



THE **MAMA MISITU** APPROACH

The **Mama Misitu** campaign is an outreach programme to build awareness of the economic value of forests and to advocate for improved forest governance.

The power of the **Mama Misitu** campaign comes from its partners – 17 influential civil society organisations holding jointly over 190 years of project implementation experience in Tanzania. These partners are the lead implementers of **Mama Misitu** activities. Their contributions will vary based on specific expertise their geographical location and campaign needs.

Campaign coverage

The campaign will last two years and focus on the forest-rich south-eastern regions of Tanzania including Coast, Tanga, Morogoro, Lindi, Ruvuma and Mtwara Regions. The campaign staff has already identified 30 target Districts within these regions, in consultation with the Forestry and Beekeeping Division.

Issue groups

Six issue groups frame the campaign's strategy for communication of advocacy and awareness messages.

1. Increasing stakeholder awareness about the economic value of forests and the need for improved forest governance;
2. Challenging corruption and encouraging improvement of moral values;
3. Improving stakeholder understanding of forest harvest compliance supported by increased availability of information;
4. Increasing local awareness about law compliance and improved prosecution of forest crime;
5. Emphasizing the need to strengthen PFM and improve the speed of its roll-out;
6. Improving stakeholder awareness about the need to increase timber export standards.

Each issue group has specific target audiences, messages, media types and activities, measurable outcomes and indicators.

Who is **Mama Misitu**?

Mama Misitu is fictional portrait of the millions of hard-working Tanzanian women who depend on the forests one way or another. It is recognized that forests support over 87% of Tanzanian livelihoods and 90% of energy used firewood from forests (TRAFFIC report). With Tanzanian forests in a state of crisis, **Mama Misitu** was created to reach out to the nation's citizens. **Mama Misitu** will be a reoccurring figure in the campaign such as in mini-dramas on television and radio and on educational and promotional materials. She is also an outspoken and caring individual who appreciates the value of forests to her community and national development. As a woman she has experienced the extra workload that environmental degradation places on forest-dependent households. Her knowledge, background and experience make **Mama Misitu** an excellent spokeswoman for the rural poor, and for the future of the nation's forests.

Campaign activities

With the persona of **Mama Misitu** setting the tone, the campaign will focus both at national and local levels. At the *national level*, the campaign will raise awareness and provide key information to central government and the private sector. This will be done through information packs, the press and media, and targeted presentations to key stakeholders in government and the private sector.

At the *local level* the campaign will be implemented as a collaborative initiative with **Mama Misitu** members in priority districts in Southern Tanzania.

This component will be the most important and substantive part of the 'Mama Misitu' campaign. The campaign will take the form of a well structured and locally customised and targeted programme at district and ward level based on baseline overviews of the state of forest management and governance in each district.

Communities as key participants

In each district as part of the implementation of **Mama Misitu**, local community forest network members will be provided with the opportunity to identify key follow-up activities that they can implement. Activities will include tracking the implementation of new forest harvest procedures in the district and/or tracking the progress of key forest law enforcement issues at District level. Community follow-up will increase the impact of **Mama Misitu** and maximise its longer-term impact on local forest management and governance issues.