



Inspiring Change at the Grassroots Level

In the first quarter of 2015, TCDC's Community Change Agents (CCAs) reached hundreds of thousands in rural Tanzania with interventions on malaria, HIV/AIDS and family planning.

When village councilman Salum Kabugo needed someone to help him organize HIV-testing events in rural Masasi district, he turned to Community Change Agent (CCA) Mathayo Msosa. Together, Mr. Kabugo and Mr. Msosa collaborated with a U.S. Peace Corps volunteer and the Masasi district AIDS coordinator to organize testing events for eleven villages over three days. The PEPFAR-funded events drew thousands, with over 700 community members volunteering to test for HIV – many for the first time!

The CCA program is a USAID-funded component of the Tanzania Capacity and Communication Project (TCCP), a Johns Hopkins Center for Communication Programs (JHCCP) initiative being implemented by the Tanzania Communication and Development Center (TCDC). Currently active in six regions, the CCA program is Tanzania's flagship behavior change initiative at the community level.

Mr. Msosa is one of more than 800 CCAs throughout Tanzania who are inspiring positive behavior change in their communities. CCAs work at the ward level to bring the latest malaria, HIV/AIDS and family planning information to those who need it most. As trained behavior change facilitators who are also active members of the communities in which they serve, CCAs are uniquely qualified to tailor community-specific health messages in their areas.

In the first quarter of fiscal year 2015, CCAs were able to reach hundreds of thousands with small group interventions focused on some of Tanzania's biggest health issues. Between October and December 2014, CCAs reached 140,855 Tanzanians with malaria interventions; 41,507 Tanzanians with HIV/AIDS interventions; and 39,551 Tanzanians with family planning interventions through TCDC's "Green Star" campaign, a TCCP project being implemented by both TCDC and JHCCP.

Despite the success of the CCA program, TCDC is continuing to improve its implementation strategy to maximize the CCAs' impact. CCAs have been scaling up their potential by training volunteers in each village in their wards. This provides ward-level CCAs in the program with local support to help with activity and project implementation, while also providing community members in each village with human resources familiar with local health issues.

The future of the CCA program is bright. As part of a new partnership with Global Fund, plans are underway to expand the CCA program into nine new regions. TCDC expects this to double the number of CCAs active in their communities by end of the second quarter of 2015. Factor in the new village-level volunteers who will be trained as part of scale-up efforts, and it is clear that the CCA program's impact is only just beginning!

Stay updated! Check us out on  or  !



CCAs are working in rural communities around Tanzania to keep people informed and affect positive behavior change.



Community mobilization efforts organized by CCAs are bringing people together to learn about the issues that most affect them.



By collaborating with organizations from the community level, CCAs are empowering rural Tanzanians to take charge of their own health.