

COMMUNICATIONS TECHNICAL WORKING GROUP

PROPOSED TERMS OF REFERENCE FOR THE VIEWS OF THE PEOPLE REPORT JULY 2006.

1. Background

Tanzania has a second Poverty Reduction Strategy (PRS), known as National Strategy for Growth and Reduction of Poverty (NSGRP), also known by its Kiswahili acronym as MKUKUTA (*Mkakati wa Kukuza Uchumi na Kupunguza Umaskini Tanzania*). MKUKUTA, which is broader and outcome focused, will be implemented in a period of five years starting from 2005/06 to 2009/10. It resulted from the PRS review in 2004. Following the PRS review it was found also necessary to review the Poverty Monitoring System for monitoring MKUKUTA implementation. The new PMS, known as MKUKUTA Monitoring System comprises of three Technical Working Groups, namely: Surveys and Routine Data System, Research and Analysis and Communications. The Groups are generating information, carrying out researches and disseminating information on MKUKUTA to wide range of stakeholders.

Since the first Poverty Reduction Strategy (PRS) in 2000 – 2003, collection of feedback in terms of views of the people from various stakeholders on the implementation of PRS has been gathered through different reports, such as Participatory Poverty Assessment (PPA) as well as Policy and Service Satisfaction Survey (PSSS). These reports were outputs of the Monitoring System. The major task of the Communication TWG (previously known as Dissemination, Sensitization and Advocacy) was to facilitate a smooth flow of information on poverty to the end users. Specifically, the TWG is responsible to coordinate and oversee the task of disseminating MKUKUTA messages.

Implementation of MKUKUTA started from the Financial Year of 2005/06 and was explicitly stated in the government budget. Public awareness raising campaign of MKUKUTA was launched in July 2005. There are channels of communications which are in place towards increasing public understanding of MKUKUTA countrywide in both urban and rural population. The channels include meetings, workshops, seminars, radio, television, newspapers, magazines, performing arts and website. These were further elaborated in the MKUKUTA Communication Strategy.

Based on Terms of Reference in MKUKUTA Monitoring Master Plan, the Communications TWG, in collaboration with the Research and Analysis TWG is required to produce the Views of the People Report by 2007 to gather feedback on public understanding of MKUKUTA. So far the Group take the lead to inform the general public on MKUKUTA and collate feedback.

2. Rationale for undertaking a study

During the review of PMS concerns were raised about inadequate feedback mechanism for assessing views/perceptions of the people on government policies and strategies especially at rural population. For this purpose one of the key products of MKUKUTA Monitoring System is the Views of the People Report on MKUKUTA implementation, in order to address some of the issues raised during the review.

The report will be prepared by Communication TWG in collaboration with Research and Analysis TWG. The Communications TWG will identify theme, draft terms of reference and disseminate the report while the RAWG will come up with appropriate research methods for undertaking the study. Hence;

- The report should serve as a tool for collecting feedback and understanding the people's perceptions on MKUKUTA in general. Accordingly, the perceptions and opinions gathered in the Report should eventually inform the intervention processes to make them responsive to and address the people's views with regard to important issues in MKUKUTA.
- The report should draw from previous studies on public perception and opinion, such as those conducted under Research and Analysis Working Group since 2002, in REPOA.
- The report should be user friendly intended for wide national dissemination cutting across various population groups.
- The report should inform policy makers on what is going on, as per the people's views, in order to for such views to contribute to the formulation and implementation of development policies regarding MKUKUTA.
- Participation in the preparation of the Views of the People Report should be sought from experts of the RAWG previously involved in the production of similar studies. New members with the requisite expertise from the communication TWG should be encouraged to join the Steering Committee tasked to foresee the production of the Report.

3. Area of Focus

The purpose of the Views of the People Report is to get peoples' views and perception of change during MKUKUTA implementation. The focus will be on ALL IMPORTANT ISSUES OF MKUKUTA. The Steering Committee would identify the important issues and incorporate them in the study's research plan.

- In a nutshell, all Cluster I, II and III will be covered.
- There has been a strong opinion from the CTWG and RATWG that youth's views should come out prominently in the Report.
- Economic issues, especially concerning growth, should also come out strongly.
- The Report should also cover adequately Cluster II, concerning social services delivery, which have a direct impact on many people's lives.
- The Report should be broad-based and comprehensive enough, crafted in simple language and user-friendly techniques.

2. Specific Objectives

Objective of the study is to get views of the people on implementation of MKUKUTA for evidence decision making. The focus will be on all important issues in MKUKUTA.

3. Expected Outputs

Expected output is:

- A draft of the Views of the People Report and
- A final draft of the report

Both the Communications and Research and Analysis TWGs will review the draft of the Report and come up with the final document before its production and dissemination.

4. Specific Tasks

Assess the implementation status of the five goals of all important issues in MKUKUTA.

- Cluster I
- Cluster II
- Cluster III

5. Methodology

- The steering committee will determine the appropriate methodology or combination of methodologies.

6. Time Frame

The report (first draft) should be ready by June 2007 and the final report before September 2007

7. Resources (Budget)

The study will be funded through the MKUKUTA Monitoring System