

Nyumba Ni Choo: Five years of adaptive public health campaigning



Nipo Tayari (June–December 2017)

Nipo Tayari is a Swahili phrase meaning 'I am ready'. The campaign encouraged people to participate and support the upcoming campaign initiatives. This phase saw different ministers, members of parliaments, regional commissioners, district commissioners, district executive directors and development partners testify their readiness to support sanitation and hygiene initiatives.

Usichukulie Poa, Nyumba ni Choo (December 2017–January 2019)

In the first half of 2018, *Usichukulie Poa, Nyumba ni Choo* ('Don't take it lightly, the toilet is the heart of a house') was the main focus of mass and social media platforms. Radio spots, TV commercials, testimonials and mentions were produced and amplified, and direct consumer contact events and local radio engagement were trialed.



Tumetoka Mbali (April 2019–December 2019)



The slogan used in this phase was *Tumetoka Mbali*, or 'We have come from far', indicating the progress made from using unimproved toilets to using improved toilets and washing hands with soap. As part of this phase, direct consumer contact events were conducted in the regions of Kagera, Geita, Mwanza, Mara, Simiyu and Shinyanga. Radio spots, TV commercials, testimonials and mentions were produced and amplified.

Mikono Safi Tanzania Salama (March–June 2020)

This slogan (meaning 'Clean hands, safe Tanzania') was developed in response to the COVID-19 pandemic. Road shows were conducted in Mbeya, Songwe, Dar es Salaam and Pwani. These regions were selected as they have busy ports. After the first case of COVID-19 was reported, the slogan was refreshed to include other behaviours like wearing masks and maintaining physical distance.



WIZARA YA AFYA
MAENDELEO YA JAMIL,
JINSIA, WAZEE NA WATOTO



Unategemewa (July–December 2020)

During this phase ('You are depended on'), the main agenda was recognising everyone's role in society, with the aim of using that motivation as a driver to promote compliance with measures to prevent the spread of COVID-19. The campaign involved influential celebrities such as musicians Mrisho Mpoto and Khadija Kopa, footballer Juma Kaseja and renowned fashionista Flaviana Matata, who urged Tanzanians to take COVID-19 prevention measures.

Siri ya ushindi ni kubalansi (January–June 2021)

This slogan ('The secret of victory is balance') came about as a COVID coexistence strategy. To fight fatigue towards adopting safety behaviours – and in response to Tanzanians' concerns about the economic effects of the pandemic – this phase branded COVID-19 behaviours as the secret to personal and national victory.

