



THE UNITED REPUBLIC OF TANZANIA
PRESIDENT'S OFFICE TANZANIA
NATIONAL PLANNING COMMISSION



DIRA 2050 COMMUNICATION STRATEGY

2026/27 – 2030/31



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LIST OF ACRONYMS AND ABBREVIATIONS



CBOs	Community-Based Organisations
CSOs	Civil Society Organisations
DIRA	2050 Tanzania Development Vision 2050
DITF	Dar es Salaam International Trade Fair
DSA	Dissemination, Sensitisation and Advocacy
FY	Fiscal Year
FYDPs	Five-Year Development Plans
ICT	Information and Communication Technology
LGAs	Local Government Authorities
LTPP	Long-Term Perspective Plan
M&E	Monitoring and Evaluation
MDAs	Ministries, Independent Departments and Executive Agencies
MIS	Management Information Systems
MTEF	Medium-Term Expenditure Framework
MTSP	Medium-Term Strategic Plan
NBS	National Bureau of Statistics
NGOs	Non-Governmental Organisations
NPC	National Planning Commission
P&M	Planning and Monitoring
PER	Public Expenditure Review
PMS	Planning and Monitoring Systems
PPP	Public-Private Partnership
PR	Public Relations
PSAs	Public Service Announcements
SDGs	Sustainable Development Goals
SDS	Service Delivery Survey
SMEs	Small and Medium Enterprises
SP	Strategic Plan
SWOC	Strengths, Weaknesses, Opportunities and Challenges
TBC	Tanzania Broadcasting Corporation
TDV	Tanzania Development Vision
TRA	Tanzania Revenue Authority
TV	Television
UN	United Nations
URT	United Republic of Tanzania

Communication Strategy : A comprehensive framework outlining communication objectives, target audiences, messages, communication channels, implementation mechanisms, and evaluation approaches.

Stakeholder Engagement : The process of involving individuals, institutions, and communities in decision-making, consultation, participation, and implementation of development initiatives.

Strategic Communication : Purposeful use of communication to achieve organisational, institutional, and national development objectives.

Public Awareness: The level of understanding and knowledge among citizens regarding policies, programs, and development priorities.

Digital Communication : Use of digital technologies and online platforms to disseminate information and engage audiences.

The Government of the United Republic of Tanzania continues to strengthen its commitment toward achieving sustainable, inclusive, resilient, and transformative national development as envisioned in the Tanzania Development Vision 2050 (Dira2050). The Vision reflects our collective aspirations to build a prosperous nation characterised by a high quality of life, a competitive economy, technological advancement, social justice, environmental sustainability, and good governance.



The successful realisation of Dira2050 requires not only sound policies and effective implementation mechanisms but also strong communication systems that ensure citizens and stakeholders are fully informed, engaged, and empowered to participate in national development processes. Communication is therefore a strategic pillar in mobilising public participation, promoting transparency and accountability, strengthening partnerships, and fostering national ownership of development priorities.

This Communication Strategy for 2026/27–2030/31 has been prepared to provide a comprehensive framework for coordinating communication efforts to implement Dira2050. The strategy recognises the growing importance of digital transformation, media innovation, community engagement, and inclusive communication approaches in reaching diverse audiences across the country and beyond.

The strategy outlines key communication objectives, stakeholder engagement approaches, messaging frameworks, communication channels, implementation arrangements, monitoring mechanisms, and resource mobilisation strategies. It further emphasises the importance of ensuring that communication reaches all segments of society, including youth, women, persons with disabilities, rural communities, private sector actors, academia, civil society organisations, development partners, and Tanzanians in the diaspora.

As Tanzania advances toward the aspirations of Dira2050, effective communication will remain essential in strengthening public trust, encouraging innovation, promoting citizen participation, and enhancing collaboration among institutions and stakeholders. It is through collective efforts and shared understanding that we shall achieve the transformative goals envisioned for our nation.

I therefore call upon all Ministries, Departments and Agencies, Regional Secretariats, Local Government Authorities, development partners, media institutions, private sector organisations, civil society organisations, academic institutions, and all citizens to actively support the implementation of this Communication Strategy and contribute meaningfully toward the realisation of Tanzania Development Vision 2050.

The National Planning Commission remains committed to coordinating and supporting the implementation of this strategy to ensure that Dira2050 becomes a shared national agenda owned and championed by all Tanzanians.

Together, let us build a prosperous, inclusive, innovative, and sustainable Tanzania for present and future generations.

A handwritten signature in black ink, reading "Tausi Mbaga Kida".

Dr. Tausi Mbaga Kida
**Permanent Secretary – Planning and
Executive Secretary, National Planning Commission**

The Tanzania Development Vision 2050 (Dira2050) Communication Strategy 2026/27–2030/31 provides a comprehensive framework for creating awareness, mobilising citizens, strengthening stakeholder participation, and enhancing public understanding of the national development agenda over the implementation period.

The strategy is designed to support the successful implementation of Dira2050 by ensuring that all stakeholders, including citizens, government institutions, private sector actors, development partners, civil society organisations, academia, media institutions, youth, women, persons with disabilities, diaspora communities, and international audiences are informed, engaged, and empowered to participate in national transformation initiatives.

The Communication Strategy aligns with national priorities, sectoral plans, the National Five-Year Development Plans, regional and global development frameworks, and technological advancements in communication and information dissemination.

The strategy adopts a multi-channel communication approach integrating traditional media, digital platforms, community engagement mechanisms, public relations, strategic partnerships, behaviour change communication, and stakeholder engagement frameworks.

The implementation period covers five financial years from 2026/27 to 2030/31 and emphasises:

- Public awareness and understanding of Dira2050;
- Citizen participation and ownership;
- Transparency and accountability;
- Inclusive communication;
- Evidence-based messaging;
- Digital transformation and innovation;
- Partnerships and stakeholder collaboration;
- Monitoring and evaluation of communication outcomes.

The strategy further provides communication objectives, key messages, target audiences, communication channels, implementation arrangements, monitoring indicators, risk mitigation measures, and a budget framework.

CHAPTER ONE

INTRODUCTION AND BACKGROUND



1.1 Introduction

Tanzania Development Vision 2050 (Dira2050) outlines a long-term plan for inclusive, resilient, and sustainable growth. Its success relies on effective Public Institutions and Entities, crucial for policy, investment, services, regulation, and asset management. While frameworks like the Long-Term Perspective Plan (LTPP) and Five-Year Development Plans (FYDPs) guide implementation, evidence shows that outcomes improve with deliberate, coordinated, and results-focused communication.

The implementation of Dira2050 requires effective communication systems that facilitate information dissemination, stakeholder engagement, public participation, accountability, transparency, and national ownership.

This Communication Strategy therefore provides a coordinated framework for communicating Dira2050 priorities and implementation progress during the period 2026/27–2030/31.

The Dira2050 Communication Strategy signifies a change in how Tanzania communicates its national development goals. This comprehensive communication plan aims to facilitate the move from reform consolidation toward achieving a long-term national vision that emphasises competitiveness, productivity, inclusion, and resilience.

It aims to turn the vision of a prosperous, inclusive, just, and self-reliant upper-middle-income country into clear, consistent, and practical messages that resonate throughout all sectors of society.

This process enhances national awareness and understanding, encourages stakeholder ownership and alignment, mobilises citizens and institutions to act, and boosts transparency, accountability, and reporting of results. In this context, developing a coherent, strategic communication plan is vital to transforming the Vision into clear, accessible messages and to involving stakeholders across all sectors.

1.2 Background

Communication plays a central role in national transformation by influencing attitudes, mobilising participation, shaping perceptions, promoting accountability, and fostering national unity.

As Tanzania transitions toward implementing Dira2050, there is a growing need for coordinated, inclusive, timely, accessible, and evidence-based communication systems that can reach diverse audiences in both urban and rural communities.

The strategy recognises rapid technological change, growth in social media usage, increased public demand for information, the expansion of the youth demographic, and evolving communication behaviours.

1.3 Rationale of the Strategy

Apart from the obvious gap highlighted in the review of the Plan and Vision 2025, specifically the limited implementation of the Communication Strategy, there are additional important reasons why having a CS is essential in the implementation plan. The strategy aims to engage stakeholders, recognising that programs and projects succeed when they are well understood and supported. Therefore, the most effective way to garner the necessary support and ensure proper coordination is through a CS.

According to the Vision 2025 implementation evaluation report, a strong focus was placed on developing a strategy to ensure a smooth, open flow of information between the government and stakeholders, fostering better communication and understanding.

This approach facilitates transparent communication among stakeholders involved in Dira2050, enhancing public understanding of its vision, pillars, drivers, and influential sectors. It encourages stakeholder engagement, behavioural alignment, and nationwide mobilisation to ensure successful implementation, monitoring, and accountability. Additionally, it provides guidance to government agencies on communicating Dira2050 effectively.

Generally, past implementation gaps stemmed from weak communication—low awareness, fragmented messaging, and limited engagement. The central issue is a disconnect between policy intent and stakeholder behaviour, which this strategy directly addresses.

Hence, the strategy has been developed to:

- Enhance awareness and understanding of Dira2050;
- Promote citizen ownership and participation;
- Ensure harmonised government communication;
- Counter misinformation and disinformation;
- Improve transparency and accountability;
- Strengthen stakeholder collaboration;
- Promote inclusive and accessible communication;
- Improve visibility of development achievements.

1.4 Purpose of the Strategy

The purpose of this strategy is to guide all communication interventions related to Dira2050 implementation from 2026/27 to 2030/31.

1.5 Strategic Objectives

The strategy aims to:

1. Increase public awareness and understanding of Dira2050.
2. Promote active citizen engagement and participation.
3. Strengthen coordination among implementing institutions.
4. Enhance visibility of development initiatives and achievements.
5. Strengthen digital communication and innovation.
6. Promote inclusive communication and access to information.
7. Improve crisis communication and reputation management.
8. Establish effective monitoring and evaluation systems.

1.6 Guiding Principles

The strategy shall be guided by:



1.7 Scope and Timeframe

The Strategy outlines communication efforts at the national, sectoral, and sub-national levels concerning the implementation of Dira2050 for 2026/27–2030/31. It applies to all stakeholders involved in Dira2050, which the National Planning Commission coordinates. Hence, the strategy covers communication activities at national, regional, district, ward, and community levels, targeting domestic and international audiences.

1.8 Policy and Strategic Context

This Strategy aligns with the Tanzania Dira2050 framework, which is structured on one foundation, three pillars, five drivers and nine transformative sectors. All communication related to this strategy converts these elements into clear, actionable, and people-oriented messages to facilitate effective implementation.



CHAPTER TWO

SITUATIONAL ANALYSIS AND STAKEHOLDER ANALYSIS



2.1 Introduction

This chapter analyses the communication environment relevant to the implementation of Dira2050. It includes the stakeholder analysis, identified based on the NPC's Strategic Plan, covering both primary and secondary groups. The mapping process outlined the stakeholders, their primary relationships, communication requirements and methods, potential benefits or risks of those relationships, and internal roles.

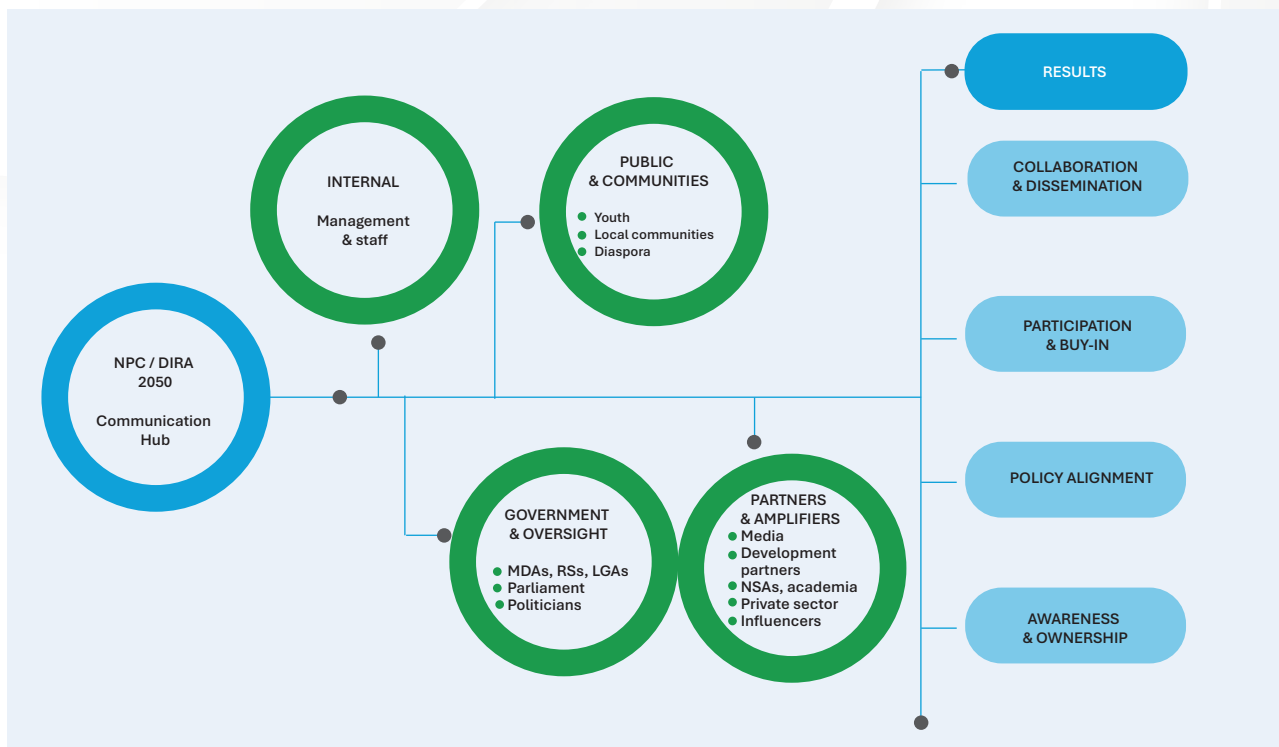


Fig. 2.1: Stakeholders Analysis

2.2 Communication Environment Analysis

Communication Environment Analysis is an essential component of the Tanzania Development Vision 2050 (Dira2050) Communication Strategy because it provides a comprehensive understanding of the internal and external factors that influence communication effectiveness. Through this analysis, planners can assess the political, social, economic, technological, and media environments in which the strategy will operate. It helps identify the communication needs, perceptions, attitudes, and expectations of different stakeholder groups, including government institutions, development partners, private-sector actors, civil society organisations, youth, women, persons with disabilities, and local communities. This understanding enables the development of targeted messages, appropriate communication channels, and audience-specific approaches to ensure that information about Dira2050 reaches its intended audiences clearly and effectively.

Furthermore, Communication Environment Analysis helps strengthen public participation, stakeholder engagement, and overall implementation of Dira2050 by identifying opportunities and potential communication challenges such as misinformation, digital divides, low literacy levels, language barriers, and limited access to media platforms.

The analysis also supports the selection of suitable theories to apply and communication tools, including radio, television, social media, community outreach programs, and digital platforms, to maximise outreach and inclusiveness. In addition, it establishes baseline information to monitor and evaluate the impact of communication activities over time. As a result, Communication Environment Analysis contributes to building public awareness, trust, ownership, and collective commitment toward achieving the national development aspirations outlined in Dira2050.

The communication environment analysis for the Dira2050 Communication Strategy includes a review of SWOC, PESTEL, and relevant communication theories to provide a comprehensive understanding of factors that may influence the strategy's implementation.

2.2.1 The SWOC Analysis

The SWOC analysis examines the internal and external environment by identifying the Strengths, Weaknesses, Opportunities, and Challenges associated with communication systems, institutional capacity, stakeholder engagement, media relations, and public awareness initiatives. This analysis helps identify areas where communication efforts can be strengthened and potential barriers that may affect the effective dissemination of Dira2050 messages.

STRENGTH	
1	The President being a chairperson of the Commission, which eases decision-making and prompt execution of the decision.
2	Strong government communication structures;
3	Expanding ICT infrastructure, such as the existence of electronic systems, growing internet penetration;
4	Presence of national and community media;
5	Increasing mobile phone usage;
6	Existing stakeholder networks.
7	Existence of a dedicated department for innovation, which can spearhead the devising of a strategy for development.

OPPORTUNITIES	
1	Political will and support
2	Existence of political stability
3	Expansion of digital technologies;
4	Youth engagement through social media;
5	Public-private partnerships;
6	Community radio outreach;
7	International development partnerships;
8	Artificial intelligence and digital innovation.
9	Advancements in modern technologies provide innovative ways of administering planning.
10	Public desire for development.

WEAKNESSES	
1	Absence of multi-skilled personnel;
2	Limited communication coordination across institutions;
3	Limited access to digital platforms in rural areas;
4	Low media literacy levels in some communities;
5	Inconsistent branding and messaging.
6	Absence of a communication strategy that guides matters related to communication, public relations and public awareness campaigns.

CHALLENGES	
1	Public desire for development.
2	Cybersecurity risks;
3	Political misinformation;
4	Limited public trust in some information sources;
5	Rapidly changing communication technologies.

Table 2.2: SWOC Analysis

2.2.2 The PESTEL Analysis

PESTEL analysis is important in the Dira2050 Communication Strategy because it helps identify and understand the external environment that can influence the success of communication initiatives. By analysing Political, Economic, Social, Technological, Environmental, and Legal factors, planners can anticipate opportunities, challenges, and risks that may affect the implementation of communication. For example, government commitment to national development and supportive policy reforms provide a favourable political environment for disseminating Dira2050 messages. At the same time, economic transformation and the growth of the digital economy create opportunities for wider public engagement through modern communication platforms.



Fig. 2.2: PESTEL Analysis

2.2.3 Communication Theories Review

The analysis is further supported by a review of relevant communication and development theories, which provide the conceptual foundation for designing effective communication interventions, stakeholder engagement approaches, behaviour change campaigns, and participatory communication processes. Together, these analytical tools ensure that the Dira2050 Communication Strategy is evidence-based, responsive, inclusive, and aligned with Tanzania's long-term development aspirations. Communication activities for Dira2050 have been built on the Theory of Change.

The theory of Change will focus on:

Strategic Communication → Increased Awareness → Shift in Attitudes (Trust & Ownership) → Behavioral Change (Participation & Investment) → Improved Implementation → National Development Outcomes.

Through this, the communication moves beyond information dissemination to actively influence behaviour, mobilise stakeholders, and accelerate the achievement of Dira2050 goals.

This ensures communication is tied to measurable impact, not just outputs.

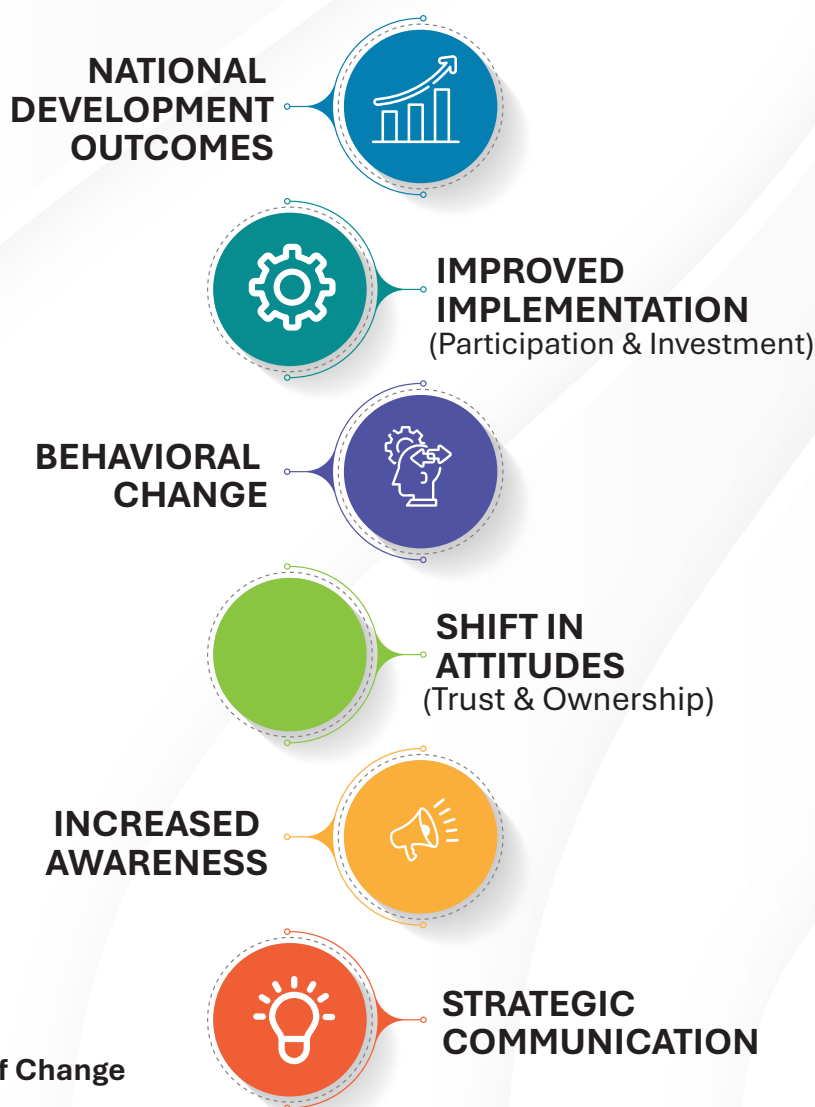


Fig. 2.3 : Theory of Change

2.3 Review of Tanzania’s Communication Landscape

Tanzania’s communication landscape includes widespread radio and television coverage, increasing digital and social media engagement, and a strong reliance on Kiswahili for national messaging. However, significant challenges remain, such as unequal digital access, the technical complexity of policy documents, and the threat of misinformation.



271 Radio Station

According to the Communications Statistics Report issued by TCRA, by Dec 2025, Radio remains one of the most accessible and far-reaching communication channels in Tanzania, particularly in rural and peri-urban areas. Its affordability, language accessibility, and wide coverage make it an important platform for public awareness and community outreach.



262 Newspapers and Magazine

Press Register: (MAELEZO, March 2026) indicates that Print media has a more limited audience and is concentrated mainly in major towns and cities. It remains useful for formal information, feature articles, and opinion pieces, but its circulation is narrower than that of broadcast and digital channels.



58.1 million Internet subscriptions

The Communications Statistics Report issued by TCRA indicates that, by Dec 2025, Digital and social media are becoming increasingly important in Tanzania’s communication environment. Its use is growing rapidly, particularly among young people and urban audiences, and they offer faster, more interactive, and more targeted ways to share information and engage the public.



66 Tv Station

Television plays an important role in urban communication and public visibility. It is especially effective for visual storytelling, public campaigns, and national messaging, although its reach is generally stronger in towns and cities than in more remote areas.



3418 Authorised media representatives

According to the Accreditation Register (JAB) by March 2026, Tanzania has 3418 accredited journalists and Communication Personnel.

Table 2.2: Tanzania’s communication landscape

2.4 Audience Segmentation and Insights

The audience segmentation and insights complement the proposed communication environment and stakeholder analyses by categorising stakeholders according to their level of influence, communication needs, and expected behavioural outcomes. The segmentation supports the strategic intent of the Dira 2050 Communication Strategy by enabling the development of targeted messages, suitable communication channels, and audience-specific engagement approaches. Through this approach, the strategy aligns communication interventions with desired behavioural goals, such as public participation, youth innovation, private-sector investment, coordinated government action, media amplification, and development partner support, thereby enhancing the effectiveness and impact of Dira 2050 implementation.

Hence, stakeholders are segmented by influence and expected behaviour as shown below:

SEGMENT	STRATEGIC INTENT	BEHAVIORAL GOAL
General Public	Awareness & inclusion	Participation in development initiatives
Youth (18–35)	Innovation & ownership	Skills uptake, entrepreneurship
Private Sector	Economic driver	Investment and expansion
Government Institutions	Execution engine	Alignment and coordinated delivery
Media & Influencers	Amplification	Agenda shaping and public influence
Development Partners	Strategic support	Financing and advocacy

Table 2.4: Audience Segmentation and Insights

2.5 Summary and Key Implications

This chapter analysed the communication environment for the Dira2050 Communication Strategy by assessing stakeholders, communication systems, the media landscape, and external factors that influence communication effectiveness. The analysis identified opportunities such as strong political support, expanding ICT infrastructure, and growing digital communication, alongside challenges including misinformation, digital divides, and limited coordination. The chapter also established the Theory of Change as the guiding framework for promoting awareness, behavioural change, participation, and national development outcomes. Overall, the findings provide a foundation for an inclusive, coordinated, and evidence-based Dira 2050 Communication Strategy.

CHAPTER THREE

STRATEGIC COMMUNICATION FRAMEWORK



3.1 Overview

This chapter presents the Strategic Communication Framework for the Dira 2050 Communication Strategy. It outlines the communication vision and mission that guide the overall direction of strategic communication in supporting the implementation of Tanzania Development Vision 2050. The chapter further identifies the strategic pillars, communication themes, objectives, key messages, and message-framing principles that form the foundation for coordinated, inclusive, and results-oriented communication interventions. The framework is designed to strengthen public awareness, stakeholder participation, institutional coordination, transparency, digital engagement, and national ownership of Dira2050 while ensuring that communication efforts remain audience-centred, consistent, and aligned with Tanzania’s long-term development aspirations.

3.2 Communication Vision

“To establish an informed, engaged, inclusive, and participatory society that actively contributes to the realisation of Tanzania Development Vision 2050.”

3.3 Communication Mission

“To provide coordinated, inclusive, innovative, and effective communication that promotes awareness, participation, transparency, and national ownership of Dira2050.”

3.4 Strategic Pillars

The strategy is built on five core pillars, each mapped to behavioural outcomes.



Fig. 3.1: Strategic Pillars

In achieving the above pillars, the strategy will adhere to the principles of inclusiveness, transparency, collaboration, innovation, accountability, and sustainability across all communication and stakeholder engagement processes. Under Public Awareness and Education, the strategy will ensure that communication messages are clear, accessible, culturally sensitive, and tailored to different audiences to enhance nationwide understanding of Dira2050 priorities, objectives, and implementation frameworks. Public education campaigns will emphasise awareness-raising, knowledge dissemination, and behaviour change to foster national ownership of the vision.

Through Citizen Participation and Engagement, the strategy will promote meaningful citizen involvement in implementation and monitoring processes through participatory communication approaches. Special attention will be given to engaging youth, women, persons with disabilities, rural communities, and other key groups to ensure that no one is left behind. The strategy will encourage dialogue, feedback mechanisms, and community engagement platforms that strengthen trust and shared responsibility in achieving Dira2050 goals.

In implementing Media and Public Relations, the strategy will strengthen strategic engagement with both traditional and digital media to enhance visibility, credibility, and public confidence in Dira2050 initiatives. Media relations will focus on the timely dissemination of accurate information, proactive public relations management, and the promotion of positive narratives that support national development aspirations. The strategy will also encourage partnerships with journalists, media houses, and influencers to widen outreach and public engagement.

Through Digital Communication and Innovation, the strategy will embrace digital transformation to improve communication efficiency, accessibility, and stakeholder interaction. Digital platforms, social media, mobile technologies, and innovative communication tools will be used to expand reach, encourage real-time engagement, and promote data-driven communication. Innovation will be encouraged to ensure communication remains adaptive to emerging technologies and changing audience behaviours.

Furthermore, through the Institutional Coordination, the strategy will promote harmonised communication efforts among ministries, departments, agencies, local government authorities, and other implementing institutions. Coordination mechanisms will be strengthened to ensure consistent messaging, information sharing, and collaborative implementation of communication activities. Institutional alignment will support effective resource utilisation, reduce duplication of efforts, and enhance collective accountability in communicating Dira2050 progress and achievements.

Finally, Monitoring, Evaluation and Learning, the strategy will promote evidence-based communication planning and continuous improvement through regular monitoring and evaluation of communication interventions. Performance indicators, audience feedback, research findings, and lessons learned will inform decision-making and strategy adjustments. The strategy will encourage a culture of learning, adaptability, and knowledge sharing to ensure communication efforts remain relevant, impactful, and responsive to national development priorities.

3.5 Communication Themes

- Economic transformation; • Industrialization; • Human capital development;
- Innovation and technology; • Infrastructure development; • Climate resilience;
- Good governance; • Social inclusion; • Gender equality; • Youth empowerment.

3.6 Communication Objectives

OBJECTIVE 1 Increase national awareness and understanding of Dira2050 among citizens	OBJECTIVE 2 Promote stakeholder participation in implementation processes	OBJECTIVE 3 Enhance transparency and accountability in implementation	OBJECTIVE 4 Promote positive national identity and ownership of Dira2050
OBJECTIVE 5 Strengthen institutional communication capacity	OBJECTIVE 6 Strengthen digital engagement, social media and online visibility		

3.7 Key Messages

The following key messages will guide communication, public awareness, and stakeholder engagement efforts for Dira2050. These messages are intended to create a shared national understanding of Tanzania’s long-term development vision while encouraging participation, ownership, accountability, and collective responsibility among all stakeholders.

The messages will also support consistent communication across institutions and communication platforms to ensure that Dira2050 objectives are clearly understood and effectively communicated to different target audiences.

Message Category	Key Message
General National Message	“Dira2050 is Tanzania’s roadmap toward inclusive prosperity, sustainable development, industrial transformation, innovation, and improved quality of life for all citizens.”
Economic Transformation Message	“Dira2050 promotes a competitive economy driven by industrialisation, innovation, investment, entrepreneurship, and productivity.”
Youth Message	“Youth are central drivers of Tanzania’s future through innovation, entrepreneurship, education, and digital transformation.”
Women's Empowerment Message	“Dira2050 promotes equal opportunities and inclusive participation of women in national development.”
Governance Message	“Transparency, accountability, participation, and integrity are key foundations of Dira2050 implementation.”
Environmental Sustainability Message	“Sustainable environmental management and climate resilience are essential for future generations.”

Table 3.1: Key Message Categories

3.8 Message Framing Principles

Messages shall be:

- Simple and understandable;
- Inclusive;
- Evidence-based;
- Consistent;
- Audience-specific;
- Inspirational and action-oriented.

3.9 Conclusion

The Strategic Communication Framework for Dira2050 defines the communication vision, mission, strategic pillars, themes, objectives, key messages, and message-framing principles that will guide communication implementation. The framework emphasises the importance of inclusive, coordinated, innovative, and participatory communication in promoting public awareness, stakeholder engagement, transparency, and national ownership of Dira2050. It further highlights the role of strategic communication in supporting economic transformation, good governance, social inclusion, youth empowerment, and sustainable development. Overall, the framework provides a clear foundation for implementing effective communication interventions that support the realisation of Tanzania's Development Vision 2050.

CHAPTER FOUR

COMMUNICATION CHANNELS FOR IMPLEMENTATION OF THE STRATEGY



4.1 Introduction

This chapter presents the communication channels, objectives, messaging approaches, and dissemination mechanisms that will guide the implementation of the Dira2050 Communication Strategy. Effective communication is essential in creating awareness, promoting public understanding, encouraging stakeholder participation, and strengthening national ownership of the Vision. The chapter identifies appropriate communication platforms and tools to facilitate the timely, accurate, inclusive, and coordinated dissemination of information to various target audiences at national and subnational levels.

The chapter further outlines strategic communication objectives and key messages tailored to different stakeholder groups to ensure consistency, relevance, and impact. It emphasises the use of integrated communication approaches that combine traditional media, digital platforms, interpersonal communication, community engagement, and public relations initiatives to maximise outreach and engagement. The proposed communication channels and messaging frameworks are intended to support transparency, accountability, citizen participation, and sustained public support towards the successful implementation of Dira2050.

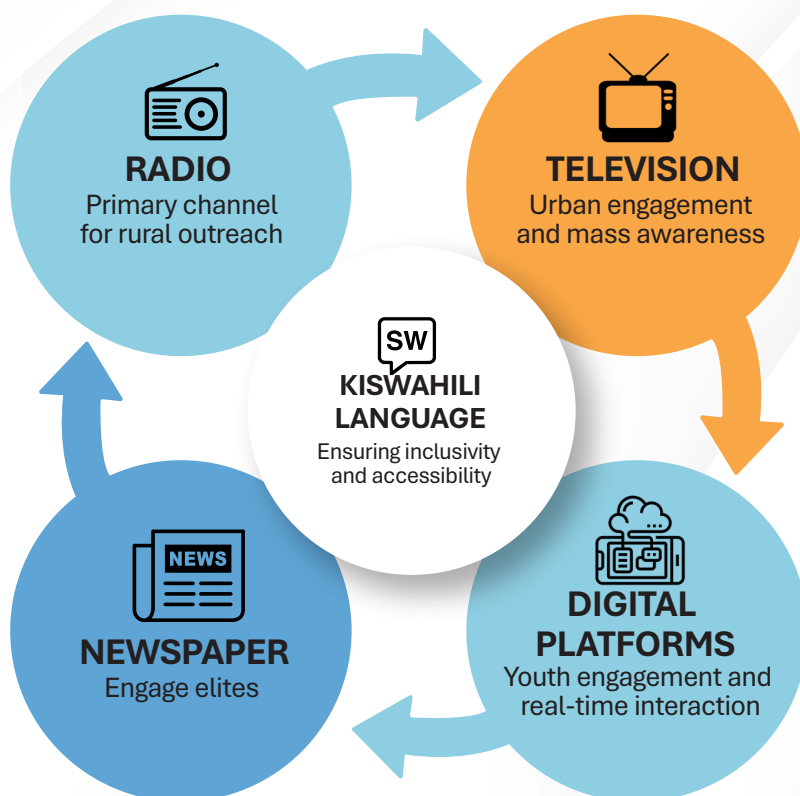


Fig. 4.1: Integrated Communication Channels for Dira2050

The Integrated Communication Channels framework for Dira2050 demonstrates a multi-platform communication approach designed to ensure that development messages reach all segments of Tanzanian society effectively and inclusively. The framework recognises that different population groups consume information through different media platforms; therefore, a combination of traditional and modern communication channels is necessary to maximise outreach, participation, awareness, and public ownership of the national development agenda. By integrating radio, television, newspapers, digital platforms, and Kiswahili-language communication, the strategy promotes nationwide engagement and strengthens public understanding of Dira2050's objectives and implementation priorities.

4.2 Traditional Media Channels

4.2.1 Radio

Radio remains the primary communication channel for rural outreach due to its extensive coverage, affordability, and accessibility across Tanzania. A significant proportion of the population, particularly in rural and remote areas, relies on radio as the main source of information. Through national and community radio stations, Dira2050 messages can be disseminated in simple and understandable formats, including interviews, talk shows, public service announcements, documentaries, and interactive programmes. Radio also allows direct audience participation through call-in sessions and community discussions, thereby encouraging citizen engagement, feedback, and inclusivity in national development conversations.

4.2.2 Television

Television serves as an important channel for urban engagement and the creation of mass awareness. Television combines visual and audio communication, making it highly effective for explaining complex development initiatives, showcasing success stories, and mobilising public support for Dira2050 priorities. Through documentaries, panel discussions, educational programmes, news coverage, and televised campaigns, television can influence public perception and increase awareness among urban populations, policymakers, professionals, investors, and the private sector. Television also provides opportunities to demonstrate practical examples of development, transformation, and national progress.

4.2.3 Newspapers and Magazines

Newspapers and Magazines continue to play a strategic role in engaging elites, professionals, policymakers, academics, and other informed audiences who require detailed, analytical information. Print media offers in-depth reporting, feature articles, expert opinions, and policy analysis that support public discourse on Dira2050 implementation. Newspapers can therefore facilitate informed debate, accountability, and intellectual engagement around national development priorities. In addition, newspaper supplements and opinion pieces can be used to communicate policy directions, implementation updates, and progress achievements to stakeholders involved in planning and decision-making processes.

Communication Channel	Usage
Television National and private television stations.	• Public awareness campaigns; • Interviews and talk shows; • Documentary programs; • Development success stories; • National broadcasts.
Radio Radio remains essential for reaching rural and grassroots populations.	• Community radio programs; • Interactive call-in sessions; • Public service announcements; • Local language programming.
Newspapers and Magazines	• Feature articles; • Opinion pieces; • Public notices; • Development updates.

Table 4.1: Traditional Media Channels Usage

Overall, the integrated communication channels approach supports a coordinated, participatory, and people-centred communication system for Dira2050. The combination of traditional media, digital communication, and inclusive language use ensures that no group is left behind in the dissemination of information on national development. This integrated approach will strengthen awareness creation, public engagement, stakeholder collaboration, transparency, and national ownership of Tanzania’s long-term development vision.

4.3 Digital Communication Channels

Digital platforms are increasingly important for youth engagement and real-time interaction. The rapid growth of internet connectivity, smartphone usage, and social media penetration in Tanzania has transformed the communication landscape, particularly among young people. Platforms such as Facebook, Instagram, X, YouTube, TikTok, websites, and mobile applications provide opportunities for instant communication, interactive engagement, multimedia storytelling, and widespread information sharing.

Digital communication allows Dira2050 stakeholders to engage citizens through videos, infographics, podcasts, webinars, online campaigns, and live discussions. Furthermore, digital platforms facilitate immediate feedback, monitoring of public sentiment, and continuous citizen participation in national development initiatives.



Communication Channel	Usage
Official Websites Government and Dira2050 dedicated websites	• Policy documents; • Reports; • News updates; • Multimedia resources; • Dashboards and data.
Social Media Platforms. The following platforms shall be utilised: • Facebook; • X (Twitter); • Instagram; • LinkedIn; • TikTok; • YouTube; • WhatsApp Channels; • Telegram.	• Public engagement; • Live updates; • Youth outreach; • Infographics; • Livestreams; • Short educational videos; • Campaign messaging.
Email Communication	• Newsletters; • Stakeholder updates; • Invitations; • Reports dissemination.
SMS and Mobile Messaging	• Mass public alerts; • Awareness campaigns; • Event notifications.

Table 4.2: Digital Communication Channels Usage

4.4 Community-Based Communication Channels

Community-based communication channels are essential for promoting grassroots participation, inclusivity, and public ownership of Dira2050 implementation. These channels facilitate direct interaction between the government, stakeholders, and citizens at the community level, thereby strengthening awareness, trust, and engagement in national development processes. Unlike mass media channels, which primarily disseminate information, community-based communication approaches encourage dialogue, participation, and feedback, enabling citizens to actively contribute to development planning and implementation. The use of local structures and institutions also ensures that communication is culturally relevant, accessible, and responsive to the needs of different communities across Tanzania.

4.4.1 Public meetings and ‘Barazas’

Public meetings and barazas remain among the most effective community communication platforms in Tanzania. These forums provide opportunities for direct engagement between leaders, government officials, and citizens at village, ward, district, and regional levels. Through public meetings and barazas, communities can receive information about Dira2050 priorities, planned interventions, and implementation progress in a transparent and participatory manner. These gatherings also support public consultations by allowing citizens to express their views, concerns, and recommendations regarding development initiatives. Furthermore, they enhance citizen participation and accountability by promoting dialogue and collective decision-making, thereby strengthening community ownership of development programmes.

4.4.2 Religious institutions

Religious institutions also play a significant role in supporting awareness creation and community mobilisation under Dira2050. Tanzania has strong religious networks and faith-based organisations that command high levels of trust and influence within communities. Churches, mosques, and other faith-based institutions provide effective platforms for disseminating development messages, promoting national values, and encouraging community participation in development activities. Religious leaders can support social mobilisation efforts by integrating key Dira2050 messages into sermons, teachings, community outreach activities, and social programmes. Their influence can further strengthen social cohesion, ethical responsibility, volunteerism, and collective commitment toward achieving national development goals.

4.4.3 Schools and universities

Schools and universities are important platforms for communication and engagement, promoting civic education, innovation, and youth participation in Dira2050. Educational institutions provide opportunities to cultivate awareness and understanding of national development priorities among students, teachers, researchers, and young innovators. Through debates, seminars, innovation competitions, clubs, research programmes, and outreach activities, schools and universities can encourage young people to actively contribute ideas and solutions that support sustainable national development. In addition, educational institutions can promote civic responsibility, patriotism, leadership, and active citizenship, ensuring that future generations become informed and engaged participants in Tanzania's long-term transformation agenda.

4.4.4 Exhibitions and trade fairs

Exhibitions and trade fairs are valuable platforms for showcasing development achievements, technological innovations, investment opportunities, and successful implementation initiatives related to Dira2050. These events create interactive spaces where government institutions, private sector actors, development partners, innovators, entrepreneurs, and citizens can exchange information and experiences. Through exhibitions and trade fairs, stakeholders can demonstrate practical development solutions, share best practices, and raise public awareness about progress made toward national development objectives. Such platforms also promote partnerships, investment mobilisation, entrepreneurship, and innovation, while inspiring communities to participate actively in socio-economic transformation efforts.



Communication Channel	Usage
Religious Institutions Faith-based institutions shall support awareness and community mobilisation.	• Community awareness; • Public consultations; • Citizen participation.
Schools and Universities Educational institutions shall support:	• Civic education; • Innovation campaigns; • Youth engagement.
Exhibitions and Trade Fairs	To showcase development achievements and innovations.

Table 4.3: Community-Based Communication Channels

Overall, community-based communication channels strengthen the participatory foundation of Dira2050 by ensuring that communication reaches citizens directly at the local level. These channels encourage dialogue, inclusiveness, trust-building, and collaborative engagement among all stakeholders. By combining traditional community structures, educational institutions, religious networks, and public engagement forums, the communication strategy enhances public understanding, ownership, and commitment toward achieving Tanzania’s long-term development aspirations.

4.5 Strategic Communication Approaches

Strategic communication approaches are critical for ensuring effective dissemination, engagement, coordination, and management of information during the implementation of Dira2050. These approaches provide structured methods through which communication activities can influence public understanding, stakeholder participation, policy support, and behavioural transformation. By integrating public relations, advocacy, behaviour change communication, crisis communication, and internal communication, the strategy ensures that Dira2050 messages remain consistent, credible, responsive, and impactful across all sectors and levels of society.

4.5.1 Public Relations and Media Relations

Public relations and media relations will play a central role in shaping public awareness and strengthening positive engagement with Dira2050 initiatives. Through press conferences, media briefings, press releases, and editorial engagement, government institutions and implementing agencies will provide timely and accurate information regarding development priorities, implementation progress, and emerging national issues. These approaches will support transparency, accountability, and public trust while strengthening relationships between institutions and the media. Editorial engagements and regular interactions with journalists will also enhance balanced reporting, informed public discourse, and wider dissemination of Dira2050 achievements and policy directions across the country.

implementation of Dira2050. Through policy dialogues, stakeholder forums, and engagement with decision-makers, communication efforts will facilitate constructive discussions on national development priorities, reforms, and investment opportunities. Advocacy initiatives will target government leaders, policymakers, development partners, civil society organisations, private-sector institutions, academia, and other strategic stakeholders whose support is essential to implementation success. These engagements will encourage shared responsibility, policy alignment, resource mobilisation, and sustained commitment toward achieving long-term national development objectives.

4.5.3 Behaviour Change Communication

Behaviour change communication is another important strategic approach aimed at promoting positive attitudes, values, and practices that support national transformation goals. Through awareness campaigns, community mobilisation activities, and citizen empowerment initiatives, the communication strategy will encourage active public participation in development programmes and adoption of behaviors that contribute to socio-economic progress. This approach will address issues such as environmental conservation, innovation, entrepreneurship, education, health practices, social responsibility, and community participation. By empowering citizens with knowledge and encouraging behavioral transformation, Dira2050 communication efforts will strengthen community ownership and long-term sustainability of development initiatives.

4.5.4 Crisis Communication

Crisis communication will ensure timely, accurate, and coordinated responses during emergencies, misinformation incidents, or situations that may undermine public confidence in the Dira2050 implementation. The strategy will establish rapid-response mechanisms, fact-checking systems, and media-response protocols to address misinformation, rumours, and communication challenges effectively. Rapid communication responses will help maintain public trust, protect institutional credibility, and ensure that citizens receive verified information during crises. Fact-checking systems will further support transparency and combat misinformation in both traditional and digital media, particularly in an era of fast-paced online information sharing.

Communication risks may undermine the implementation of Dira2050 if not properly managed. In a national development agenda of this magnitude, ineffective communication may lead to misinformation, misunderstanding of priorities, low public participation, resistance to reforms, and weak stakeholder coordination. The rapid growth of digital communication platforms and social media further increases the risk of misinformation, fake news, misinterpretation of government messages, and negative narratives that may weaken public trust and confidence in the implementation process. In addition, inconsistent messaging across institutions, delayed information dissemination, language barriers, and inadequate communication resources -

may create gaps between policy intentions and public understanding.

To address these challenges, the Communication Strategy shall establish a proactive risk management framework that promotes timely, accurate, transparent, and coordinated communication. The framework shall include regular media monitoring, rapid-response mechanisms, stakeholder-engagement systems, crisis-communication procedures, and continuous public-feedback channels. Capacity building for communication officers, harmonisation of institutional messages, and adoption of digital communication tools shall also be prioritised to minimise communication breakdowns and enhance credibility. Through effective communication risk management, Dira2050 shall strengthen public trust, encourage stakeholder ownership, and ensure smooth implementation of national development priorities.

Risk Potential	Impact Mitigation	Measures
Misinformation	Public confusion	Fact-checking systems
Cybersecurity threats	Data compromise	Strengthened cybersecurity
Political misinformation	Reputational damage	Rapid response communication
Budget limitations	Reduced outreach	Resource mobilization
Low stakeholder participation	Limited ownership	Enhanced engagement

4.5.5 Crisis Communication Framework

The Dira2050 Communication Strategy shall establish a comprehensive Crisis Communication Framework to guide communication during emergencies, controversies, incidents of misinformation, policy disputes, or unforeseen events that may affect the implementation of the national development agenda. The framework shall ensure that accurate, timely, transparent, and coordinated information is communicated to stakeholders and the public in order to maintain trust, minimise panic, and protect the credibility of Dira2050 institutions and programmes. Effective crisis communication is essential in addressing rapidly evolving situations, countering misinformation, and ensuring continuity of stakeholder confidence and participation.

The framework shall define clear communication protocols, institutional responsibilities, approval processes, and spokesperson arrangements at national and local levels. It shall include mechanisms for rapid response, media engagement, social media monitoring, public advisories, and stakeholder coordination. Communication teams shall be trained in crisis preparedness, risk messaging, media handling, and digital communication management to enhance responsiveness during crises. In addition, the framework shall encourage continuous monitoring and evaluation of crisis responses to identify lessons learned and strengthen future preparedness. -

Through an effective Crisis Communication Framework, Dira2050 shall enhance resilience, transparency, accountability, and public confidence throughout implementation of the national development agenda. The framework shall include:

- Crisis response team;
- Media response protocols;
- Spokesperson designation;
- Stakeholder coordination mechanisms;
- Emergency communication channels.

4.5.6 Internal Communication

Internal communication is equally important for strengthening coordination, institutional alignment, and information flow among implementing institutions and stakeholders. Through staff briefings, institutional circulars, and internal newsletters, organisations involved in Dira2050 implementation will ensure that employees and internal stakeholders remain informed about priorities, activities, progress, and policy directions. Effective internal communication enhances teamwork, institutional accountability, messaging consistency, and employee engagement. It also ensures that all implementing agencies communicate with one voice and maintain a shared understanding of national development objectives and implementation expectations.

Communication Channel	Usage
Public Relations and Media Relations	• Press conferences; • Media briefings; • Press releases; • Editorial engagement.
Advocacy Communication	• Policy dialogues; • Stakeholder forums; • Decision-maker engagement.
Behaviour Change Communication	• Awareness campaigns; • Community mobilisation; • Citizen empowerment initiatives.
Crisis Communication	• Rapid response mechanisms; • Fact-checking systems; • Media response protocols.
Internal Communication	• Staff briefings; • Institutional circulars; • Internal newsletters.

Table 4.5: Strategic Communication Approaches Channels

Overall, these strategic communication approaches provide an integrated framework for enhancing awareness, participation, policy engagement, behavioural transformation, crisis management, and institutional coordination under Dira2050. The combined use of these approaches strengthens the effectiveness of communication efforts by ensuring that information reaches the right audiences through appropriate methods while promoting transparency, inclusiveness, responsiveness, and national ownership of Tanzania's long-term development vision

4.6 Branding and Visual Identity

Branding and visual identity are essential components of the Dira2050 Communication Strategy as they establish a consistent, recognisable, and professional image for the national development agenda. A strong and unified brand identity enhances public awareness, strengthens credibility, and promotes a sense of ownership and national pride among citizens and stakeholders. Through consistent visual presentation and messaging, the Dira2050 brand will create a common identity that reflects Tanzania's aspirations for inclusive growth, sustainable development, innovation, and socio-economic transformation.

4.6.1 Official Logo

The Dira2050 brand identity shall incorporate an official logo that symbolises Tanzania's vision, values, and development aspirations. The logo will serve as the primary visual representation of the initiative and will be used across all communication materials, events, publications, digital platforms, and outreach campaigns. The logo design shall reflect national identity, unity, progress, and future transformation while remaining simple, memorable, and adaptable for various communication formats. Consistent use of the official logo will enhance recognition and strengthen Dira2050's visibility across all stakeholder engagements.

4.6.2 Communication Templates

Communication templates will also form part of the unified branding system to ensure consistency and professionalism in all official communications related to DIRA2050. Standardised templates for reports, presentations, letters, press releases, newsletters, social media content, and promotional materials will support harmonised communication across institutions and implementing agencies. The use of common templates will strengthen institutional coordination, maintain visual consistency, and reinforce Dira2050's identity across all communication outputs.

4.6.3 Branding Guidelines

Branding guidelines shall provide clear standards and procedures governing the use of logos, typography, imagery, colours, messaging, and visual layouts. These guidelines will ensure that all stakeholders and institutions involved in Dira2050 implementation communicate using approved branding standards and maintain -

consistency in visual presentation. The guidelines will also protect the integrity of the Dira2050 identity by preventing misuse, distortion, or inconsistent application of branding elements across communication materials and platforms.

4.6.4 Colour schemes

Colour schemes will play an important role in strengthening visual identity and emotional connection with audiences. Carefully selected colours reflecting national identity, unity, prosperity, innovation, sustainability, and progress will be consistently applied across all Dira2050 communication materials. Consistent colour application enhances visual recognition, improves audience recall, and contributes to the overall professionalism and attractiveness of communication products. Colour selection will also consider accessibility standards to ensure communication materials remain inclusive and easy to understand for diverse audiences.

4.6.5 Slogans and Visual Standards

Slogans and visual standards will further reinforce the Dira2050 identity by conveying concise, memorable messages that inspire public participation and national commitment. Slogans will capture Dira2050's vision, aspirations, and transformative goals in simple, impactful language that resonates with citizens and stakeholders. Visual standards governing photography, graphics, icons, illustrations, and multimedia content will ensure the production of high-quality, culturally relevant communication materials. These standards will support effective storytelling, emotional engagement, and consistent presentation of the Dira2050 vision across traditional and digital communication platforms.

Fig. 4.2: Dira2050 Brand Identity Mockup



Overall, establishing a unified branding and visual identity framework will enhance Dira2050's visibility, consistency, credibility, and public recognition. A strong brand identity will enhance the effectiveness of communication by creating a coherent national image that unites stakeholders, institutions, and citizens around a shared vision for Tanzania's long-term development and transformation.

4.7 The Use of Kiswahili

At the centre of the integrated communication framework is the use of Kiswahili, which ensures inclusivity and accessibility across all communication channels. As Tanzania's national language, spoken and understood by the majority of citizens, Kiswahili enables Dira2050 messages to reach diverse audiences regardless of education level, geographical location, or socio-economic status. The use of Kiswahili strengthens national unity, enhances understanding of development goals, and promotes meaningful citizen participation in implementation processes. Where necessary, local languages may complement Kiswahili communication in specific communities to further enhance outreach and inclusiveness.

CHAPTER FIVE IMPLEMENTATION, INSTITUTIONAL ARRANGEMENTS AND RESOURCE FRAMEWORK



5.1 Introduction

The implementation plan outlines strategic communication activities over the five-year period.

5.2 Key Activities

Strategic Area	Key Activities	Timeline	Responsible Institution
Public Awareness	National campaigns	Annual	Lead Coordinating Institution
Media Engagement	Press briefings and media tours	Quarterly	Communication Units
Digital Communication	Website and social media management	Continuous	ICT and Communication Teams
Community Outreach	Regional and district forums	Biannual	LGAs
Capacity Building	Media and communication training	Annual	Government Communication Units
Monitoring and Evaluation	Surveys and assessments	Annual	M&E Teams

5.3 Annual Implementation Phases

Communication plays a central role in national transformation by influencing attitudes, mobilising participation, shaping perceptions, promoting accountability, and fostering national unity.



5.4 Lead Coordinating Institution

A designated national coordinating institution shall oversee implementation of the strategy.

5.4.1 Roles and Responsibilities

Government Ministries and Agencies

- Implement communication activities;
- Provide sectoral information;
- Coordinate stakeholder engagement.

Regional and Local Government Authorities

- Conduct grassroots awareness campaigns;
- Facilitate local stakeholder engagement.

Media Institutions

- Disseminate accurate information;
- Promote public awareness.

Development Partners

- Provide technical and financial support.

Civil Society Organizations

- Support community mobilisation and awareness.

5.4.2 Coordination Mechanisms

- National communication coordination committee;
- Sector communication focal persons;
- Regular coordination meetings;
- Shared reporting systems.

5.4.3 Proposed Governance Structure

- National Steering Committee
- Technical Communication Committee
- Sector Communication Teams
- Regional and District Communication Focal Persons

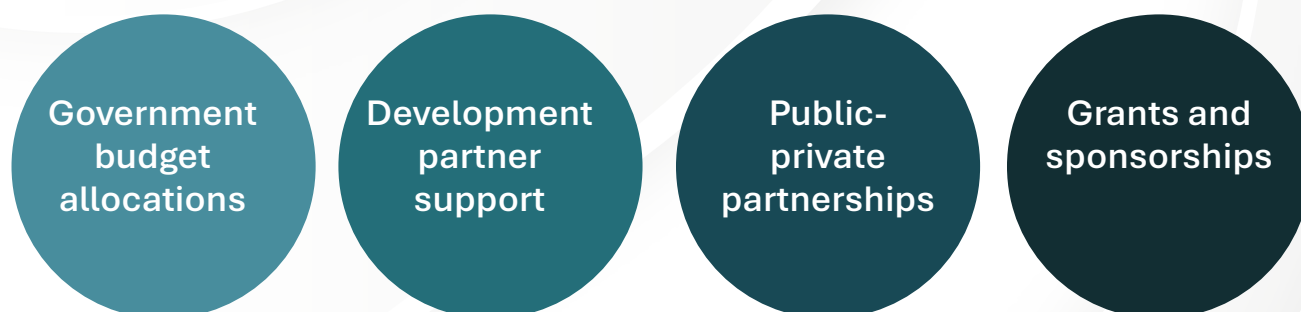
5.5 Budget Framework

Effective implementation requires adequate financial, technical, and human resources. Implementation of the Dira2050 Communication Strategy will primarily be financed through the Government budget under the coordination of the National Planning Commission (NPC) and other implementing institutions. Funding for communication activities shall be integrated into the Government planning and budgeting framework through the Medium-Term Strategic Plans (MTSP), the Medium-Term Expenditure Framework (MTEF), the Public Expenditure Reviews (PER), and

annual institutional budgets. The costing of communication interventions shall consider recurrent and development expenditure requirements necessary for effective implementation of awareness campaigns, stakeholder engagement, media outreach, digital communication, research, monitoring and evaluation, and public participation initiatives.

Financing requirements for the Communication Strategy shall be determined on a medium-term basis, subject to the availability of resources within the Government budget framework and to support from development partners, private-sector stakeholders, and collaborating institutions, where appropriate. Resource mobilisation efforts shall focus on ensuring sustainability, efficiency, transparency, and accountability in the implementation of communication activities supporting Dira2050 objectives.

5.5.1 Sources of Funding



5.5.2 Budget Areas

Budget Component	Description
Media campaigns	Television, radio, print and digital campaigns
Community outreach	Public meetings and forums
Digital communication	Website development and social media
Capacity building	Training and workshops
Monitoring and evaluation	Surveys and assessments
Branding materials	Promotional materials

5.5.3 Sustainability Measures

- Institutionalisation of communication functions;
- Capacity strengthening;
- Strategic partnerships;
- Digital innovation investments.

5.5.4 Basic Considerations

- i. The financing framework for the Dira2050 Communication Strategy shall align with the MTSP and MTEF planning and budgeting approaches, with emphasis placed on achieving measurable communication outcomes, public awareness, stakeholder participation, and behavioural change.
- ii. Implementation of communication interventions shall require coordinated financing across multiple sectors and institutions due to the interdependent nature of Dira2050 strategic priorities and stakeholder engagement activities.
- iii. The Government shall remain the primary source of financing for major communication and public engagement interventions under Dira2050. At the same time, partnerships with development partners, private sector institutions, civil society organisations, media organisations, and development stakeholders shall complement implementation efforts.
- iv. Effective implementation of the Communication Strategy shall require strengthened integration and coordination among Ministries, Departments, Agencies, Regional Secretariats, Local Government Authorities, and other implementing institutions to ensure harmonised communication and efficient utilisation of resources.

5.5.5 Financial Policy Objectives

Management of the Dira2050 Communication Strategy shall ensure allocation of adequate financial resources to support effective and efficient implementation of communication interventions and stakeholder engagement activities. The Strategy shall promote the establishment of a transparent, accountable, responsive, and sustainable communication management system capable of supporting nationwide dissemination of Dira2050 priorities, achievements, opportunities, and implementation progress.

The financial policy objectives shall also focus on strengthening institutional communication capacity, improving coordination mechanisms, enhancing digital communication infrastructure, supporting media and public outreach programmes, and ensuring continuous monitoring and evaluation of communication performance. Efficient financial management shall contribute to improved public awareness, stakeholder confidence, national ownership, and successful implementation of Dira2050.

CHAPTER SIX RISK & MITIGATION, MONITORING, EVALUATION, CONCLUSION, AND RECOMMENDATIONS



6.1 Risk and Mitigation

Effective implementation of this communication strategy requires proactive identification and management of potential risks that may hinder stakeholder engagement, message consistency, and overall impact. The following risk mitigation framework outlines key communication challenges and the corresponding measures designed to ensure timely response, institutional alignment, inclusive outreach, and sustained public participation throughout the implementation process.

RISK 	MITIGATION 
Misinformation →	Proactive communication and rapid response
Institutional misalignment →	Central coordination mechanism
Low engagement →	Targeted messaging and incentives
Digital divide →	Multi-channel approach

6.2 Monitoring and Evaluation Framework

Monitoring entails tracking and evaluating the specific results of communication efforts. A system will be established to collect data and report on output indicators for each program activity. These overall outcome indicators will serve as the foundation for evaluating both short-term and long-term impacts of the strategy. NPC's M&E team will conduct this assessment. Monitoring and evaluation shall ensure effective implementation and continuous improvement.

Focus shifts to:



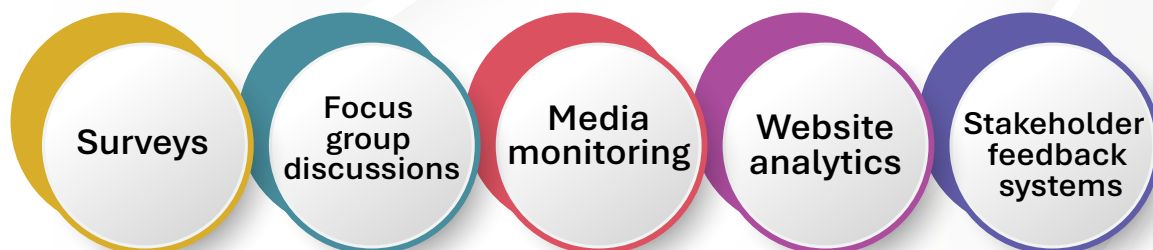
6.3 Objectives of M&E

- i. Assess communication effectiveness;
- ii. Measure public awareness levels;
- iii. Evaluate stakeholder engagement;
- iv. Identify lessons learned.

6.4 Key Performance Indicators

Indicator	Means of Verification
Public awareness levels	Surveys
Social media engagement	Analytics reports
Number of media publications	Media monitoring reports
Stakeholder participation levels	Attendance records
Website traffic	Web analytics
Number of outreach activities	Activity reports

6.5 Data Collection Methods



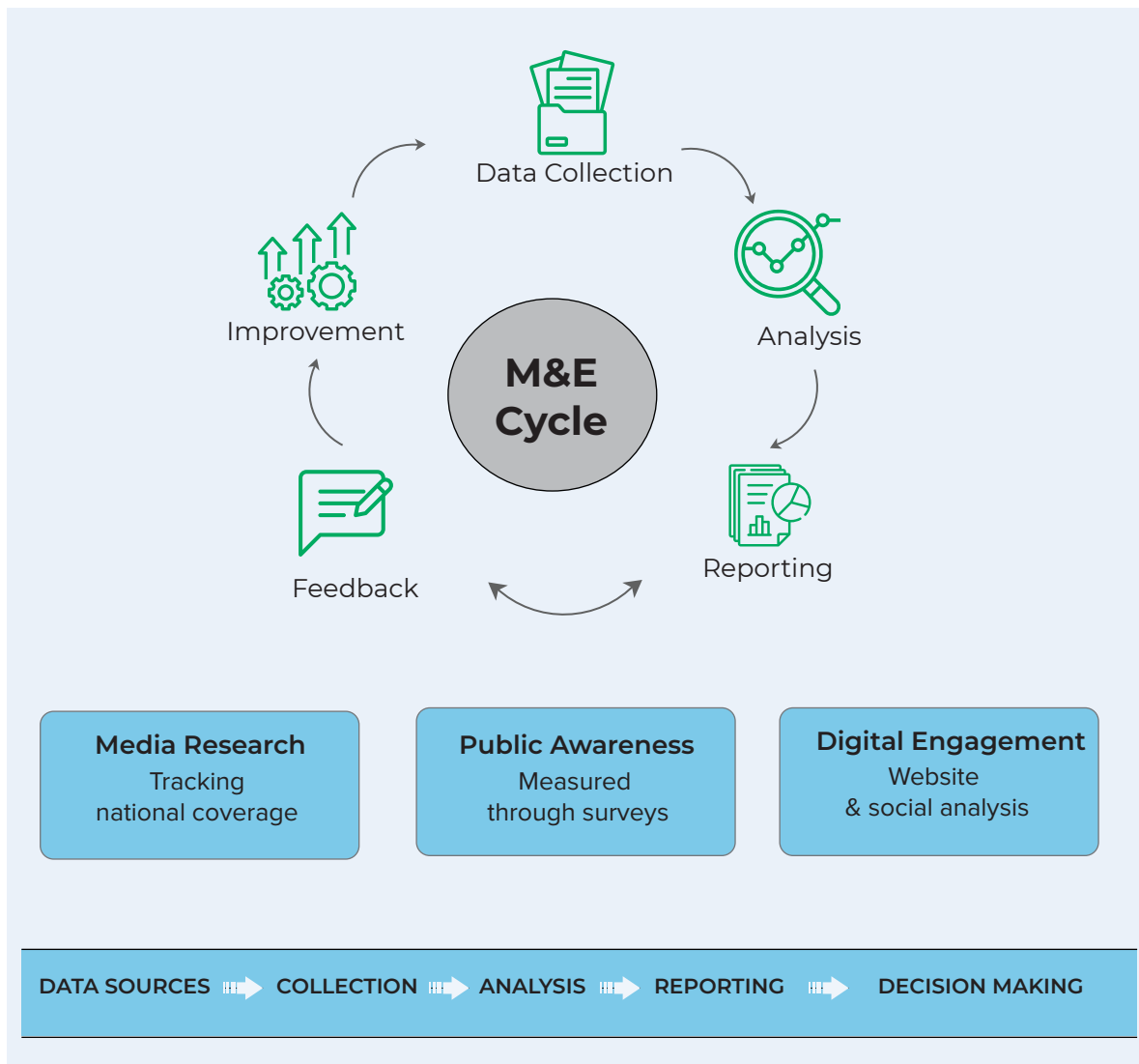
6.6 Reporting Mechanisms



6.7 Assessing the Outcomes and Impact at Regular Intervals

The NPC M&E Unit will conduct a quarterly stakeholder survey to assess understanding of NPC’s mandate through media reports and programs.

- Review and finalise the outcome indicators.
- Develop an M&E plan and methodology for assessments at specified intervals.



6.8 Conclusion

This strategy ensures communication answers four critical questions at all times. What is being communicated, to whom, how, and why. By making these explicit, communication becomes a precision tool for national transformation, ensuring Dira2050 is not just understood but actively implemented by all stakeholders.

The Dira2050 Communication Strategy 2026/27–2030/31 provides a comprehensive framework for enhancing awareness, participation, coordination, and stakeholder engagement in implementing Tanzania’s long-term development agenda.

Effective implementation of the strategy will contribute to stronger public ownership, improved accountability, increased stakeholder collaboration, and accelerated realisation of national development aspirations.

6.9 Recommendations

Government Institutions

- Allocate adequate resources for communication activities;
- Strengthen coordination mechanisms;
- Promote transparency and timely information dissemination.

Media Institutions

- Support development journalism;
- Promote accurate and balanced reporting.

Development Partners

- Support communication capacity building and innovation.

Citizens and Communities

- Participate actively in development initiatives and feedback systems.

ANNEXES

Annex : 1

DETAILED EXECUTION MATRIX – COMMUNICATION STRATEGY FOR DIRA 2050

Implementation Horizon: 2026/27 – 2030/31

PHASE 1: AWARENESS (YEAR 1)

Objective : Build national awareness and baseline understanding of Vision 2050

ACTIVITY	TARGET AUDIENCE	KEY MESSAGE (What)	CHANNEL (How)	LEAD INSTITUTION (Who)	TIMELINE (When)	EXPECTED OUTPUT	OUTCOME INDICATOR
Stakeholders Engagement	Govt & Private Comms Personnel	Dira 2050 overview & their roles	Forums	National Planning Commission & Govt Comms Dept	Q1	Ownership	Communicate Implementation
National Launch Campaign	General Public	Dira 2050 overview & benefits	TV, Radio, National events	National Planning Commission	Q1–Q2	Nationwide campaign rollout	Level of Awareness
Simplified Content Development	All groups	Vision explained in simple terms	Print, infographics, video	National Planning Commission	Q1	Communication toolkit	Message clarity score
Media Briefings	Media	Accurate narrative	Press conferences	Govt Spokesperson	Quarterly	Media coverage	Positive media sentiment
Digital Awareness Campaign	Youth	Opportunities in Dira 2050	Social media platforms	Digital Unit	Q2–Q4	Online engagement	Reach & engagement rates
Community Outreach	Rural population	Citizen role in development	Local meetings, radio	Local Govt Authorities	Continuous	Grassroot engagement	Participation levels

PHASE 2: ENGAGEMENT (YEAR 2–3)

Objective: Deepen stakeholder participation and ownership

ACTIVITY	TARGET AUDIENCE	KEY MESSAGE (What)	CHANNEL (How)	LEAD INSTITUTION (Who)	TIMELINE (When)	EXPECTED OUTPUT	OUTCOME INDICATOR
Stakeholder Forums	Private Sector	Investment opportunities	Business forums	Investment Ministry	Bi-annual	Forum reports	Investment commitments
Youth Innovation Campaigns	Youth	Skills & innovation	Digital platforms, hackathons	Youth Ministry	Annual	Youth participation	Startup/innovation rates
Policy Dialogue Sessions	Govt Institutions	Alignment priorities	Workshops	National Planning Commission	Quarterly	Policy alignment	Inter-agency coordination index
Media Partnerships	Media	Development storytelling	Partnerships, training	Govt and Media Houses	Continuous	Feature stories	Narrative consistency
Public Feedback Platforms	Citizens	Voice & accountability	Hotlines, online portals	Govt ICT Unit	Continuous	Feedback reports	Trust index

PHASE 3: REINFORCEMENT & BEHAVIOR CHANGE (YEAR 4–5)

Objective: Sustain engagement and drive measurable behavior change

ACTIVITY	TARGET AUDIENCE	KEY MESSAGE (What)	CHANNEL (How)	LEAD INSTITUTION (Who)	TIMELINE (When)	EXPECTED OUTPUT	OUTCOME INDICATOR
Impact Storytelling Campaign	Public	Success stories	TV, digital, print	Communications Unit	Annual	Case studies	Increased trust
Private Sector Investment Drives	Private Sector	ROI & incentives	Targeted engagements	Investment Agencies	Annual	Investment deals	Investment growth rate
Institutional Alignment Reviews	Govt	Performance & coordination	Internal reports	National Planning Commission	Annual	Review reports	Policy execution rate
National Dialogue Platforms	All stakeholders	Progress & accountability	Forums, town halls	Govt Leadership	Annual	Public dialogue	Participation index
Continuous Digital Engagement	Youth	Innovation & opportunities	Social media	Digital Unit	Continuous	Online campaignss	Behavior change metrics

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Annex II: Proposed Annual Communication Calendar

Indicator	Means of Verification
July	National awareness campaign launch
September	Regional stakeholder forums
November	Media engagement workshops
January	Digital communication campaigns
March	Community outreach programs
May	Annual communication review

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Annex III: Sample Communication Matrix

Audience	Key Message	Channel	Frequency
Youth	Innovation and entrepreneurship	Social media	Weekly
Rural communities	Citizen participation	Community radio	Monthly
Investors	Economic opportunities	Investment forums	Quarterly
Media	Development progress	Press briefings	Monthly

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Annex IV: Indicative Communication Materials

- Brochures
- Posters;
- Infographics;
- Videos;
- Policy briefs;
- Radio jingles;
- TV documentaries;
- Social media toolkits.



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