



**USAID**  
FROM THE AMERICAN PEOPLE



## TANZANIA

### BREAKTHROUGH ACTION

Breakthrough ACTION is a social and behavior change (SBC) project, funded by USAID, designed to increase the practice of priority health behaviors and enable positive social norms, including gender norms, for improved health and development outcomes, with an emphasis on family planning/reproductive health. HIV. Maternal, newborn, and child health (MNCH), malaria and other infectious diseases.

#### PROJECT INTERVENTIONS

##### IR1

- Support existing SBC coordination mechanisms and structures and strengthen linkages.
- Support updates to SBC plans, strategies and guiding documents
- Engage in joint planning with MOH, PORALG and service delivery partners.
- Support the annual SBC symposium;/ Health Promotion conference.

##### IR2

- Strengthen the SBC capacity of Regional Community of Practice
- Conduct joint supportive supervision with MOH and PORALG

**BUDGET** \$9.3 million

**DURATION**

April 2020 – March 2025

**ACTIVITY LOCATIONS**

National

**IMPLEMENTING PARTNER**

Johns Hopkins Center for Communication Programs

**USAID CONTACT**

Lulu Msangi  
Activity Manager  
lmsangi@usaid.gov

**PARTNER CONTACT**

Waziri Nyoni  
Chief of Party  
wnyoni2@jh.edu

**FOR MORE INFORMATION**

Website: **HYPERLINK**  
"<http://www.usaid.gov/tanzania>"  
[www.usaid.gov/tanzania](http://www.usaid.gov/tanzania)  
Facebook: @USAID Tanzania  
Twitter: @USAIDTanzania

- Implement Breakthrough ACTION internship/fellowship program

**IR3**

- Support implementation of NAWEZA adult platform
- Support implementation of SITETEREKI youth platform
- Support implementation of Furaha Yangu campaign
- Support implementation of Malaria SBC interventions
- Support the review and development of provider behavior change interventions
- Support the commemoration of regional and international health days

**PLANNED OUTCOMES**

Breakthrough ACTION Tanzania will focus on the following Intermediates results:

- Improved systems for coordination and implementation of behavior change interventions among GoT, President's Office, Regional Administration and Local Government (PO-RALG) and other stakeholders.
- Strengthened central level technical and financial support (from Ministry of Health (MoH), President's Office, Regional Administration and Local Government (PO-RALG), programs, regions, and districts) for healthy behaviors.
- Evidence-based SBC interventions designed, implemented, and monitored and evaluated at the national and sub-national level, as required and funded.