



# Coexistence.Life

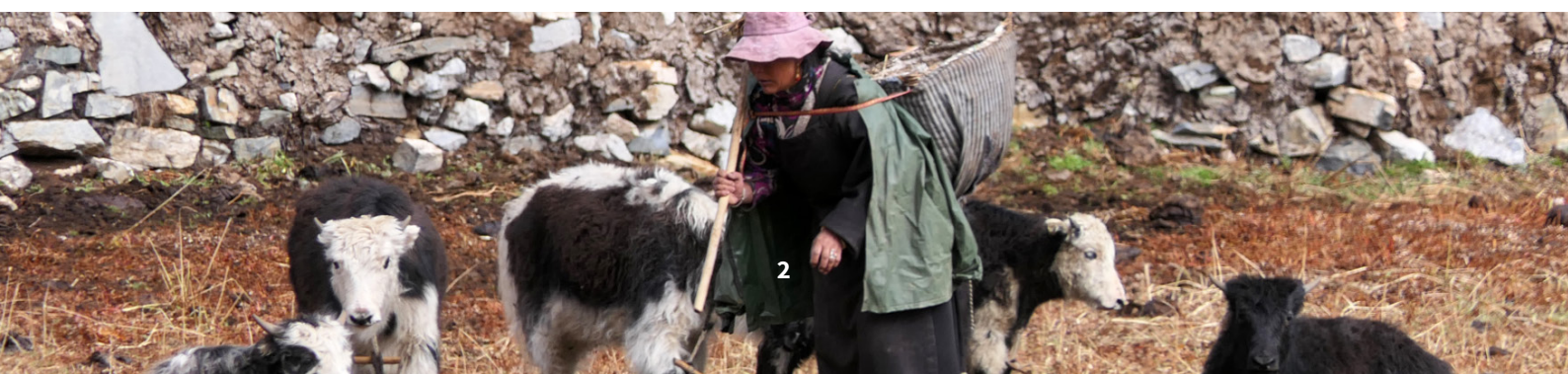
A Communication Guideline  
for Human-Wildlife Coexistence  
based on the PAMS Foundation Experience  
in the Ruvuma Region, Tanzania



This work was supported by the Partnership against Poaching, implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the German Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMU). We would like to thank The Rufford Foundation for the support to Coexistence.life project.

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# Credits

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# Introduction

This guide is a PAMS Foundation product that is part of the broader Coexistence.life project.

The Coexistence.life is a project, started in 2019, that harnesses the potential of communication to promote human-wildlife coexistence. The project aims to use the exchange of knowledge, techniques, experiences, stories, cultural elements and good examples among HWC specialists from all over the world, to help identify, for various social and geographical contexts, the main elements that promote the development of messages and actions that make communication really effective in the changing of attitudes.

These guidelines arise from the experience that the PAMS Foundation team has had while working in collaboration with communities in the rural Ruvuma region in southern

Tanzania. This document is intended to offer support for those who require effective communication in the field of human-wildlife interaction. Although the information we offer here is derived from a specific setting and geographical area, the recommendations contained in these guidelines for how they are structured and for the issues they deal with can be applied in most rural contexts in sub-Saharan Africa and outside Africa in all situations characterized by a similar geographical and social context.

The PAMS Foundation is a non-profit conservation organization founded in 2009 and registered in the USA, Tanzania and Italy. The mission of PAMS is to empower the people who protect wildlife and wild places. PAMS pursues this goal by developing and implementing innovative and out-of-the-box solutions that can help to overcome the environmental challenges of our times.











## Ruvuma Project, A Successful Story of Human-Wildlife Interaction

When PAMS Foundation began working in the Ruvuma region in southern Tanzania, on the border with Mozambique, the priority problem in the area was the poaching of elephants. An unprecedented massacre was taking place in a poorly controlled and poverty-stricken area. Thousands of elephants were slaughtered between 2009 and 2011 and the number of poachers was extremely high. There were few reports of damage caused by human-elephant interaction, since the elephants were reduced to a minimum. In these cases, matters were concluded with the killing of the elephant.

The success of the actions taken by PAMS to stop the massacre led to the birth of 'community rangers', a significant decrease in poaching, greater monitoring of human-wildlife interaction in the area, and, finally, a clear increase in the number of elephants.

The increase in the number of elephants, together with the demographic growth of the human communities and the increase in areas devoted to agriculture and decrease in poaching (with many weapons being voluntarily returned by community members as a result of the



actions carried out by PAMS), and the creation of structures providing local control have brought to the fore a new/old issue: human-elephant interaction. A new chapter has now opened for PAMS, which has begun to work, in close collaboration with community members and members of local and national government, to find effective solutions

to manage human-elephant interaction. In their search for food, elephants pass through inhabited areas where crops such as maize and water collection tanks represent an irresistible attraction in an environment where the natural component is increasingly fragmented and reduced.

**In order to achieve this goal, the following methods have been tested:**

- Chili Fences
- Chili Bricks
- Beehive Fences



The aim of PAMS's work from the beginning has been to identify low cost, easy to build/use, non-aggressive solutions to deal with elephants.

The best results have been obtained with chili fences, which are barriers on which rags soaked in a mixture of used engine oil and dry ground-up chili are hung. This has proved to be particularly effective in keeping away elephants which find the smell of chili repulsive and causes them to move away from the fence and is

effective at a distance of up to 40m away. Today the Ruvuma Elephant Project (REP) works to promote the coexistence of humans and elephants in 37 villages whose main economic resource is agriculture. These are all located within 5 wildlife management areas (WMAs) in the Namtubo and Tunudur Districts in the Ruvuma region, together with an additional 7 villages outside the WMAs, in the Nanyumbu District located in the Mtwara region.

To date, PAMS has helped to erect a total of 350 km of chili fencing to protect more than 700 farms in different areas. To achieve this success, PAMS relied upon collaboration and communication with community members and local and central government. Such collaboration and communication are fundamental tools that we developed by listening to the voices of those living in the area who are directly experiencing human-wildlife conflict problems, and adapting the strategy to their needs.









## Why do we need communication guidelines for Human-Wildlife Interaction

Human-wildlife conflict is an emerging problem at global level. It is a consequence of population growth and the expansion of urban centres, with the consequent incorporation of areas of high naturalness and, locally, of the success of conservation projects. **Coexistence** will increasingly become a key word, with a strong impact on human societies, natural environments and wildlife, both in the urban fringe and in rural areas.

Increasingly, in all areas of the world where there is interaction between human activities and wildlife, social acceptance, community involvement in the definition of optimal solutions, and dialogue and mediation between stakeholders - to render coexistence not an imposed obligation but an attractive opportunity - are proving to be fundamental objectives to promote coexistence.





**If carefully planned, communication plays a key role in achieving these goals and, shaped according to the social context, the public, the local culture and traditions, can prove a very powerful tool in:**

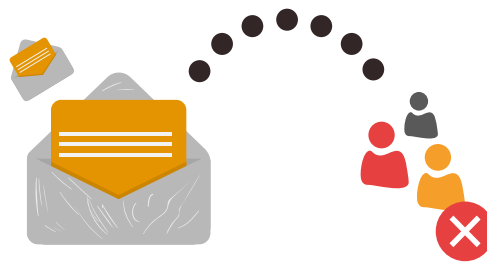
- Informing
- Reassuring
- Involving
- Promoting Familiarization
- Facilitating Behaviour Change



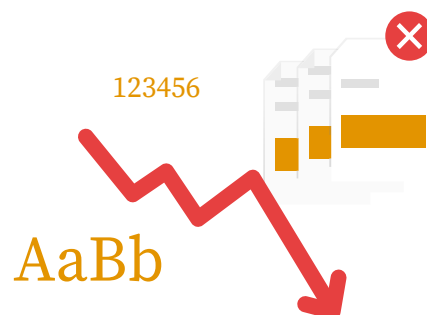
**But if not properly strategized, communication not only fails to achieve its goal, but risks becoming counterproductive by:**



**Sending the Wrong Messages**



**Sending Messages to the Wrong Audience**



**Choosing Ineffective Tools, Communicators, or Language**



# Steps for Effective Communication

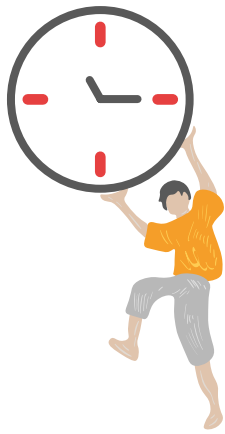
**Be ready! Communication that leads to permanent and long-term changes in behaviour and results is a matter of:**



## PATIENCE

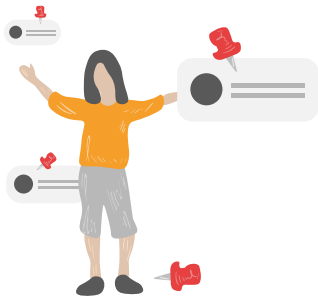
It takes time to gather all the information needed to identify the crucial points to develop effective messages and actions. Gathering information in the field is critical: communication is part science, based on facts rather than supposition, and part art that shapes this information into an attractive form.





# INVESTMENT

Communication, like any other job, requires tools, skills and experience. It requires long periods of observation in the field, appropriate team composition, time and materials. Each of these, in turn, requires resources. Skimping on communication often results in bad communication.



# PLANNING

Strategizing, processing key messages, and defining a conscious and planned redundancy of actions, media resources and tools requires coordinating a range of communication actions.

Here we briefly outline the **key steps in the communication planning process**. Each of these is of crucial importance and underestimating even one of these steps can reduce the effectiveness of the entire process.

<b>Identify and clean up your focus</b>	The core of your communication must be very clear. It should not be purely informative, but should aim for a verifiable change of attitude.
<b>Identify target audience</b>	To whom is it more effective to direct my communication actions? Are there groups that can influence others? Are there groups whose change is easier to influence? Are there groups that are directly affected by the change/message I want to send?

<b>Determine objective and results</b>	What do you want me to change after my communication action? What results do I want to achieve? How can I verify that something has changed?
<b>Design the message</b>	The message becomes the driver of your communication, the matrix on which all the actions we plan will be shaped.
<b>Select communication channels and communicators</b>	Listen to your audience, observe it; what does it do, what does it read, what does it watch, who does it trust? What is the channel through which you will reach its attention?
<b>Establish the budget</b>	Communication costs money! To be really effective, be prepared to invest in the assessment phase to understand your interlocutor and the evaluation phase to assess your impact. These two phases are also fundamental to: achieve the result, witness the effectiveness of your strategy, understand what needs to be changed but also for your reports and to find new funds. Don't underestimate it!
<b>Measure results</b>	When setting goals, think quickly about how you can evaluate your results and what indicators you will use to easily and effectively measure the success of your actions. Don't plan an action without thinking at the same time how you will measure the results of it!

The steps that lead to planning are common to any communication project, but a particular refinement has to be made according to the geographical, social and cultural context in which it will be applied.

Every culture and every social context will have some peculiarities that must be taken into account and considered in order to optimally detail the communication strategies.

# This Guide

The guide has been designed by approaching the issue of communication through the different tools that can be used during:



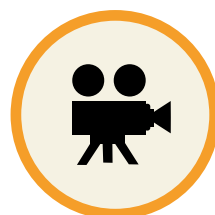
SPOKEN COMMUNICATION



WORKSHOP AND TRAINING



WRITTEN COMMUNICATION



VIDEO COMMUNICATION



MUSICAL COMMUNICATION

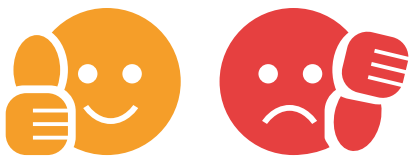


COMMUNICATION FOR  
BEHAVIOURAL CHANGE

**In each of these sections you will find:**



The audience for which this type of communication is most suitable.



The pros and cons of using this communication tool.



Specific cultural aspects that are linked to this instrument.





# Which Communication Tool?

*Talking from the point of view of the audience.*



# SPOKEN COMMUNICATION

*Public: leaders, villagers, religious leaders, adults*

## Pros

Tanzanians love to talk. Even just pleasantries take time, exchanging information about one's health and family is very important. If two strangers find themselves together, you can be sure that they will talk to each other for hours on end. Talking is the preferred way to obtain and provide information, as it is if the aim is to promote a change in behaviour, to reassure, identify allies or convince someone. It is certainly the most easily accepted because it is so familiar. Confirming this is the fact that radio, both in urban and rural areas, is still the most widely used tool for daily news.



## Cultural Facts - Communication

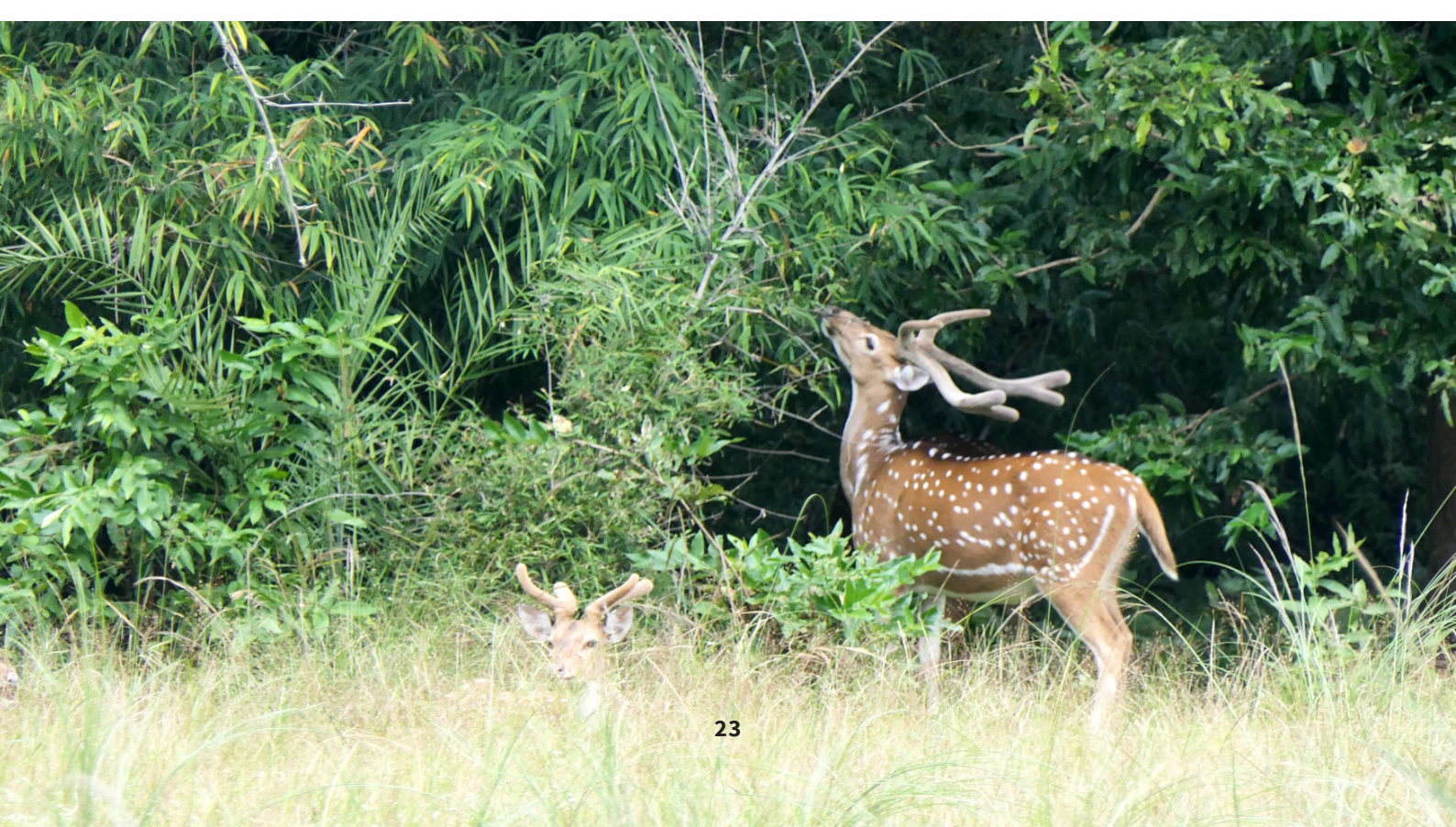


When you start a conversation without an intermediary, be aware that pleasantries are very important. A good way to start is by talking about sports, or events that have been reported by newspapers or radio, local events (strange episodes, witchdoctors etc.) or relating to agriculture or the weather. The handshake is common and can last a long time (using the left hand is frowned upon and discouraged. If your right hand is busy, wet or dirty when about to do a handshake you are expected to offer the wrist or any other part of the right arm). Questions about the health status of your family, wife/husband, children etc. are also acceptable. These pleasantries can last up to 15 minutes. Witty jokes are appreciated (but not about the interlocutor's family) and the conversation usually has a cheerful tone. Talking about money issues is not appreciated and if it is the first meeting it is better not to ask what the interlocutor does for a living.



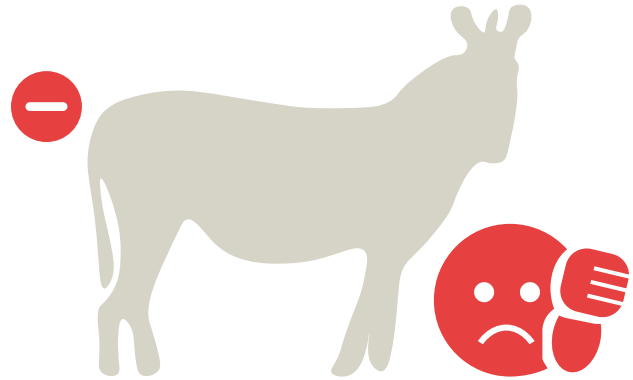
## Why choose spoken communication actions?

- Talking is the most direct and easy way: the message is delivered immediately and can be clarified according to the specific doubts or requests of the interlocutor.
- It promotes familiarization: speaking directly allows for a more confident relationship in which informal exchanges such as handshakes and gestures that help break down barriers of suspicion are also included.
- It allows the speaker to face the interlocutor directly, letting them 'read' you: this transparency creates a feeling of trust and allows the interlocutor to establish a relationship of hierarchy and respect.
- It allows you to see the interlocutor's reactions, and this allows you to model the conversation on their reactions and, if necessary, change the trajectory of the conversation and the language used.
- Enthusiasm is contagious and the best way to convey it is to tell it with words, with gestures and with non-verbal communication activated in the conversation. Enthusiasm is a powerful tool of involvement which, better than any written text, can make the interlocutor feel involved in the 'mission'.



## Cons

Making speech the preferred communication tool requires a constant presence in the field and a great availability of time and people. The relationship of trust has to be built step by step with time, occasional visits and a non-constant presence risk undermining the result.



## Communicators

**To interface with community members, it is appropriate to find a communicator who is part of the same community or at least is from the village/district in which you are operating. He or she must speak the language of the community and be able to interpret and manage cultural signals that may determine the success or failure of a conversation.**

- Respect for the hierarchy is fundamental. In order to interface successfully with local or national authorities or religious leaders, it is good to choose a communicator who has a high hierarchical role. This relationship of equal and a reciprocal recognition of mutual importance will foster their willingness to engage in dialogue.

- At least in the early stages of making contact with communities it is a good idea if the communicator, if not a member of the community themselves, is accompanied by a local authority figure. This helps to build a sense of trust and availability towards the communicator and the message that will be delivered. N.B. Authorities should be involved and/or warned whenever they want to intervene by involving local communities!





- To convey a message, gain credibility, and impart importance to the actions to be taken, it is good to involve a local authority figure, a village leader or religious leader in both your communication campaign and as a collaborator in your communication planning.

**They can help with:**

- Facilitating relationships and community involvement.
- Facilitating relations with the authorities and the organization of field phases.
- Providing important information and insight with regard to the public in the initial assessment phase or in the production of communication materials.





## Be ready! Verbal communication might be:

- **Formal:** events planned in advance and for which the messages and the communication schedule have been planned in detail.
- **Informal:** perhaps even more effective than formal meetings are what we call 'informal meetings'. Local authorities, village leaders or community members may request impromptu meetings for clarification. Devoting adequate time to these unforeseen meetings is of great strategic importance as it helps to build a relationship of collaboration and trust.





## Case Study: Thing to Think During an Interview to a Community Member

USING THE LOVE OF TALKING, COMMUNITY MEMBERS CONDUCTING OPEN INTERVIEWS IS A GOOD WAY TO GET A LOT OF VALUABLE INFORMATION.

<b>What you need</b>	<p>Make sure you have a recorder (most smartphones have this option). Make sure you have it turned on when you start the interview and always check that it is recorded during the conversation, sometimes if you don't record it and take notes the interview is lost!</p> <p>Ask always (and record) the interviewee, his/her name and for his/her permission to record the interview.</p>
<b>Planning</b>	<p>Before conducting interviews, one must have ideas in mind about the type of information that is required from the community before identifying the target group of the interviewee. The target group members can be chosen depending on their age, gender, work of specialization or impact in their community. Then, questions are prepared which act like guidelines during the interview: the questions can be open or closed, but it is important to end with straight message that can be easily understood by the respondent.</p>

USING THE LOVE OF TALKING, COMMUNITY MEMBERS CONDUCTING OPEN INTERVIEWS IS A GOOD WAY TO GET A LOT OF VALUABLE INFORMATION.

**Starting**

When you start your interview it is very important to make the interviewee comfortable. Start by greetings, introducing yourself and briefing the interviewee on the purpose of the interview and that they should be comfortable answering what they know. If there is any question which is not well understood they should feel free to ask for clarification.

**Place**

Conducting an interview outdoors or indoors always depends on the nature of the environment in which it is conducted. In quiet places, being outdoors is more appropriate because the environmental conditions keep the interviewee more active and there is less feeling of formality (for the same reason, if you interview an authority figure, perhaps the office is more appropriate because it conveys a sense of hierarchy/formality that may be pleasing to the interviewee). Keep in mind that outdoors there are often many sources of disturbance that you are not aware of that can disturb the audio of your interview and in this case looking for an enclosed place may be a better choice.



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<p><b>Howto create a comfortable atmosphere?</b></p>	<p>For a good start, offer your interviewee a snack or a soft drink to create a relaxing and friendly setting. Remember: you are using their time, so be grateful! Use this pause to inform them about the purpose of the interview and ask something general according to the nature of the interviewee. For example, for a student, general questions might relate to their daily studies, for a farmer, perhaps their daily farming activities. The general questions establish a friendship between the interviewer and the interviewee, making the interviewee feel worthy of attention and that their story is actually relevant. In addition, it helps the interviewer to sense the general attitude of the people in the area towards the interviews that are being conducted.</p>
<p><b>Topics to Avoid</b></p>	<p>Any topic or question can be brought into conversation but if it is too sensitive to the community, indirect questions can help to capture the situation in the area. E.g., in a topic related to income, sensitive illegal matters such as illegal hunting or cultural aspects such as female circumcision, people may not be at all willing to talk about it. Some people believe they can lose favour from the community if their behaviour, age or beliefs is known to the community or a stranger.</p>
<p><b>Speaking too much?</b></p>	<p>Don't worry! Tanzanians like to be asked questions, the majority of them are very talkative and they easily interact and establish friendship through chatting. A majority don't enjoy reading.</p>

USING THE LOVE OF TALKING, COMMUNITY MEMBERS CONDUCTING OPEN INTERVIEWS IS A GOOD WAY TO GET A LOT OF VALUABLE INFORMATION.

**Overriding  
embarrassment**

If you feel the respondent is embarrassed, you can use jokes or skip the question or ask it in another way as a general question instead of specifically directed to the respondent to bring them back into a relaxed mood.

**Individual  
or group  
interview?  
Women and  
men**

The way of conducting an interview will depend on the nature of the environment or the respondent. Some people feel comfortable talking when they are in group even though some individuals may dominate the discussion. In some cultural settings women are not allowed to talk in front of men so it may be difficult for them to talk in a mixed sex group. In this case individual interviews are an option.



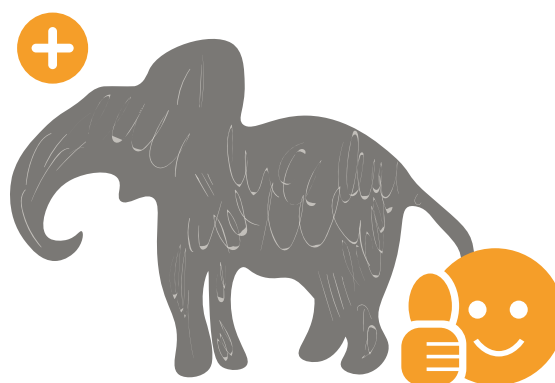
# TRAINING AND WORKSHOPS

*Public: Technical audience (specifically interested), adults*

Workshops and training are particularly appreciated because they allow participants to spend time together, talk, share experiences and learn by doing.

## Pros

Knowledge acquired through practice is the most effective way to acquire new expertise. In addition, in a context where sociality has a prominent role, learning by doing and in groups represents a much appreciated type of social event and allows everyone, regardless of their level of schooling, to learn in an immediate and lasting fashion.





Stakeholder involvement is a relevant aspect of workshops and training. Involvement generates dialogue and consequently familiarity with the organisation and the project, and provides credibility.

Having direct contact with the public and making your work known, showing that you have the skills, and establishing a relationship of trust, but also of hierarchy (teacher/student) allows you to become a reference, for example for human-elephant conflict, for the community. It will be up to the community itself to contact you by word-of-mouth to obtain technical support. Workshops or training on how to apply/build measures to mitigate the negative effects of interaction with wildlife already provide the first piece of the solution to the problem. The public feels cared for, protected and assisted.

## Cons

The organization of workshops or training is particularly burdensome, both in terms of financial resources and the staff employed. The audience reached is not large, but on the other hand, the results are generally lasting and go beyond the specific objective of the training.





## Case Study: Organizing a Workshop to Construct Chili Fences

THINGS TO THINK ABOUT	
<b>The important things</b>	<ol style="list-style-type: none"> <li>1. Planning</li> <li>2. Execution</li> <li>3. Dedication</li> <li>4. Language (Kiswahili)</li> </ol>
<b>Initial assessment</b>	<ul style="list-style-type: none"> <li>• Assess/identify training needs (Why do we need to do training?)</li> <li>• Set/identify well-defined training objectives: this involves identifying any gaps in previous training.</li> <li>• Identify resources and training delivery methods: this includes identifying a venue, participants and delivery methods such as PowerPoint, Focus Group Discussion, etc.</li> <li>• Implement training: this includes a training schedule and organization of any related resources/equipment.</li> <li>• Training evaluation. This is carried out to determine whether training was successful and met the training objectives. Feedback is mostly obtained from all stakeholders.</li> </ul>

## THINGS TO THINK ABOUT

### **What to remember to ensure success**

- Involve government officials and other stakeholders.
- Involve village leaders.
- Involve local farmers.
- Use the farmers you normally work with to mobilize others from the sector on the upcoming training. Using farmers to mobilize their colleagues strengthens your relationship with the villagers, providing a feeling of ownership of the project and promoting working together as a team.
- Communication is also vital. Setting the time, date and venue or which farm can be used as an example to practically demonstrate all the necessary steps in the construction of a chili fence.
- It is a good idea to organize training courses on a farm during the farming season. This will make it possible for farmers to see that the method actually works.
- Prepare all the equipment needed during the training, such as cotton cloths, used oil, sisal rope, scissors, overalls, rubber boots, soap, notebooks, pens, flipcharts, posters and water for handwashing.
- Assess the weather and road conditions.



THINGS TO THINK ABOUT	
<b>The importance of local authorities</b>	<p>Involving local authorities helps to strengthen relationships and solve problems when something unexpected happens. They are a help and a facilitator, but they must be aware of what is going on. Furthermore:</p> <ul style="list-style-type: none"> <li>• They represent the local community, as they provide a voice and respond to local needs.</li> <li>• They are a reference for members of the community.</li> <li>• Local authorities are responsible for decisions on behalf of the government.</li> <li>• They can facilitate the necessary steps to organise the monitoring of the workshop/training effectiveness.</li> </ul>
<b>How to promote participation</b>	<p>The most effective method of promoting involvement is word-of-mouth. Identifying and involving farmers as ambassadors generates an atmosphere of willingness and a positive response that translates into a good team spirit.</p>
<b>Preliminary contacts</b>	<ul style="list-style-type: none"> <li>• Consider establishing contact with community members before the workshop. This can be very useful for you when planning the necessary actions for the organization and in particular to:</li> <li>• Refine your plans/budget.</li> <li>• Understand the willingness to participate in the training.</li> <li>• Define logistics.</li> </ul>

THINGS TO THINK ABOUT	
<b>Pleasures</b>	<p>Always consider the organization of a simple event/meal reception in your budget/planning:</p> <ul style="list-style-type: none"> <li>• Food generates a welcoming atmosphere and is a symbol of hospitality.</li> <li>• Food can increase workshop participation (especially in rural communities).</li> <li>• It promotes interaction between group members.</li> <li>• It creates a positive memory that will improve learning and influence the success of future initiatives.</li> </ul>
<b>Make sure participants arrive</b>	<p>The nature of the workshop will determine who should be contacted to ensure that people attend the workshop, e.g. if your workshop is on the coexistence of humans and elephants, the chairman of the wildlife management area may be the one to contact, etc.</p> <p>It is important to talk to these people because:</p> <ul style="list-style-type: none"> <li>• They can deliver the message to a large group of participants.</li> <li>• Most of them are considered reliable by the community.</li> <li>• They will be involved in the eventual implementation of any planned objectives.</li> </ul>



## SONGS/MUSIC

*Public: a wide audience (differentiating the type of music and the message according to cultural context)*

Entrusting the delivery of a message to music, in a country like Tanzania, is highly strategic. Music has always had a special role in Tanzania. There are over 100 ethnic groups in the country, each of which has developed music for specific functions, all aimed at expressing the various aspects of human life through the human voice and instruments. There are songs for work, hunting, battle and lullabies, as well as those for religious music, rituals such as baby names, therapy, weddings, processions, funerals and marching ceremonies. More than mere entertainment, music in the country represents a 'soundtrack' to life and has specific social functions. There are many

musical genres that have gone into the history of Tanzanian music and continue to do so today, including Bongo Flava, Taarab, Baikoko, and Gospel. Music in Tanzania is varied and full of life. Today Bongo Flava represents the identity of the generation of those Tanzanians who grew up in the era of liberalization and multi-party politics and has encouraged, at least in part, the participation and political commitment of young people.

## Pros

People like to dance: Music and dancing are extremely addictive for the people of this country. Music is a constant in life and its language is familiar and appreciated. If people like the song, the message arrives quickly, and is accepted and stored since it can also be used as a telephone ringtone.

- It's easy to spread
- It reaches a large audience
- It's fun and exciting
- It speaks the language of people's everyday life



## Cons

If acceptance and liking are assured, the restrictions on the message are wide when using music, as well as, in some cases, with the audience:

- Tanzania, in fact, has many different dialects and cultural nuances that make this instrument valid for a wide but local audience (unless national singers are used).
- The message will necessarily be general and very short.
- The cost for the production of songs and their diffusion is generally quite high.





## Case Study: The Tembo Song (elephant in Swahili language)

In 2013 the poaching rate in the Ruvuma region was extremely high. At that time, it was necessary to find a communication strategy to reach the people of the villages and deliver a message that would promote human-wildlife coexistence and discourage poaching. We needed something that would reach people's hearts, enter their everyday lives, something that would be immediately accepted and not discarded as one of the impositions that, under the fearsome name of 'conservation', would make them feel deprived of any rights.

What's better than music? Music is heard everywhere, by everyone and at any time of the day. Traditionally, music is entrusted with many fundamental

messages that have to do with important issues in life. So the PAMS team thought, why not use a song to talk to people about preservation?

A renowned local performer was contacted. Working with a local artist was crucial because in addition to knowing people's music and tastes, they also know the consequences of human-wildlife interaction. So, it was easy for him, in collaboration with the experts of the PAMS Foundation team, to develop a text containing well balanced messages about the damage caused by poaching and invasion of protected areas and the interaction between human and elephants. (text and translation in appendix).



<p><b>Artists</b></p>	<p>There are three groups of artists all from the Ruvuma region who prepared the Tembo song in different melodies, one group was a Coro, another was Poesia and the last group was Bongo Flava.</p> <p>In the opinion of the target population, mostly young people the song by Bongo Flava won the contest.</p> <p>Dully Breezy and Young Stino, two famous local artists from Ruvuma region, were selected.</p>
<p><b>Spending strategy</b></p>	<p>Based upon reach in Southern Tanzania, the popularity of the radio, and cost, the song was played on a local radio station in the Ruvuma region called 'Key FM'</p> <p>The song was broadcast 9 times a day for a period of 90 days (1 April – 1 June 2019).</p> <p>The cost for the radio broadcasting was Tsh 380,000 (just over \$160 USD).</p>
<p><b>Feedback</b></p>	<p>People liked the song a lot and to testify to this fact, many of them used it as a phone ringtone or downloaded it to their phone or PC.</p>
<p><b>To remember</b></p>	<p>Use a local artist and produce dance melodies that reflect local tradition in music and lyrics.</p> <p>Choose the most suitable style of music based on the age group and gender of your intended audience.</p>

# Cultural Facts - Tanzania Artists

**If the budget allows it, involving national artists in communication actions may prove strategically successful. Here are some suggestions:**

## Vanessa Mdee aka Vee Money

Her music is a mix of contemporary R&B, Bongo Flava and Hip Hop.

## Msafiri Zawose

He sings in both Swahili and Kigogo, the local language of the Gogo people in Tanzania, and plays traditional Gogo instruments to bring together his fusion and traditional sound.

## Mrisho Mpoto aka Mjomba

A complete artist, he is a favourite for what Tanzanians know and love as Muziki ya Dansi (Dance Music). He sings in Swahili and his songs focus on life in Tanzania.

## Joh Makini

One of Tanzania's favourite hip hop artists with a long history in hip-hop music in the country.

## FM Academia or Wazee wa Ngwasuma

Wazee wa Ngwasuma's band is made up of Tanzanian and Congolese artists, creating a unique sound that fuses the cultural heritage of both countries in a modern way.

## Baraka da Prince

He is an up-and-coming Bongo Flava artist from Mwanza, Tanzania. Baraka da Prince made his debut in 2014 at the Serengeti Fiesta and released his new song Siachani Nawe in January 2015.

## Christina Shusho

Christina discovered her love and talent for Gospel music when she was young. She is loved by many who appreciate the power of Gospel tunes.





# EXPERIENCES

*Public: students*

**The following is one of the most useful rules to keep in mind when communicating:**

We learn 10% of what we read, 20% of what we listen to, 30% of what we see, 50% of what we see and listen to, 70% of what we discuss with others, 80% of what we experience in person and 95% of what we teach someone else.

This is especially interesting if we think of the young people for whom many 'first experiences' are possible, each of which is impressed very deeply in the memory through the emotions it provokes. Experience is a fantastic way to communicate and to promote a change of attitude, especially

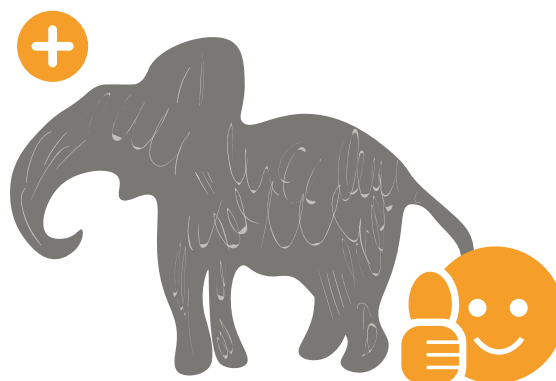
if the experience is something rare and privileged such as a safari to see wildlife in a national park. Often young people living in rural communities in Africa have never had the opportunity to visit a park and see animals up close. They see the tourists' jeeps parading, considering it an experience beyond their means. Going on a safari not only gives them the opportunity to experience something they have always considered as belonging to another world, but also puts them in a different position to the village elders and opens a door in their minds that can potentially change the course of their future.



The interviews carried out with students after an experience in a protected area, talking about conservation and sustainable resources, showed that the students liked and remembered most of the concepts discussed during the experience.

## Pros

- It evokes emotions: an experience activates many different parts of our brain and the overlap between the information collected by the different senses creates a redundancy that facilitates learning and helps to change attitudes.
- It creates a discontinuity: direct experience creates a fundamental discontinuity with everyday reality which makes the messages more permeable and allows them to be absorbed and remembered more easily.
- It establishes a primacy: many students are the first in their family to have certain experiences. This can generate a consideration on the part of the family that can be reflected in the consideration that relatives have of the words and concepts that students 'bring home'.





## Cons

- **Cost:** organizing experiences for students or community youth requires a large investment in time, resources and staff.
- **Audience:** although the impact of the first-person experience is generally profound, the target audience is relatively small due to logistics and resources. In this case you choose to invest in depth rather than reach. In any case, it should be taken into account that the greater direct impact generated by the experience on the participants is followed by the indirect impact generated by the participants themselves on others.



## Case Study: Elephant Fun Day: A Successful Story

Speaking about experience: sport, art, music and creativity are incredible tools to talk about conservation and human-wildlife coexistence in Tanzania. This PAMS Foundation has learned from its Elephant Fun Day initiative, born with the idea to use the creativity of young people and their energy to talk about the relationship between humankind and nature.

Elephant Fun Day is a day dedicated to the beauty, importance and role of elephants in nature and communities. It is an event,

organized by the PAMS Foundation, to get young people talking about conservation and sustainability through sport and art, an opportunity to bring together students, teachers and wildlife professionals to share experiences, skills and knowledge about the environment and wildlife conservation. This initiative is part of 'Living in harmony with Nature', an education programme that PAMS runs in over 30 schools in North and South Tanzania with the aim of creating citizens aware of the value, role and importance of their country's natural resources.

### Impact numbers:

<b>Elephant Fun Day organized</b>	7
<b>Number of school involved</b>	18
<b>Number of villages involved</b>	7
<b>Number of total students involved</b>	1,672 (male 704; female 968)
<b>Number of teachers involved</b>	101
<b>Cost of Each Event</b>	Tsh 3,000,000 (\$1,300 USD)

## Elephant Fun Day: The Activity

During the Fun Day, students share their understanding of the environment and wildlife conservation through their talents with songs, comedies, poems and narrative acts with direct or indirect messages related to wildlife conservation, followed by comments from teachers and wildlife professionals participating in the event. Others use their talents to draw different species of wildlife that they know and show the natural habitats they live in and depend on, then use their skills to reveal the messages hidden in their images. The event is accompanied by an 'elephant jingle' that explains the passive techniques of protecting crops on local farms and shops from elephant raids that include chili fences and bricks. The passive techniques are friendly to the elephants and farmers in the area compared to active techniques. Active techniques of chasing elephants from farmers' farms, such as hitting drums and throwing stones, have proved dangerous as both people and elephants can be injured or killed during the encounter.







The events are accompanied by football, netball and volleyball tournaments which are preceded by a briefing before the matches about the environment and wildlife. In addition, students prepare debates on wildlife related topics that conclude with comments and corrections by wildlife professionals present at the event. Students have the opportunity to ask questions about the environment and wildlife conservation and receive answers on site. In addition to the Elephant Fun Day bonanza, the organization conducts class sessions with environmental and wildlife conservation topics, with trips to nearby protected areas for students to appreciate nature and showing wildlife documentaries reflecting what they have learned in class. In addition, the organization supplies printed materials such as posters, books and formal curricula that students use to read for themselves and any questions or ambiguities are asked, answered and discussed during class sessions conducted in their schools.

On the occasion of each event a lunch was organized for all participants.



## SOCIAL MEDIA AND WEB

*Public: a wide audience (differentiating the type of music and the message according to cultural context)*

Generally, even if you are competent in the use of social media, it is always good to check the socio-economic state of the country and the level of use of these tools before implementing an editorial plan. A quick check can provide useful information to frame your audience and figure out how to win them over.

### **A check on the information available can help you understand:**

Which social media platforms are most popular in the country you are interested in;

- Who uses social media in terms of gender and age groups;

- The level of trust in this tool compared to others;
- Popular topics and websites;
- The language(s) used.

This information is crucial for designing your social media plan in a specific and focused way.

Below you can find an example with data about Tanzania.

<b>Population</b>	59.734 million (growth rate 3,1% January 2018 – 2019)
<b>Average age</b>	18 years
<b>Women</b>	50.5%
<b>Men</b>	49.5 %
<b>Urban Population</b>	37%

*Tanzania – General data Worldometer [14]*

## Media and Social Media in Tanzania

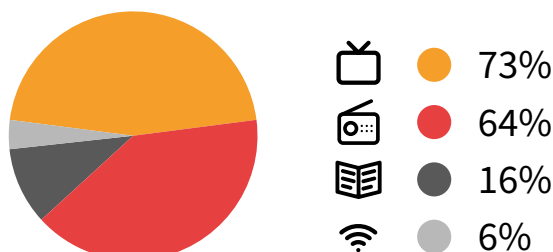
The internet may be speeding up news delivery dramatically in many parts of the world, but it still does not have a broad reach in Tanzania. The internet as a news source is still not as valued as other types of media (Afrobarometer 2017 <sup>[3]</sup>). Between 2000 and 2016 internet use grew from 0.3% of the population to 14.5% <sup>[5]</sup>. Only 17 percent of surveyed Tanzanians use the internet at least once a month, and only 8 percent daily. But more and more people have a phone, and of these, more and more people have a smartphone. The presence of people on social networks is growing. Planning a good editorial plan on Facebook or

Instagram can therefore prove a sound idea. But when choosing which media to use and which to match with your target audience, it's better to have some data to back up this choice. In general, the radio is still the most popular tool in Tanzania to get information. According to the data, however, this popularity does not reflect trust<sup>[2]</sup>. People trust mostly in the news provided by television. In third place is the print media and, last of all, internet and social media.

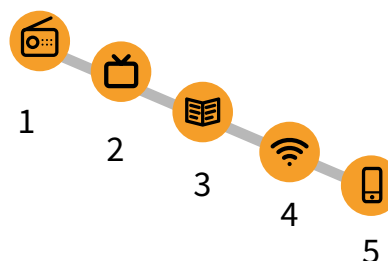


# Media Landscape in Tanzania

## TRUST IN MEDIA



## MEDIA POPULARITY

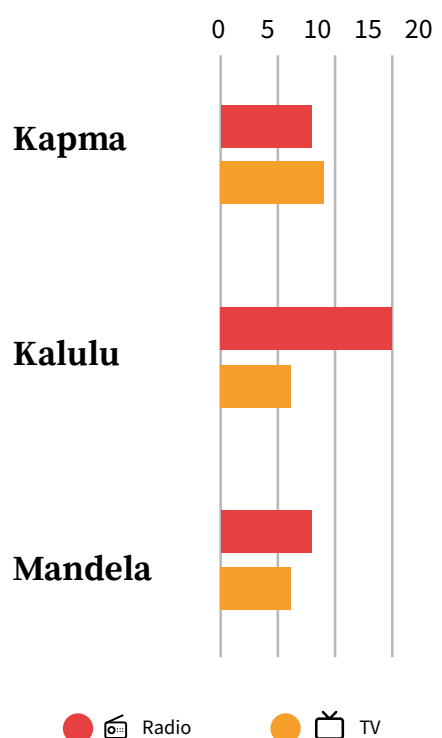


This is confirmed by a survey conducted by the PAMS Foundation in the Ruvuma region in October 2019. The survey was carried out in three rural areas of the region where human-wildlife interaction is more intense and in these rural areas, radio was still the most widely used tool.

## HOW MANY FOLLOWING SOURCES?

	RADION	INTERNET	SOCIAL MEDIA	EWSPAPER	TELEVISION
NEVER	13	78	79	56	39
LESS THAN ONCE A MONTH	7	3	2	15	14
A FEW TIMES A MONTH	10	2	2	13	11
A FEW TIMES A WEEK	26	7	7	10	13
EVERYDAY	45	8	8	5	23

## MEDIA OWNED



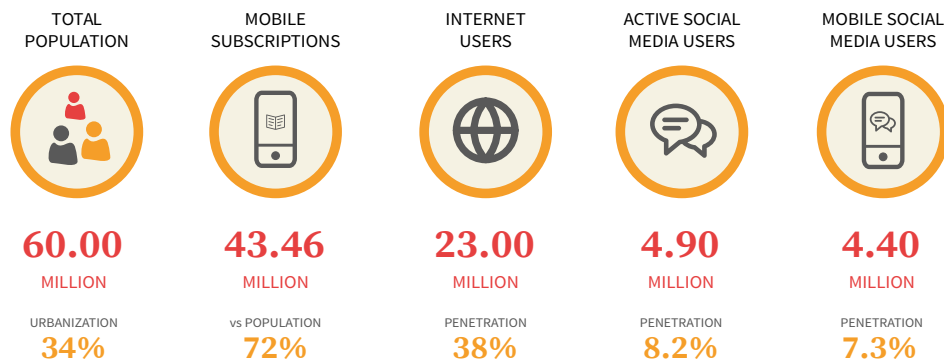
According to data from 2019/20 (Statcounter [6]), Facebook (28.18%) is the social media favourite, followed by Twitter (24.94%), Instagram (24.42%), Pinterest (16.66%), Youtube (5.51%) and LinkedIn (0.1%).



# Social Landscape in Tanzania

## Social

According to the data for 2018/19/20 [3],

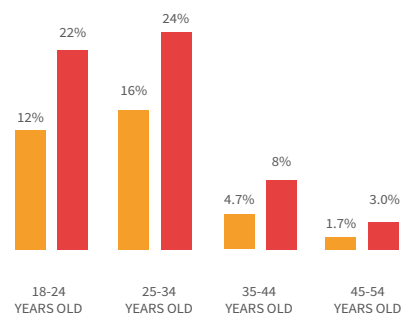


Mobile subscriptions grew by 3 million (8.5 %) between January 2018 and January 2019. In the same period, mobile social media users grew by 100,000 (2.3%). Internet users make up 38% of the total population. The most frequented sites included the following [3]:

#	Website
1	GOOGLE.COM
2	YOUTUBE.COM
3	JAMIIFORUMS.COM
4	YAHOO.COM
5	FACEBOOK.COM

### SOCIAL MEDIA AUDIENCE PROFILE

Based on the combined advertising audiences of Facebook, Instagram, and Messenger



TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS



**4.90**  
MILLION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION



**8.2%**

TOTAL NUMBER OF ACTIVE SOCIAL USERS ACCESSING VIA MOBILE DEVICES



**4.40**  
MILLION

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION



**7.3%**

### TOTAL SOCIAL MEDIA ADVERTISING AUDIENCES

FACEBOOK  
(total monthly users)



**4.30**  
MILLION

FEMALE 37% MALE 63%

INSTAGRAM  
(total monthly users)



**2.40**  
MILLION

FEMALE 40% MALE 60%

TWITTER  
(total monthly users)



**139.0**  
THOUSAND

FEMALE 22% MALE 78%





## WRITTEN MATERIALS

In the category ‘written materials’ there are many different communication tools, but in all cases written text, whether long or short, carries the role of delivering a message, triggering or influencing a change in behaviour.

### **In this ‘box’ you can find:**

- Books or booklets
- Brochures
- Posters

### **But also, with a little more creative thinking, we can include:**

- Calendars
- T-shirts, hats, etc.
- Stickers
- Other creative media

In the context of this guide, the former group of tools is generally better suited for students who have a relationship with reading that is mediated by the school. This chapter deals with the second group of tools which is of considerable importance in our context. Our audience - made up of adults from a rural background - is not particularly fond of reading. Other media are preferred to written materials, but this does not exclude the possibility of using writing to pass on our information. It’s sufficient to keep this preference in mind when planning the characteristics of the materials we want to propose.

Creative materials such as T-shirts, hats or stickers with short taglines or logos can also be an effective communication

tool. Wearing an identity, feeling part of a team, and sharing the philosophy of an association that has carried out a good job, increases the sense of participation and belonging and lends importance to the cause. The message that can be shared via these means is of course very concise and partial, as it is reduced to a slogan, but it is still a very effective means of promoting affiliation, interest and trust towards the association, in the project or in the specific philosophy contained in the slogan. In a very simple way, planning the transmission of a message through the use of creative materials can favour a change of attitude through a desire for imitation and affiliation.

Whatever materials we plan, it will be appropriate to delegate most of the information we want to transmit to images. Images are particularly appreciated if they represent familiar contexts/persons and everyday activities in which it is possible to recognize oneself. This can also greatly reduce the cost of producing materials.

**If you have the opportunity, before producing your materials, carry out a small assessment to understand the graphic elements that work best in your context:**

- Are there any colours that have a particular meaning or that are particularly appreciated? Conversely, are there any colours that may be inappropriate/offensive?
- Are there graphical elements that are particularly appreciated? Conversely, are there any graphical symbols/charts that may be inappropriate/offensive?
- What are the characteristics of advertising posters, logos, graphics that are most frequently reproduced?





## Pros

- Low production cost
- The message has a utility inherent in the subject line
- Promotes a sense of identity and affiliation
- They can become a community object
- Strong impact because the message is combined with the emotional component
- The public in turn becomes a communicator



## Cons

- Brevity of messages
- In-depth analysis impossible
- Limited audience



## Cultural Facts: Tanzanians like to read Swahili - and about sports



Whenever Tanzanians read, they like to do so in Kiswahili. Newspapers in the national language have a wider range of titles for readers to choose when compared to English publications which are seen as targeting the elite. Only The Citizen and The Guardian are in the top 10 print outlets that include socio-political news.

Among the top 10 print outlets is a remarkably high number of sports papers – 5 of the 10 most popular newspapers provide only news on football, basketball, and other sports.

As in many other sub-Saharan African countries, Tanzania is experiencing something of a mobile revolution. Since 2012, the average selling prices of smartphones has halved, and more Tanzanians than ever have a mobile phone, and mobile wireless services are responsible for the majority of internet connections. Between 2012 and 2017, internet penetration doubled but despite this rapid growth - up 45% - it still means that 55% of Tanzanians remain without internet access as the Tanzania Communications Regulatory Authority (TCRA) reports.

# Calendar

Calendars and posters can be an interesting tool aimed at promoting behaviours that must be adopted to minimize the risk of accidents with wildlife. The calendars can be used to plan human-wildlife coexistence activities during the various period of the year according to suggestions of experts, for example:



TYPE OF CROP	PLANTED (South)	PLANTED (North)	HARVEST (South)	HARVEST (North)
Maize	December		March	
Rice/Pad	December		May	
Maize	January	January	April	June
Beans	March	March	June	June
Peas	December	January	August	October
Maize (short cycle varieties)	November	November	February	February
Wheat		March		July

Harvest periods for different crops in the north and south. Data from the PAMS Foundation archive.

PERIOD OF THE YEAR	MAIN HUMAN-WILDLIFE PROBLEM (South)	MAIN HUMAN-WILDLIFE PROBLEM (North)	WHAT TO DO IN CASE OF HUMAN-ELEPHANT CONFLICT(HEC)
September - November	Farm preparations, very few cases of HEC so the need for chili fences is low	Crop raiding - elephants	<ul style="list-style-type: none"> <li>• Farm preparations in zone where elephants don't pass, or farmers cultivate in one specific zone so as to enable protection against elephants and other animals</li> <li>• Encourage farmers to plant crops which are less attractive to elephants</li> <li>• Erection of chili fences</li> <li>• Chili fence re-application</li> <li>• Harvesting more rapidly</li> </ul>
December - February	Number of HEC incidences start to increase, chili fence erection is important	Cattle - hyena conflict	<ul style="list-style-type: none"> <li>• Report HEC cases</li> <li>• Supply/request the necessary materials for chili fences</li> <li>• Erect chili fences in all existing areas reported in the previous farming season, even before elephant invasions take place (be proactive)</li> <li>• Re-apply chili fences</li> <li>• Conduct training sessions/ workshops related to HEC mitigation</li> <li>• Build strong bomas</li> </ul>



PERIOD OF THE YEAR	MAIN HUMAN-WILDLIFE PROBLEM (South)	MAIN HUMAN-WILDLIFE PROBLEM (North)	WHAT TO DO IN CASE OF HUMAN-ELEPHANT CONFLICT(HEC)
February - April	High HEC incidence, destruction of crops	Crop raiding - elephants	<ul style="list-style-type: none"> <li>• Report HEC cases</li> <li>• Supply/request the necessary materials for chili fences</li> <li>• Erect chili fences in all existing areas reported in the previous farming season, even before elephant invasions take place (be proactive)</li> <li>• Re-apply chili fences</li> </ul>
April - June	High HEC incidence, destruction of crops and breaking into food stores	Crop raiding - elephants	<ul style="list-style-type: none"> <li>• Report HEC cases</li> <li>• Supply/request the necessary materials for chili fences</li> <li>• Remove all harvested crops from farms</li> <li>• Re-apply chili fences</li> </ul>
June - August	Decrease in the number of HEC incidents	Crop raiding - elephants (less)	<ul style="list-style-type: none"> <li>• The need for chili fences is very low (re-apply if needed)</li> <li>• Attention! Do not build food stores on farms but rather all the harvested crops must be taken to the village</li> </ul>

What to do to mitigate negative human-wildlife interaction at different times of the year. Data from the PAMS Foundation archive.



## VIDEO

Video is a communication tool much appreciated by communities, perhaps more for the social event that can be created around it than for the video itself. Generally, videos have a high production cost, but they can be produced very effectively and at low cost for community communication goals.

For video, similar rules apply to those for posters: images shot in familiar places or with known people have a particular effectiveness and a high level of credibility. In this case, therefore, more than the quality of the video, the recognizable content in terms of setting, activities described and people involved has an effect.

Videos capture attention, fascinate, and amaze. Short videos can be highly effective and very versatile. The team can have the video with them on a USB key, for example a short film about the importance of chilli fences, and improvise a screening in particularly significant social contexts, where the good atmosphere generated by the event can result in a high willingness to receive the message:

- Before religious functions
- Before football matches
- At community meetings

The language to use in videos should always be the local language and the video can be subtitled in English or other languages. Making the opposite choice and subtitling in the local language can create a distance between the audience and the content of the video. It is important to include testimonies from local people and authorities in the video who, by their presence, can lend credibility to the video and generate a desire to imitate behaviour.

A humorous tone is particularly appreciated and can be an effective way to attract attention. The local humour may not coincide perfectly with that of the person who devises the video, so it is very important to study this beforehand and adapt the film to the type of humour appreciated by the local audience in order not to risk being offensive or inappropriate with the humour used.







# COMMUNICATION FOR A CHANGE OF BEHAVIOUR

**Making human-wildlife coexistence possible and desirable means working on some fundamental issues:**

- Changing behaviours
- Changing attitudes

that is becoming increasingly important in promoting initiatives that lead to a more sustainable approach to the planet's resources and an interaction with nature that maintains a sound balance between natural and human activities.

Planning a communication strategy to promote behavioural change (social marketing) is a complex process that deserves its own guidelines. Communication and related actions to promote behaviour change require many different steps and the involvement of many different stakeholders and coordinated teamwork. This is a branch of communication



**There are already numerous examples of communication being used to promote the adoption of ‘environmentally correct’ behaviour, including:**

- Promoting healthy behaviours <sup>[10]</sup>
- Practices to promote sustainable fisheries <sup>[11]</sup>
- House waste separation for recycling <sup>[12]</sup>
- Responsible use of water resources <sup>[13]</sup>

We will not go into the planning process of this type of communication specifically in this guide, but suggest that we invest in investigating an aspect that is fundamental both for the communication of behavioural change and for the planning of general actions to promote human-wildlife coexistence.

The most important step in planning communication for behavioural change is the initial assessment phase where the main barriers to the adoption of a given behaviour that would improve the conditions of coexistence with wildlife are identified, together with the benefits that would result from the adoption of this behaviour.

**The initial assessment answers the following questions:**

- What are the main barriers to desirable behaviour?
- What are the benefits that adoption of a desirable behaviour would bring to individuals and the community?
- What is the main audience on which to work to promote behavioural change?
- Who are the main influencers for this society?
- Which stakeholders should be involved to promote the behavioural change?

**This information is collected through:**

- In-depth interviews
- Focus group
- Group meetings

Extracting this information is essential, not only to prepare the ground for the specific planning of a social marketing campaign but also for shaping any message and communication action you want to take in the community regarding a specific identified problem that requires a change of attitude.



## ‘Magic Ingredients’

Based on the experience gained in working with communities, we summarize some concepts which we think are important to take into account when planning communication actions. These concepts represent elements that have been found to be very important in determining the success of communication actions or that reflect particular aspects of the culture or character of the communities in the country.



# INTEGRATION/PARTICIPATION

**Listening and giving a voice to communities is a very important way to:**

- Create effective messages
- Have a happy and cooperative audience
- Get to the heart of the matter

Thus, participatory communication is a dialogue-based approach, which allows the sharing of information, perceptions and opinions among the various stakeholders and thus facilitates their empowerment.

Making communication participatory means giving priority to people's perspectives in identifying and analysing their problems and opportunities, and in improving the situation

through self-mobilization. Participation, which requires listening and, moreover, trust, will help to reduce the social distance between communicators and recipients, between teachers and learners, and between leaders and followers, as well as facilitate a fairer exchange of ideas, knowledge and experiences.

However, the need to listen is not limited to those who receive. It must involve governments and citizens, the poor and the rich, and planners and administrators together with their goals. <sup>[8]</sup>



## IMITATION

A good way to promote behavioural change is to provide good examples to imitate. Confidence, admiration, or trust in the hierarchical rank - in countries where hierarchy is an important aspect - are factors that increase trust and trigger the desire for emulation. For this reason, when designing a video, poster or any other communication tool, the concept of emulation is important to keep in mind. Effective models to imitate can be represented by neighbours, local authorities, senior members of the community, local, national or international film or music personalities.

## HUMOUR

Do you want to explain a difficult concept? Do you want to break into a hostile audience? Do you want to earn allies? Humour can become a precious tool, making your audience feel relaxed and comfortable, and is useful for maintaining their attention. Whether we're talking about videos, posters or face-to-face meetings, the rule is that by letting the natural and human side shine through, your audience will be more willing to listen to what you have to say.

- Humour can break down the hostility and prejudice with which the audience

sometimes approaches the issues you present. The role of a good speaker is to break through these preconceived attitudes and convince the audience to be on your side. The audience will hardly be unavailable when they are laughing and having fun.

- Humour can help explain a complicated subject, making the audience more receptive and open.
- Humour sets the tone for your speech and helps to relax the audience. A relaxed environment makes learning fun and easier. It helps if you can simplify what you have to say and make it more understandable to the audience.





- The idea is not to look like a boastful, smart-alecky person. This creates a distance between the audience and the speaker that is often difficult to bridge.

## **WATCH OUT**

- Humour has its own geography and it isn't the same in all the places we visit and in all social circles, so it's good to inquire to avoid joking that offends your listeners or is not understood.
- Not all situations or communication products are suitable for a humorous tone, so use your sensitivity to adjust the 'volume' of humour.



## ANTICIPATION

People love to know what you're doing and why you're doing it, first because people are very curious and second because the opening breaks down the barrier of suspicion. Whether it is an interview or any other action, stating the purpose for which you are in a community and talking to people is essential to really connect with them.

If you do an interview, spend time explaining to the interviewee the purpose for which you are asking for their time and information. They will be much more open with you if they feel that you are taking care to make them aware of your work and goals and will be more willing to provide you with information. Information that is unsolicited but comes spontaneously is sometimes the most valuable.

Always take care to share your plans with the authorities in good time so that they can feel in control and not see their role overreached. Let them become special 'collaborators'. Having a clear vision of what is happening and what your plans are puts others on a 'non-alarm' setting and allows them to organize themselves.







## PROMOTE IDENTITY

The Tanzanian people's sense of identity is very strong. They are proud to be Tanzanians, and they are proud of their country, their people and their customs. Try, in your actions, to be promoters of the values, customs and traditions of the country in which you work. The public will be able to identify with your work and your messages because they in turn will recognize the values of the country and its people. Cultural identity provides a set of beliefs and assumptions that guide how we see the world, how we interpret it and the decisions we make. Culture is everything that determines our way of life, including shared values, knowledge, behaviours and symbolic expressions and this set of things determines how we interact with others, how we interpret things, and how we make the decisions and patterns we want to aim for. Our culture and identity mean that we see some things and do not notice others, and that we recognize - and therefore accept - as belonging to our own group those who equally use that system of symbols, codes and values. This, therefore, also applies to our communication actions, and thus it is important that we know how to integrate ourselves into this system in order to be welcomed as 'brothers'.



## Conclusions

Human-Wildlife Interaction is an emerging global problem. It is a consequence of population growth, the expansion of urban centers, the consequent incorporation of areas of high naturalness and, locally, the success of conservation projects. Coexistence will increasingly become a key word, with a strong impact

both on human societies and on natural environments and wildlife, both on the periphery of urbanized areas and in rural areas. Coexistence will soon become a necessary condition for the conservation of wildlife, so it is necessary to identify the best practices that make it possible.



Communication certainly represents one of the most important techniques to know the conflict, understand it, feel involved, manage it, make it part of everyday life and change behaviour to promote coexistence and guarantee social security and wellbeing. Given the urgent need to implement strategies that favour coexistence, it is increasingly important to collect experiences, to classify them, and to identify the reasons for their success or the inability to expand their effectiveness or to implement new techniques.

The experience of PAMS Foundation in the Ruvuma region has shown the importance of establishing a good and deep communication relationship with local communities. It is precisely from these, in fact, that the process of change and adaptation that leads to coexistence starts. Understanding the right approach and the dynamics that guide the processes within these communities is crucial both to plan for good communication and to foster an attitude open to coexistence.

Communities will be the outpost deputies to find ways to make coexistence not only possible, but desirable in the long term. For this they must be supported by public and private institutions, they

must have access, in economic and cognitive terms, to the information and resources available, they must be able to learn what techniques to use and how to use them, they must be able to find space to express themselves and interact with other stakeholders, and they must be supported by an informed public opinion. If the communities that live right on the border, where the world of nature meets and overlaps with that of man, will be able to find a way to live together, the doors will open to the preservation of the present.

For this reason, we believe that effective and targeted communication, in its various forms, has a fundamental role in accelerating and facilitating processes towards a conscious coexistence.

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