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## TANZANIA

### TULONGE AFYA

The USAID Tulonge Afya (“Let’s Talk about Health”) project works to improve health status, especially of women and youth, through the promotion of positive health practices in households and communities.

In Tanzania, there has been a steady decline in morbidity and mortality rates from diseases such as HIV/AIDS, malaria, tuberculosis, and sexual and reproductive health-related issues. Disease prevalence, however, remains disproportionately high for women and youth.

Tulonge Afya catalyzes opportunities for Tanzanians to improve their health status by addressing sociocultural norms and supporting the adoption of healthier behaviors. In doing so, the project identifies drivers of behavior directly tied to health and leverages social and behavior change communications (SBCC) to achieve the following results:

- Improved ability of individuals to practice healthy behaviors
- Strengthened community support for health behaviors
- Improved systems for coordinating and implementing SBCC interventions

This integrated approach blends best practices from behavioral health sciences to address the complex individual-to-societal interplay that encourages change. The initiative uses a participatory, evidence-based approach in order to:

- Address norms and inequities that drive poor health
- Advance health while promoting rights
- Use data to better support regional needs
- Harmonize messages across various media
- Strengthen institutional capacity to manage and deliver high quality SBCC
- Facilitate coordination to maximize SBCC impact and efficiency

## EXPECTED RESULTS

- Improve health and gender outcomes by supporting a harmonized and coordinated system of social behavior change communications
- Strengthen community support for health behaviors and facilitate individual and collective behavior change
- Delivery integrated SBCC through various media platforms, standardized materials, data use, regionalized approaches, and strengthened SBCC capacity within institutions

### BUDGET

\$44.7 million

### DURATION

April 2017 – April 2022

### ACTIVITY LOCATIONS

Nationwide

### IMPLEMENTING PARTNER

FHI 360

### PARTNERS

- T-MARC (Tanzania Marketing & Communication)
- Khanga Rue Media
- TCDC (Tanzania Communication & Development Center)

### USAID CONTACT

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### FOR MORE INFORMATION

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