



PRESS RELEASE

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JIPENDE! BEAUTY SALONS TO BE BROADCAST TO MILLIONS OF U.S. VIEWERS

Dar es Salaam, Tanzania, December 5, 2011

The Jipende! Program, a Tanzanian HIV/AIDS intervention project that provides pertinent health information to women in the setting of beauty salons, is due to receive increased recognition by being broadcast on the NBC 'Today' show, a popular American morning TV show that regularly draws millions of viewers. This is all courtesy of Jenna Hager, daughter of former U.S. President George W. Bush, who recently visited the country with her parents. Mr Bush is on a six day trip to Tanzania, Zambia and Ethiopia discussing how the George W. Bush Institute for Global Health could help address challenges facing the health sector including breast and cervical cancer.

Jenna Hager is a part-time correspondent for the show. Her visit to a Jipende! beauty salon on Friday in the Magomeni area of Dar es Salaam is now anticipated to be a part of the broadcast when she returns home. During her visit, where she accompanied the former president and former first lady, Jenna commended the beauty salons' goals of empowering women with correct knowledge on HIV/AIDS prevention and family planning.

"That is great!" Jenna said of the programme during an interview with Halima Mwinyi, Sr. Program Manager for T-MARC Tanzania, the local NGO that implements the Jipende! beauty salon effort.

With support from the United States Agency for International Development (USAID) through the U.S. President's Emergency Fund for Aids Relief (PEPFAR), the Jipende! (Love Yourself!) Program was introduced to Tanzania in 2010 as a pilot programme in 21 salons in Dar es Salaam. In 2011, the programme expanded to add another 25 Jipende! beauty salons in Dar es Salaam and 25 in Mbeya. Population Services

International, a U.S.-based NGO, provides technical oversight to the programme, while T-MARC Tanzania trains the beauty salon owners and assistants to provide information and advice to their female clients on HIV prevention and women's health, and to sell male and female condoms.

Elaborating, Ms Mwinyi said that attendants from the selected beauty salons receive training that enables them to build women's knowledge on family planning, negotiating skills, and correct and consistent condom usage, boosting their confidence in contraceptive product usage, especially female condoms. "So far a total of 140 beauty salon attendants drawn from 70 salons in hot spot areas across Dar es Salaam and Mbeya have graduated as peer educators," she said.

The beauticians are also trained to keep records of the number of health talks they have with clients so that T-MARC can monitor the programme's reach. The owners of the salons have come to recognise the potential benefits of being a Jipende! beauty salon through increased income from condom sales and an increased number of clients coming to the salon seeking advice.

About T-MARC Tanzania

T-MARC Tanzania is an independent, Tanzanian, not-for-profit, non-governmental organisation working in Tanzania, for the benefit of Tanzanians. T-MARC brings together public and private stakeholders to develop and expand consumer markets for a broad range of health products. T-MARC also promotes behaviour change through evidence-based practices that make a positive health and social impact within the development field. These practices, products and strategies are in the areas of infectious diseases, like HIV/AIDS and malaria, reproductive health, water/sanitation, child survival and nutrition. These interventions specifically target vulnerable, at risk and low income populations.

T-MARC works with an array of non-profit, donor and commercial partners to socially market brands such as Dume male condoms, Lady Pepeta female condoms and Flexi-P oral contraceptives.

For more information about this programme or about T-MARC Tanzania, please contact Maurice Chirimi at +255 22 2700772/4 , +255 785 858955 or e-mail info@tmarc.or.tz.