

Treatment / Outcome description (1 sentence: who has changed, in what way, where, when)		Contribution statement (what from <i>The Team</i> influenced the change)	Outcome Anecdote (i.e. potentially an outcome but lacking specific or detailed data) Proto-outcome (i.e. an attitude change only) Observation (reinforcement of a proto-outcome)
No control			
1 Treatment	Following The Team the husband of Joyce Peter, a female teacher, agreed to his wife's request that they enrol their four year old daughter into the international school next year.	One of the characters (Mwalimu Wito) was ridiculed by fellow teachers and male pupils who said that she couldn't make it but she finally sorted out the situation. This proved to be an inspiration to Joyce.	Outcome
2 Treatment	Following The Team Kasi Dawi (a male teacher) is now working together with his wife in decision making, including financial decision making as exemplified by their recent joint decision to buy a plot of land on which to build their house.	During the screening of The Team Kasi saw men and women teachers planning to sell off school grounds but the woman teacher (Mwalimu Wito) consistently fought against this and the playground was saved. It demonstrates that women can have good ideas and that they can transform a man. The FGD helped reinforce the message of the TV programme of the importance of respecting women's ideas. Selemani learned about the misuse of power through the incident in <i>The Team</i> programme when a business man tried to bribe pupils not to follow up when he was trying to expropriate school land. He learned this through the show and the discussions that followed.	Outcome
3 Treatment	Following The Team Selemani Rukonge (a male teacher) has now introduced participatory decision-making processes in his teaching activities to ensure that conflicts are avoided.		Outcome
4 Treatment	Following The Team Magorromary Victor (a male teacher) has started to plant live hedges around school grounds to protect them from development and is trying to encourage other schools to do the same.	One of the episodes of The Team showed a business man trying to grab land from the school compound. In the discussions that followed the issue of encroachment was discussed. Magorromary proposed a solution to this was to plant live hedges because most open school areas are under threat of encroachment.	Outcome
5 Treatment	After watching The Team on TV with his wife Sulaiman Mwinyi (a community leader) is giving money to his wife for purchases.	From watching The Team, especially the actions of Miss Wito who pursued the idea of forming a girls' football team in spite of ridicule, Sulaiman realised that when women are empowered they can do many things.	Outcome
6 Treatment	Following The Team Charles Kikullu initiated a participatory planning process for community contributions to school construction.	In The Team Charles saw a business man trying to purchase the school land without the participation of the teachers and the community. He learned from this that there should be participation for good leadership. The TV show was the main contribution.	Outcome
7 Treatment	Since April 2013, girls have been training for the newly formed girls' football team at Hembeti Secondary School.	From watching The Team Charles learned that girls could play football and not just netball. The TV show was the main contribution.	Outcome

Annex A

Mvomero short outcomes

8 Treatment	From June 2013 Tatu Mbonde the leader of the Mvomero widow's group has initiated a participatory planning process for the group to help them to earn income from agriculture and save to help members in trouble.	Before watching The Team and being involved in the focus group discussions Tatu and her group had no idea of planning together at all. From watching The Team and the discussions that followed, Tatu learned that teamwork among community members brings about efficiency.	Outcome
9 Treatment	In May 2013 Odilia M. Lugendo, a Women's Special Seat Councillor in Mvomero, started a women's group called Kumekucha whose 10 current members are engaged in sunflower and padi rice farming.	Odilia watched the mobile cinema screenings of The Team and participated in the focus group discussions. She has shown The Team DVD as a tool to raise awareness about the negative impact of relying on marrying off school girls to earn income, financial dependency on husbands and also to help members conduct participatory planning within the family.	Outcome
10 Treatment	From March 2013 Tatu Mnyali, a farmer and community leader from Mvomero, has started to sensitise the community on the importance of families planning together.	Tatu watched the mobile cinema screenings of The Team and participated in the focus group discussions. These inspired Tatu to introduce the concept of planning together using scenes from The Team to facilitate learning about the fact that women sacrifice a great deal for the family to the detriment of their welfare when there is no planning together.	Outcome
11 Treatment	Following The Team Elena Daudi's husband has helped with household duties and apologised for his lack of help before.	The scenes in the TV programme showing the inequality in roles between men and women and the group discussion influenced Elena's husband.	Outcome
12 Treatment	Following The Team Saidi Shaha and his wife started to make family decisions together including those regarding finances and the welfare of their 13 year old daughter.	The Team has helped Saidi and his wife learn and change how they live.	Outcome
13 Treatment	Following The Team Saidi Shaha, a football coach, has improved his decision-making process by using participatory methods which has resulted in a better level of performance.	Saidi observed the participatory decision-making approach used by the teacher in The Team and has been able to adapt it.	Outcome
14 Treatment	Following The Team Semeni Kilongoro, a shopkeeper in Mvomero, has increased her confidence, hard work, and concentration, resulting in greater monthly profit levels which in September were over five times what they had been before her participation in The Team process.	The Team inspired Semeni a great deal, changing reversing her attitude that business was meant for men only. Through watching The Team she increased her confidence. Both the viewing and the subsequent discussion helped.	Outcome
15 Treatment	Following The Team Semeni Kilongoro, who is involved with a sports club for orphans aged 6-13 (UMOJA), decided to start involving girls in football and having girls and boys play football together. Previously boys and girls played separate sports.	The club was already in operation but The Team has added the dimension of playing together.	Outcome
16 Treatment	Following The Team Amina Daudi fought with her parents for her sister's right to attend year one of secondary school.	Watching the aspect of The Team TV programme of women trying to pull girls from school for marriage and the discussions on girls' identity helped Amina to realise that girls have unique opportunities for schooling and motivated her to fight for her sister's right to attend school.	Outcome

Annex A

Mvomero short outcomes

17 Treatment	In April 2013, Amina Daudi's parents allowed her 14 year old younger sister to attend one year of secondary school.	Watching the aspect of The Team TV programme of women trying to pull girls from school for marriage and the follow-up discussions on girls' identity helped Amina to realise that girls have unique opportunities for schooling. This motivated her to fight for her sister's right to attend school.	Outcome
18 Treatment	Since June 2013 Abed Majid now consults with his wife, talks to his children and learns together with them.	Through the viewing and the discussion Majid learned of the negative impacts of practices such as male chauvinism which leads to conflict between the wife and husband which affects the children through a lack of proper parenting.	Outcome
19 Treatment	Since June 2013 Mariam Shukuru has started to play football for a team and now has ambitions to play for the national team (Twiga Stars) as a goalkeeper.	Mariam learned through the TV show that women can play football.	Outcome
20 Treatment	Following The Team Ashura Said has overcome her shyness and started to play football for a team.	The particular aspect of The Team that inspired Ashura was the determination of the teacher who only started with one girl but encouraged others to join.	Outcome
21 Control	After watching The Team on TV Lenius Mkude has stopped his habit of drinking and coming home at midnight on the advice of his wife and is now attending prayers and learning sessions.	The TV show had influential aspects including the story of land grabbing and the notion of being open to ideas of women.	Outcome
22 Control	Following discussions with people who had seen The Team Mohammed Mdenya is now involving his wife and even his children in planning and decision-making while formerly he used to dictate.	Through discussions catalysed by The Team Mohammed was able to speak about issues such as GBV, violence against children and lack of participation of women in decision-making and grew to understand the importance of involving women and even children in decision-making.	Outcome
23 Control	After watching The Team on TV a group of teachers formed a girls' football team for 10-15 year olds at Hembeti Secondary School.	The teachers watched The Team on TV and observed the girls playing football.	Outcome
24 Control	From about April 2013, after watching The Team on TV Verdiana Sanga's husband is now sharing plans and valuing her ideas.	Verdiana's husband watched The Team on TV and told her that it dealt with gender but did not go into detail.	Outcome
Other (SFCG 25 Partner)	Following their involvement with The Team as a SFCG local partner The Mvomero Organizations Coalition (MOC) has changed the way it has dealt with gender equality, by involving women much more and from February 2013 engaging a woman member of staff (Elizabeth Priscus) on contract to coordinate gender issues.	From participating in The Team process (coordination of mobile cinema screenings and facilitated discussions in Mvomero and Kilosa) Stanford Kalala, MOC's Executive Director has learned that gender-related challenges in particularly inheritance are common to all communities. From the process Stanford is now confident of being able to deal with such issues.	Outcome
Other (SFCG 26 Partner)	Following his organisation's involvement with The Team as a SFCG local partner, The Mvomero Organizations Coalition (MOC) Executive Director Stanford Kalala is now involving his wife in decision-making and she has started a vegetable garden which is saving the family about Tsh4,000 per week.	Through his involvement in the Team process Stanford realised the importance of involving women in decision-making. He was particularly inspired by the head teacher who gave Miss Wito a chance to try out her ideas.	Outcome

Annex A

Mvomero short outcomes

Other (SFCG 27 Partner)	Following his organisation's involvement with The Team as a SFCG local partner, The Mvomero Organizations Coalition's (MOC) Accountant Hassan Kuga is now involving his wife in decision-making and since September 2013, together with MOC's Executive Director and his wife, they have begun to farm 5 acres of paddy rice which is projected to give a profit of Tzs5 million over a season.	Through his involvement in the Team process Stanford and Hassan realised the importance of involving women in decision-making.	Outcome
28 Treatment	Following The Team Mwajuma Mpambayage (a female teacher) no longer mixed her life at home with her life as a teacher.	The issue of carrying your work home featured in <i>The Team</i> TV series and in the discussions that followed	Anecdote
29 Treatment	Following The Team Kasi Dawi (a male teacher) is making enough time to spend with his wife and children.	During the screening of The Team Kasi saw men and women teachers planning to sell off school grounds but the woman teacher (Mwalimu Wito) consistently fought against this and the playground was saved. It demonstrates that women can have good ideas and that they can transform a man. The FGD helped reinforce the message of the TV programme of the importance of respecting women's ideas.	Outcome
30 Treatment	From September 2013 Generosa Mfuruki, the female Community Development Officer for the villages of Makuyu, Mgudeni and Mvomero, has reinforced her commitment to help to educate women in these villages.	Generosa's work has been enhanced by the courage of Mwalimu Malaika Wito who has been used as a role model by the community members who viewed the TV episode. Generosa watched The Team in the mobile cinema screening which was the main contributor towards this change.	Anecdote
31 Treatment	Following The Team Selemani Rukonge (a male teacher) has now recognised that he has responsibilities to his family and to ensure that conflicts are avoided.	Selemani learned about the misuse of power through the incident in <i>The Team</i> programme when a business man tried to bribe pupils not to follow up when he was trying to expropriate school land. He learned this through the show and the discussions that followed.	Proto-outcome
32 Treatment	Following The Team Kayuwi James (a male teacher) has changed his attitude to women, for example by accepting that new ideas should be judged by their qualities and not by who put them forward.	The key contribution of The Team was the mobile cinema and the key aspect of The Team programme was the determination of the teacher who started The Team despite being discouraged.	Proto-outcome
33 Treatment	Following The Team Kayuwi James (a male teacher) has changed his expectations and he now looks to make things happen no matter how many challenges he faces. He plans to undertake further studies within three years.	The key thing was the cinema and the key aspect of The Team was the determination of the teacher who started The Team despite being discouraged.	Proto-outcome
34 Treatment	Following The Team Godfrey Urassa (a male teacher) has increased his awareness that gender inequality is learned from the family.	A scene from The Team where the mother was discouraging and the father encouraging the girl to play football led him to this belief. The root cause of the belief of the mother was that girls could not make it and she had confidence in boys only.	Proto-outcome
35 Treatment	Following The Team women in the Village Community Banks (VICOBA) credit savings scheme have increased their self-confidence.	The discussion helped to create a solid common understanding of the issue of undervaluing women. Both the TV show and the discussion were very important.	Proto-outcome

Annex A

Mvomero short outcomes

36 Treatment	Following The Team Selemani Manyangula realised that cooking, washing, etc. are also jobs for boys and men.	Watching the scene in The Team with the boy who didn't like to cook or wash influenced Selemani's change in attitude.	Proto-outcome
37 Control	After watching The Team on TV Zaitun Ayubu no longer thinks that it is right for parents to deny a girl child the right to go to secondary school.	The Team showed how parents refused to let children enrol for secondary education after standard 7. Under such circumstances the girls tend to run away from homes or get unwanted pregnancies – or the girls may end up committing suicide.	Proto-outcome
38 Control	After watching The Team on TV Hadija Ramadhani has learned that it is useful to everybody to send a girl to secondary school and has decided to do this for her future children by saving towards affordable education.	Seeing The Team and the fact that girls could play in a football team showed Hadija that things can be done by anybody.	Proto-outcome
39 Control	Halima Salum is passionate against gender violence and The Team has solidified this attitude.	Halima remembers the incident when the old man beat and wounded the young girl when he was trying to force himself upon her. Similar things have happened to her and her sister.	Observation
40 Control	After watching The Team on TV Theodori Mkimbila believes that it is acceptable for women to play football.	Seeing The Team on TV and observing conflict among teachers particularly regarding whether or not girls should play football was influential.	Observation