all of those things.

With time I got addicted, but I never revealed to anyone that I used those dangerous things, especially as I am a student. I started to become weak because of the excessive use of drugs. My family started to see changes happening to me. When they asked me about my situation, I used to tell them that I am sick. I used the same approach in school as well. I never accepted advice from anyone whether from home or from school.

The Fema Club mentor was able to convince me and I was able to establish a good friendship with him. I found myself trusting him and followed what he was telling me to do. He is a very friendly man and I never hesitate to talk to him. He gave me good advice including to join the Fema Club and to avoid bad groups. I accepted his advice because I knew that I was in safe hands. I have now recovered from the bad situation I was in, and I have stopped using marijuana, smoking cigarettes, and drinking alcohol because of the Fema Club and our mentor."

### ***Kelvin Mhagama – Teacher from Aaron Harris Secondary School***

“I used to work as a teacher in Dodoma where my Fema Club was selected to be the best Fema Club in 2009. Later on I decided to move to Dar es Salaam where I joined Aaron Harris Secondary School. The moment I joined the new school I realized that there was no Fema Club there, so I used my previous experience to persuade students to start a Fema Club. Femina and Fema Clubs were not something new to students as most of them had already seen Fema magazine. Establishment of the club was therefore a very easy task.

Initially, we aimed to strengthen the Fema Club in our school. Therefore we started a flower garden, which gave us credit in the school community. We were privileged to get the trust of the head of school because of what we did for the school. Getting permission to go out of the school as the Fema Club was something easy for us. We decided to visit the Femina head office to meet people who we were used to seeing in the magazine; it was exciting and motivating for the students.

The Fema Club makes significant contributions to its members. It has helped clubbers connect to various networks. They were very lucky to meet Leon Erasmi, who is an ex-Fema Clubber but also the president of the Students Organization at the University of Dar es Salaam. Leon was able to inspire our students through sharing his Fema Club experiences. He also invited Fema Clubbers from my school to visit the University of Dar es Salaam for an academic tour.

The Fema Club in our school has also created a tourism network by linking up with tourism companies. We were invited by one such company to pay a visit to the Southern Sun hotel in Dar es Salaam, where the Fema Clubbers were able to learn entrepreneurship skills. It was a special for the clubbers to see things and activities which they take for granted that can be turned into business products and services.

Our Fema Club was also announced to be the best tourism club in the country in 2016! We won this award by competing in a competition in which we traveled around the country to discover new tourism opportunities. It was announced on national television, and we were awarded a laptop.

At the school, the Fema Club has a garden which grows a variety of vegetables. We are now providing vegetables for the school, and the school’s money that was intended to buy vegetables is now being directed to other services.”

### ***Selestino Msigala – Teacher at Matema Beach Secondary School***

“I have been interested in youth issues ever since I used to interact with youth through church. When I became a teacher I found myself close to youth. I saw students having their own organizations in my school but not a Fema Club. I also saw Fema magazines at the school and was interested in its agenda. Through reading the magazine I was able to get the insight into how to interact and collaborate with students/youth, and soon ended up having a big group of youth who were close and friendly with me. Students have confidence in me and they come to me when they have any issue that needs adult advice.”

The school then decided to choose me to be the students’ mentor. This selection was the breakthrough for the establishment of the Fema Club in our school. In 2014 our Fema Club was invited to Femina’s Annual Youth Conference for the first time as a result of hard work by the students and myself.

The Fema Club has brought a lot of changes in me. The first big change that came from our club was the establishment of a school restaurant. The idea was generated from Fema Club discussion. We wanted to have a restaurant and a source of income, and also provide service to people who want to have different meals.

Additionally through the Fema Club I was able to know my rights and ways to get my rights. Before I started to involve myself with the Fema Club I was scared to face top officials, especially when I had a concern. But Fema magazine inspired me and gave me confidence to stand for my rights. I was able to ask for study leave by going to my superiors.

### ***Violeth Mushi – Teacher from Kisasa Secondary School***

“I used to see Fema magazine come to our school and end up taken to the book store. As I had past experience with Fema magazine, I said I must find a way for students to access the magazine and to enjoy its content from the first page to the last as I do. Because of the excitement of the magazine and support from the head of school I managed to establish a Fema Club in our school.

The Fema Club has taught me the spirit of volunteerism and to realize that volunteerism pays. I always volunteer not because I want to be paid back in the end but because of the passion I have.

Through Fema Clubs, clubbers in our school have become so active to the extent of inspiring other students to want to be Fema Club members. I always tell the newcomers not to join the club because they want to be called ‘Fema Clubbers’, but to let their actions speak by themselves and prove that they are a Fema Clubber. Through Fema magazine and the Fema Club we have managed to discuss a number of issues, especially reproductive health. Students learn and understand how they are supposed to behave.

Fema Clubbers have done away with negative perceptions placed on the Fema club and myself through demonstrating good manners in school and performing well in their academic subjects.”

### ***Yusuph Luziga – Teacher at Nzondahaki Secondary School***

“The three main agendas of Fema magazine (Health, Civic Engagement and Economic Empowerment) influenced us to establish a Fema Club at our school. Initially, we started by volunteering to plant flowers at our school and cleaning public places such as market places, bus stations, and hospitals in our community.

Later on we realized that we need to equip youth with entrepreneurship skills for them to be able to support themselves once they finish their school studies. Therefore we started to explore opportunities around our school. We found irrigation as the best one because there is a river passing close by the school. We also learned from people who grow vegetables along the same river but we wanted to be different. We aimed to have a better product and win the market. As the Fema Club we reached an agreement that for our products to be sold more easily than the rest, we should grow them organically. Organic products sell because they are free from industrial chemicals which are harmful to users, and because they can make us a profit. The entire process of growing vegetables involves our Fema Clubbers and therefore we equip them with skills which are very valid and useable in their homes.

Because of the Fema Club, I can now persuade many youth and make them active citizens who freely express their views without fear. Understanding on the part of students is vital as they can share skills learned at school with their fellow youth who are out of school.”

# ACKNOWLEDGEMENT AND TECHNICAL SUPPORT



Femina Hip would like to acknowledge the generous core support we continue to receive from the Swedish International Development Cooperation Agency (SIDA). In 2016 we were fortunate to be able to greatly increase our core funding with the signing of a new, six-year agreement with the Danish International Development Agency (DANIDA).

In addition to this core funding, we successfully bid for a two-year DREAMS Innovation Challenge grant from the United States Office of the Global AIDS Coordinator (OGAC). This was a highly competitive application, for which only 46 grantees were selected from over 800 proposals. With this funding we will be training 5,000 girls in three regions of Tanzania on our Girl Power curriculum, in order to reduce school dropouts due to pregnancy or early marriage.

Other project-based donors in 2016 were: BEST-Dialogue, Marie Stopes, Swiss Contact, and the Barbro Johansson Model Girls' Secondary School. We also received an institutional development grant and technical assistance from Management Sciences for Health (MSH) for the PROGRES-SBCC program under the USAID Health Communication Capacity Collaborative (HC3) project.

Femina Hip continues to receive support from the HIP Edutainment Trust in Sweden to develop innovative programming, document Femina Hip's 'evidence base', gain global exposure and generate pro bono support. The 'Girl Power' research project, which included a randomized control trial and which pioneered the Femina Hip Girl Power approach, has been a substantial investment the past three years. We are now successfully rolling it out with our DREAMS grant. The project has been funded by the Norwegian Research Council, the Hewlett Packard Foundation, the Kavli Foundation, and the Norwegian Embassy in Dar es Salaam through the Norwegian School of Economics in Bergen, Norway. The project is led by Professor Bertil Tungodden, one of the board members of the HIP Edutainment Trust. The last part of the data collection for the project took place in 2016.

# CONCLUSION AND LESSONS LEARNED



Femina Hip had a challenging year in 2016. We went through a difficult period of funding, which necessitated a reduction in the number of activities we were able to conduct. Despite this challenge, we took the opportunity to review and improve on our programs and systems. While our distribution of Fema Magazine has been reduced, we are placing a greater emphasis on our Fema Club system and have made great strides in improving how we are able to organize and oversee them. This will lead to an overall more effective engagement with and use of Fema magazine.

We also did not have as much funding for our radio programming, but were able to pilot an innovative method of localized broadcasting that can be rolled out across the country using networks of community radio stations. This project has helped us realize that we have a large back catalogue of media content which is still relevant. By re-using it in new and interesting ways, we can get even greater value for money.

Despite the dip in funding, our fundraising efforts in 2016 bore fruit and we are now scaling up our activities again. Next year we will be producing our Ruka Juu TV entrepreneurship competition, which last aired in 2013, along with additional radio programming and an increased print run of Fema magazine. In all, 2017 is shaping up to be a busy year for us!

## Income Statement

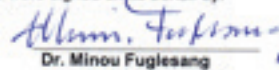
### Femina Hip Limited

#### STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2016

	Notes	2016 TZS	2015 TZS
<b>Income</b>			
Grants released to income	4	2,633,143,175	3,174,001,475
Capital grants released during the year	12	64,834,037	72,282,178
Other income	5	31,470,012	174,909,748
<b>Total income</b>		<b>2,729,447,224</b>	<b>3,421,193,401</b>
<b>Expenses</b>			
Direct expenses	6	1,527,870,889	2,290,852,221
Administrative expenses	7	1,201,576,415	1,130,341,180
<b>Total expenses</b>		<b>2,729,447,224</b>	<b>3,421,193,401</b>
<b>Surplus/(deficit)</b>		<b>-</b>	<b>-</b>

The notes on pages 17 to 36 form an integral part of these financial statements. The Financial Statements on pages 14 to 16 were approved by the board of directors and authorised for issue on 12/04/2017 2017 and were signed on its behalf by:

  
Ms. Sauda Simba  
CHAIRPERSON


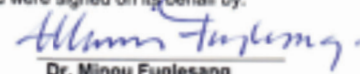
  
Dr. Minou Fuglesang  
EXECUTIVE DIRECTOR

Report of the independent auditors - page 12 to 13.

## Balance Sheet

<b>Femina Hip Limited</b>			
<b>STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2016</b>			
	<b>Notes</b>	<b>2016 TZS</b>	<b>2015 TZS</b>
<b>Assets</b>			
<b>Non-current assets</b>			
Furniture and equipment	8	148,612,017	204,859,733
Intangible assets	9	-	286,305
		<u>148,612,017</u>	<u>205,146,038</u>
<b>Current assets</b>			
Trade and other receivables	10	119,058,716	74,894,553
Cash and cash equivalents	11	841,152,310	244,835,781
		<u>960,211,026</u>	<u>319,730,334</u>
<b>Total assets</b>		<u><b>1,108,823,043</b></u>	<u><b>524,876,372</b></u>
<b>Liabilities</b>			
<b>Non-current liabilities</b>			
Deferred capital grants	12	148,612,015	205,146,038
Deferred income	4(c)	671,287,438	173,514,206
		<u>819,899,453</u>	<u>378,660,244</u>
<b>Current liabilities</b>			
Trade and other payables	13	288,923,590	146,216,128
<b>Total liabilities</b>		<u><b>1,108,823,043</b></u>	<u><b>524,876,372</b></u>

The notes on pages 17 to 36 form an integral part of these financial statements. The Financial Statements on pages 14 to 16 were approved by the board of directors and authorised for issue on 12/04/2017 and were signed on its behalf by:


 <b>Ms. Sauda Simba</b> CHAIRPERSON	 <b>Dr. Minou Fuglesang</b> EXECUTIVE DIRECTOR
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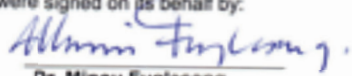
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## Cash Flow Statement

Femina Hip Limited			
STATEMENT OF CASHFLOWS FOR THE YEAR ENDED 31 DECEMBER 2016			
	Notes	2016 TZS	2015 TZS
<b>Cash flows from operating activities</b>			
Surplus at the end of the year		-	-
Adjust for:			
Revenue grants released to income	(2,633,143,175)	(3,174,001,475)	
(Gain)/loss on disposal of assets	(3,668,418)	501,505	
Capital grants released to income	(64,834,037)	(72,282,178)	
Depreciation and amortization	63,402,455	69,114,926	
Changes in working capital:			
(Increase)/decrease in trade and other receivables	(44,164,165)	236,363,381	
Increase/(decrease) in trade and other payables	142,707,461	(109,578,527)	
<b>Net cash flows used in operating activities</b>	<b>(2,539,699,879)</b>	<b>(3,049,882,368)</b>	
<b>Cash flows from investing activities</b>			
Proceeds from disposal of furniture and equipment	5,100,000	2,665,746	
Purchase of furniture and equipment	(8,300,014)	(15,100,084)	
<b>Net cash flows used in investing activities</b>	<b>(3,200,014)</b>	<b>(12,434,338)</b>	
<b>Cash flows from financing activities</b>			
Revenue grants received	3,130,916,408	2,782,521,021	
Capital grant received	8,300,014	15,100,084	
<b>Net cash flows from financing activities</b>	<b>3,139,216,422</b>	<b>2,797,621,105</b>	
Net decrease in cash and cash equivalents	596,316,529	(264,695,601)	
Cash and cash equivalents at the start of the year	244,835,781	509,531,382	
Cash and cash equivalents at the start of the year	11	841,152,310	244,835,781

The notes on pages 17 to 36 form an integral part of these financial statements. The Financial Statements on pages 14 to 16 were approved by the board of directors and authorised for issue on 12/01/2017 and were signed on its behalf by:

  
**Ms. Sauda Simba**  
 CHAIRPERSON

  
**Dr. Minou Fuglesang**  
 EXECUTIVE DIRECTOR

Report of the independent auditors - page 12 to 13.

## Audit Statement



**INNOVEX Auditors**  
 8 Kilimani Road  
 Ada Estate (Near the French  
 Embassy)  
 P.O. Box 75297  
 Dar es Salaam, Tanzania  
 Mobile: +255 715 540 949  
 Landline: +255 22 2664099  
 Fax: +255 22 2664098  
 Email: [admin@innovexdc.com](mailto:admin@innovexdc.com)  
 Website: [www.innovexdc.com](http://www.innovexdc.com)

The Chairperson  
 Board of Directors  
 Femina Hip Limited  
 Regent Business Park  
 3<sup>rd</sup> Floor, Wing B  
 Chwaku Street, Mikocheni A  
 PO Box 2065  
 Dar es Salaam  
 Tanzania

### INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF FEMINA HIP LIMITED

#### Opinion

We have audited the financial statements of Femina Hip Limited, which comprise the statement of financial position as at December 31, 2016, and the statement of comprehensive income and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects the financial position of the Company as at December 31, 2016, and of its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards (IFRSs).

#### 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 Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Republic of Tanzania, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Audit Statement

Femina Hip Limited

### REPORT OF THE INDEPENDENT AUDITORS

#### Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with IFRSs, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the company's financial reporting process.

#### 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 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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

**INNOVEX Auditors**  
 Certified Public Accountants  
 Dar es Salaam  
 Per Christopher Mageka, CPA-PP



Date: 18/09/2017