



IOM International Organization for Migration



TANZANIA

MAPPING EXERCISE
LONDON, MARCH 2009

CONTENTS

Introduction	04
1 Overview of the Tanzanian community in the UK	06
1.1 Tanzanians in the UK	06
1.2 Location and spread of the Tanzanian community in the UK	06
2 Mapping Exercise Outcomes – Information Channels	09
2.1 Media	09
2.2 Use of services	18
2.3 Preferred sources of information	21
2.4 Community groups and other organisations	22
3 Mapping Exercise Outcomes – Demographic Information	23
3.1 Gender	23
3.2 Age	23
3.3 Length of residence in the UK	24
4 Constraints	25
5 Conclusions and Recommendations	27

The aim of this Mapping Report is to guide IOM's outreach activities and communications strategies. The report does not purport to be exhaustive. The mapping consultant who conducted the exercise and wrote the report on behalf of IOM has taken every effort to ensure accuracy in his/her reporting and the views expressed in this report are his/hers. IOM cannot be held responsible for any omissions or inaccuracies.



INTRODUCTION

AIM OF THE MAPPING EXERCISE, TARGET GROUPS AND METHODOLOGY

The aim of the International Organisation for Migration's mapping exercises is to identify the main channels of information and the location of potential beneficiaries of its voluntary return programmes, which are open to asylum seekers and irregular migrants. The ultimate goal of the mapping exercise is to help IOM improve its communications with relevant diaspora communities in the United Kingdom through publications in the media, advertisements and presentations to community groups.

The first IOM mapping exercise was undertaken in December 2005. It targeted the Brazilian community in the UK. Subsequently, more than thirty similar projects have been carried out by IOM and a few more are nearing completion. The mapping exercise for the Tanzanian community in the UK was carried out between August and December 2008. Like previous exercises, this one aims to establish:

- the approximate size and geographical spread of Tanzanians in the UK;
- their preferred media, such as TV, radio, newspapers and magazines, as well as the role of Internet-based information sources;
- the languages in which they would prefer to receive information from IOM;
- which institutions, such as libraries, religious centres and shops, could be used for the distribution of information about IOM voluntary return programmes;
- what community organisations exist and who the community leaders are to whom members of the public turn for advice.

The mapping exercise was undertaken with the help of a questionnaire, which was divided into two sections and contained twenty questions in total. It was translated into Swahili and some of the contents were modified. Both English and Swahili versions were given out. Both Swahili (Kiswahili) and English were spoken in gathering the information for the mapping exercise, and for interviewing members of the Tanzanian community.

The first section of the questionnaire focused on media and other channels of information available to members of the Tanzanian diaspora in the UK. It also asked about the organisations and institutions that they go to in order to meet other community members. The second section of the questionnaire requested baseline data from each respondent, such as age, gender and language. It is important to emphasise that the anonymity of the respondents was fully respected. No personal information, such as names or addresses, was collected. The mapping consultant's inside knowledge of the Tanzanian community in the UK, and her established contacts with its members, proved to be an essential resource for this exercise.

Primary research was carried out using multiple approaches to data collection. Information was gathered by distributing questionnaires and through qualitative fact-finding and in-depth interviews with individual community members, key community leaders and potential multipliers¹. Extensive networking was carried out to identify media, organisations, religious institutions and individuals that interact with Tanzanians. The mapping exercise involved communities in the UK from both the Tanzanian mainland and Zanzibar. It gathered information from community leaders, faith leaders and other individuals who were willing to take part. During the period of fieldwork, 20 organisations were approached for interviews and 75 questionnaires were collected — 40 in English and 35 in Swahili. The completed questionnaires do not simply represent the views of 75 individuals but the overall views of various groups and communities.

The mapping exercise was predominantly carried out in the Greater London area, since the majority of Tanzanians live there. However, it was not limited just to the capital, as there are Tanzanians living in other major cities as well. The mapping consultant travelled to Reading, Manchester, Coventry and Hastings, where she met with Tanzanian community members and visited several establishments frequented by Tanzanians. This enabled her to create a more comprehensive view of the existing networks and made questionnaire answers statistically more accurate and representative.

As noted, the first section of the questionnaire was intended to identify the main channels of information used by Tanzanians in the UK. The questions were divided into four categories: media; use of services; preferred source of information; and information about community groups and other organisations.

One of the main achievements of the extensive networking that the mapping exercise involved was to draw the attention of the various Tanzanian organisations, media and communities to IOM's activities.

Many of the interviews with community leaders and media representatives also proved to be valuable outreach opportunities. Some community organisations showed a genuine interest in working closely with IOM in relation to its voluntary return programmes. They pointed out that the best results would be achieved if IOM worked more closely with their grass roots organisations rather than with refugee bodies. Building trust and transparency between IOM and the Tanzanian community was crucial whilst carrying out the mapping exercise and will be equally important for outreach work with the community in the future.

This report includes tables and charts with all the questionnaires' results. In addition, an extensive "list of contacts"² was created that merges data gathered directly from completed questionnaires with information provided by the multipliers during the in-depth interviews. This database will be used by the Information team at IOM as an action plan to increase awareness of the voluntary return programmes amongst Tanzanians across the country.

It is important to emphasise that the mapping exercise relied on networks; although a large number of questionnaires were distributed, only those who chose to be part of this small study completed them. It is not possible to generalise from the data about the overall population of Tanzanian nationals in the UK. But, this report is an attempt to represent its diversity, wherever possible, having interviewed individuals and community leaders from a wide range of media, religious, community and business backgrounds.

¹ This term is used to indicate individuals or organisations that are well known amongst diaspora groups and could therefore play a key role in delivering information.

² The List of Contacts is confidential and for IOM use only.

1 OVERVIEW OF THE TANZANIAN COMMUNITY IN THE UK

1.1 TANZANIANS IN THE UK

It is difficult to put a figure on the exact number of Tanzanian nationals living in the UK. Community organisations estimate that there are over 100,000, of whom roughly 75% are thought to be living in the London area. The UK national Census for 2001 recorded over 32,635 Tanzanians in the UK.

The United Republic of Tanzania, the union of mainland Tanganyika with Zanzibar Island, is a multicultural and multi-faith country. This diversity is especially clear in the distinction between mainland Christian and coastal Islamic areas. Tanzanians living in the UK come from both Zanzibar and the mainland. The majority are youths who came to the UK for reasons such as economic hardship, for study or to escape the political regime. According to the Home Office, Zanzibar youths were among the most numerous group of applicants for asylum between 1995 and 2000. Tanzania is known as a peaceful country but during the three election periods of 1995, 2000 and 2004 there was political unrest in Zanzibar, forcing many youths to flee to the UK.

For the past two years, the Tanzanian diaspora has been developing and bringing Tanzanians together, as well as supporting different communities in different cities in the UK. There has been an increase in the number of Tanzanians actively involved in political activities in the UK.

1.2 LOCATION AND SPREAD OF THE TANZANIAN COMMUNITY IN THE UK

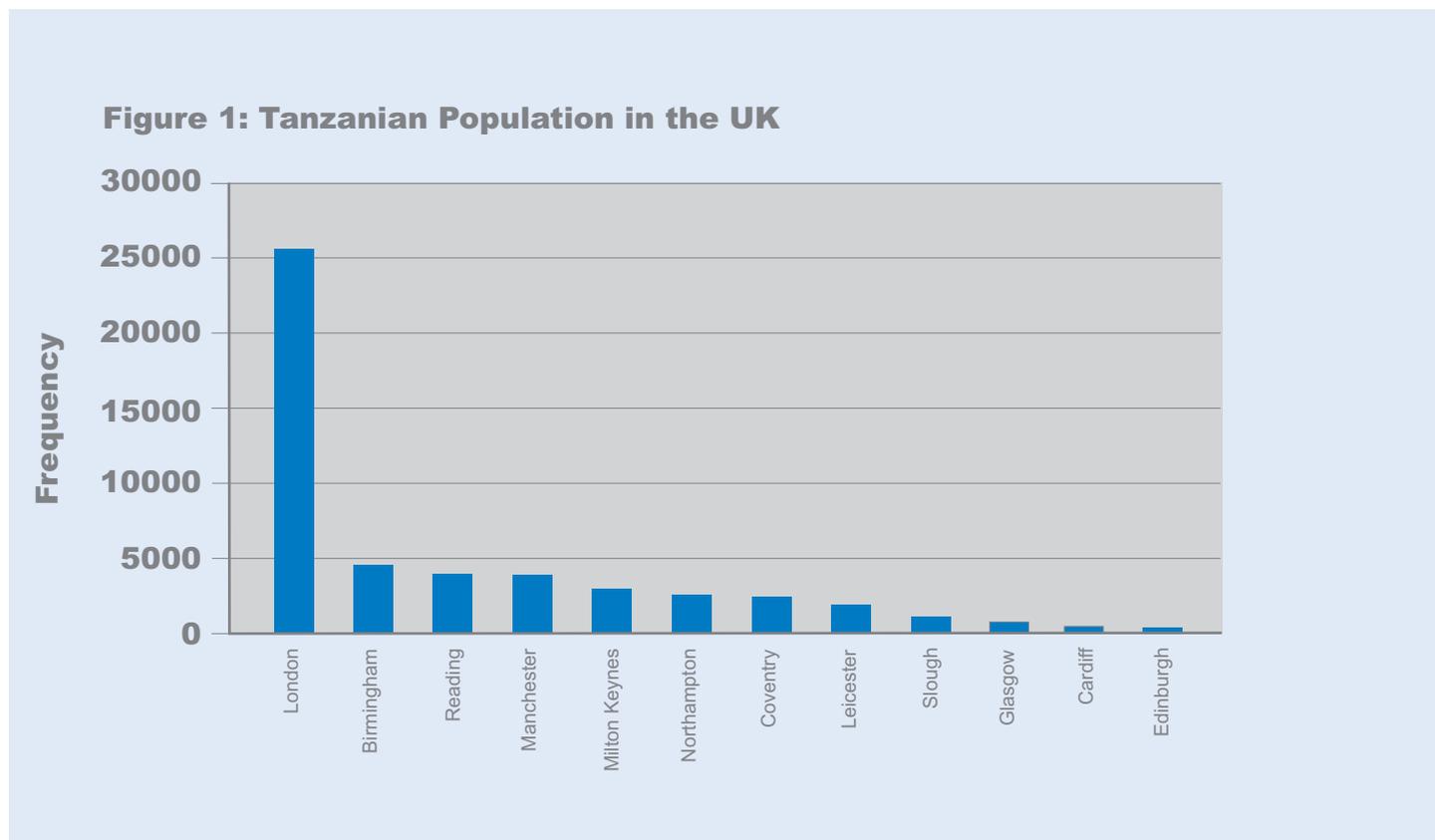
The Tanzanian diaspora is fragmented and widely dispersed across the UK. Drawing together information on the size of the Tanzanian community has therefore been complex. Community and religious leaders, as well as members of other institutions, helped provide estimates wherever they could.

The mapping consultant identified several Tanzanian community organisations across the UK during this mapping exercise. London, Birmingham, Coventry, Manchester, Reading, Slough, Northampton, and Glasgow were identified as important areas, with significant concentrations of Tanzanians. The researcher travelled to all these towns and cities and met representatives of relevant community organisations there, in order to gather information for this report.

Location of Tanzanians in the UK

The results of the questionnaires and, equally important, the interviews with community leaders, confirmed that the largest community of Tanzanian nationals lives in the London area. Other areas with large numbers of Tanzanians are Birmingham, Reading, Manchester, Leeds, Coventry, Milton Keynes, Slough, Northampton and Edinburgh. Of the 75 respondents, 32 did not answer the question asking for “locations with a high concentration of Tanzanian nationals in the UK”. The answers that were received amounted to a total of 101 frequencies (given that respondents could indicate more than one location). Of these, 50 % indicated London, 40% Birmingham and 31% the Midlands. Other key areas included Coventry, Manchester and Milton Keynes.

Figure 1 presents the results. The south-east and the north of London were described as having particularly large populations within the capital.



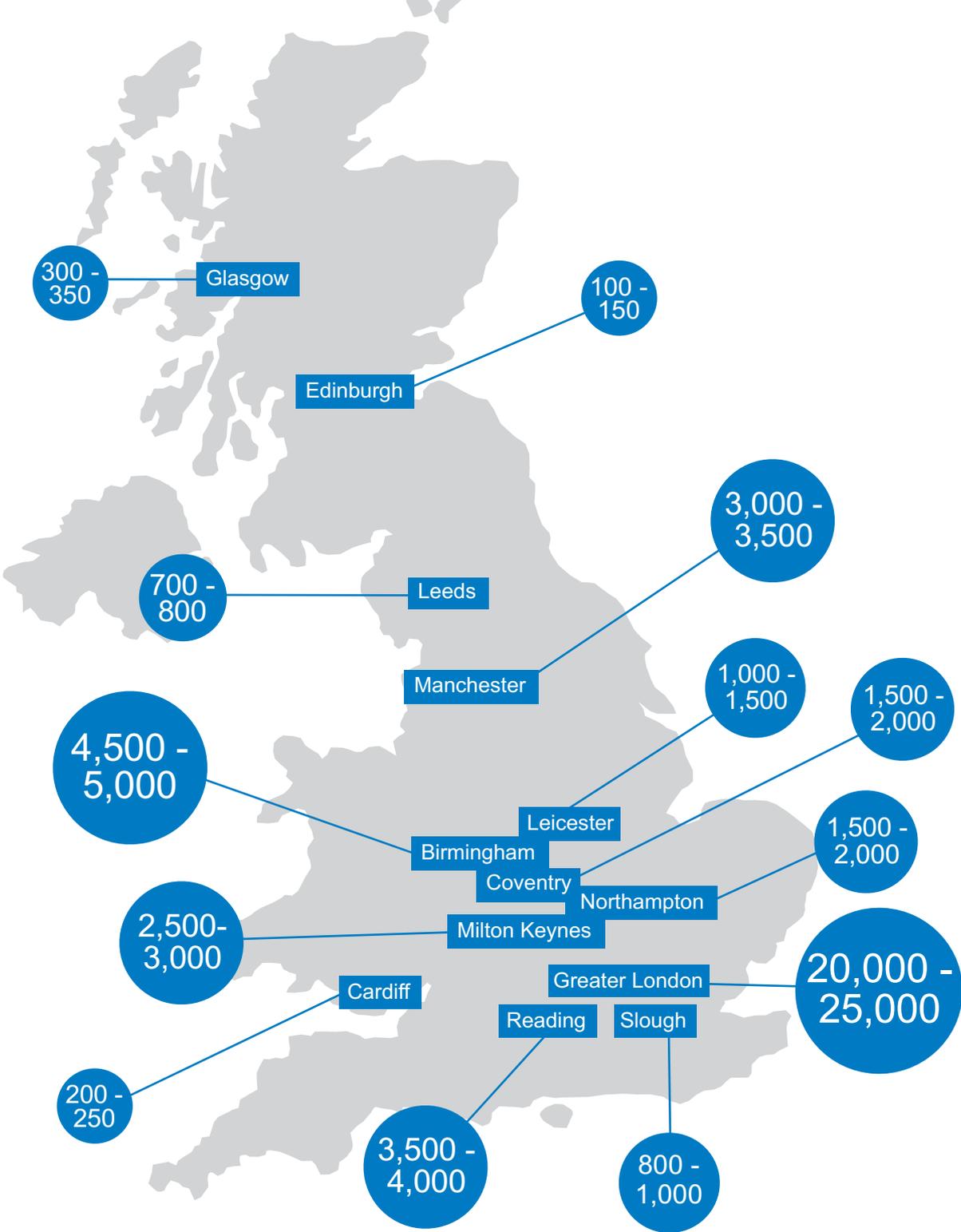
Figures Estimated by Community Leaders

The in-depth interviews with Tanzanian community leaders in the UK suggested the following distribution of Tanzanians in major UK cities, as an average of their estimates. The views of other respondents were consistent with these population estimates.

- London: 20,000-25,000 (The following boroughs seem to have the highest concentrations: Barking and Dagenham, Hammersmith & Fulham, Lambeth, Lewisham, Hackney and Camden).
- Birmingham: 4,000-5,000
- Reading: 3,000-4,000
- Manchester: 2,500-3,000
- Leicester: 1,500-2,000

The figures for other major cities and counties are included in the following map, which shows the geographical spread of the Tanzanian population in the United Kingdom. According to Home Office statistics, the total number of Tanzanian nationals (excluding dependents) who applied for asylum between 1990 and 2005 was 5,000.

Geographical Spread of the Tanzanian Community in the UK, 2009



Based on the 2001 Census

2 MAPPING EXERCISE OUTCOMES

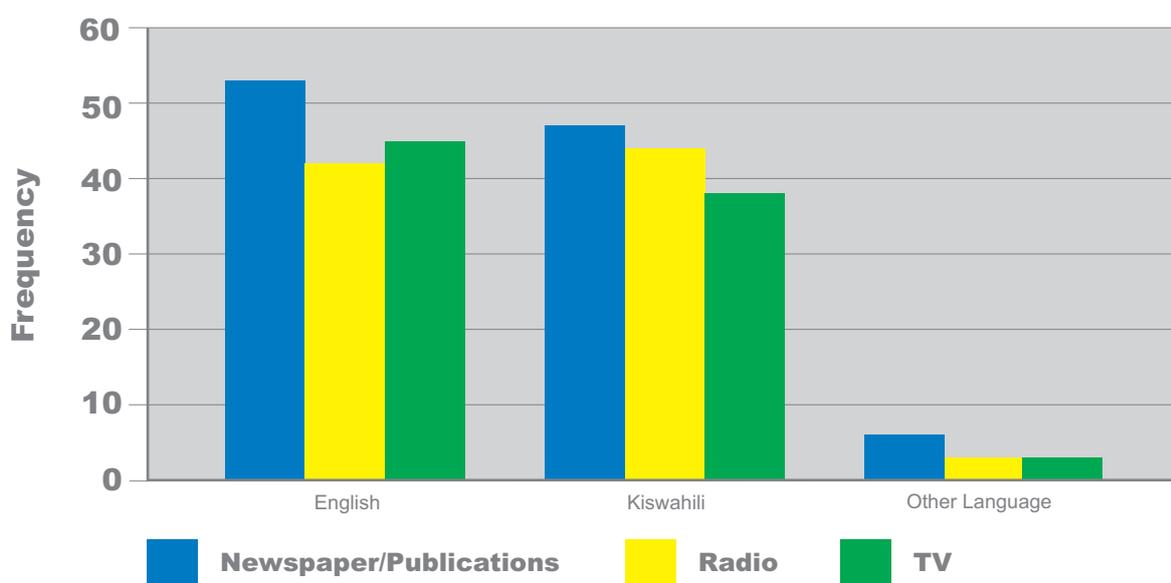
INFORMATION CHANNELS

2.1 MEDIA

Media Comprehension

Respondents were asked in which language they could best understand information materials such as newspapers, leaflets, radio and television. Figure 2 suggests that the majority of respondents feel confident understanding English or Kiswahili. Both languages are spoken by the Tanzanian communities. Figure 2 also presents the frequencies³ with which the respondents are able to comprehend newspapers and publications, radio and television in these languages..

Figure 2: Media Comprehension



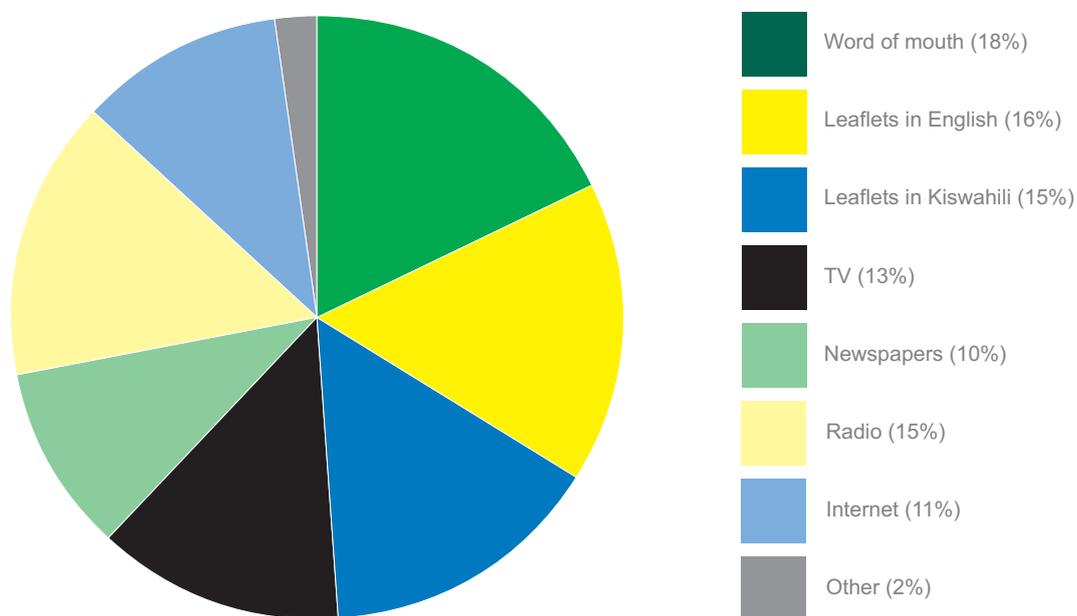
The 'other language' category mainly consists of different languages spoken in Tanzania. Over 120 languages, most of them from the Bantu family, are spoken. After independence, the government recognized that this was a problem for national unity and made Kiswahili (*Swahili*) the official language. Today, a large majority of the population have accepted Kiswahili and use it fluently, although English is also widely spoken. As a result of this linguistic situation, many of the 120 tribal languages are slowly disappearing with every new generation.

³ Frequency: This term, used throughout the report, is often applied in statistical analysis. For example, respondent A says: "Tanzanians live in London, Coventry and Birmingham". Respondent B says: "Tanzanians live in London, Manchester and Reading". This will be noted as 6 'frequencies'.

Most Common Media Sources

Figure 3 shows the most common sources of information. Reliance on them is fairly evenly spread. Word of mouth is the most common by a small margin, at 17 %, whilst radio and leaflets in English and Kiswahili come second (15%). TV is third at 13%. 11% use the Internet and 10 % of the respondents read newspapers.

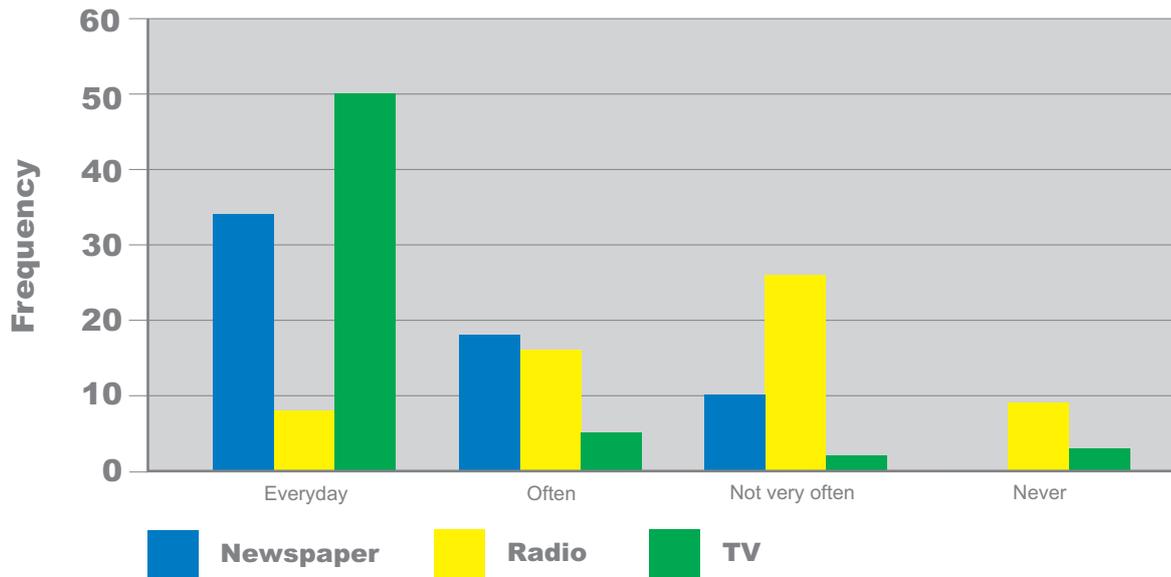
Figure 3: Common sources of information



Frequency of Media Consultation

Figure 4 present the frequency of media consultation for three categories. A large number of respondents (50%) said that they watch television every day, compared to 34% who read newspapers and the 8% who listen to the radio. The community depends on UK TV channels and newspapers, which are available in the English language rather than Kiswahili. Almost all the respondents who said that they read newspapers referred to the main UK newspapers as their choice.

Figure 4: Frequency of Media Consultation



Newspaper Readership

Newspaper readership is presented in figure 5, which essentially consists of mainstream UK and Tanzanian newspapers. The most widely read newspaper is *Metro* (28%), followed by *The Sun* (24%), *The Guardian* (11%), and *thelondonpaper* (9%). 11% of the respondents said that they access news from Tanzanian mainstream newspapers through the Internet. Some respondents pointed out that, in addition to the UK's *Guardian* newspaper, there is a Tanzanian *Guardian*, which is available online.

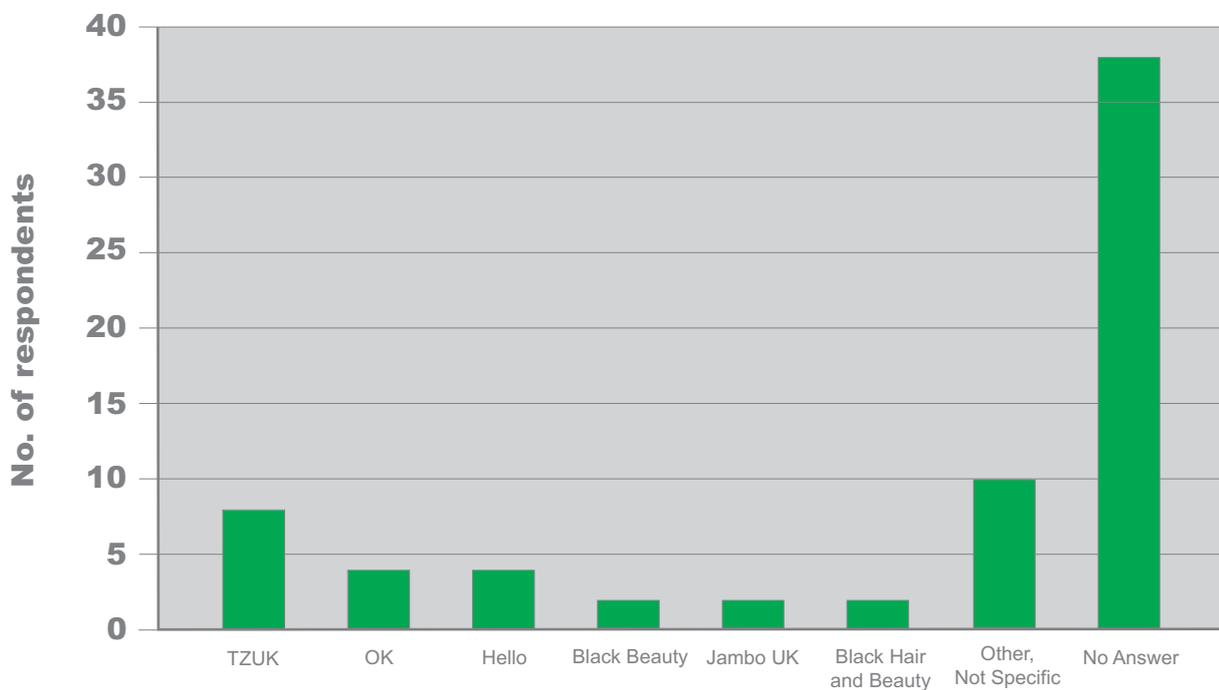
Figure 5: Newspaper Readership

NEWSPAPER READERSHIP	FREQUENCY
Metro	28
The Sun	24
The Guardian	11
thelondonpaper	9
The Times	7
The Daily Mail	7
The Daily Mirror	5
No Answer	5
The Evening Standard	4
Mwananchi	4
Financial Times	3
The Mirror	3
Evening News Manchester	3
TZUK News	3
The Daily Telegraph	2
The Lite	2
Daily Express	2
The Londoner	2
Nipashe	2
Sunday Times	1
Raiamwema	1
IPP Media	1

The research established that there is only one Tanzanian newspaper, *TZUK*, printed and distributed in the UK. It seems to be quite popular among Tanzanians in the UK, although it has only been available within the community since May 2008. The newspaper is printed quarterly and it is widely available, free of charge, in the UK. It is distributed through Tanzanian community organisations, churches, restaurants and other businesses. The newspaper has a good circulation in the UK and it is an effective medium for communicating with Tanzanians living in the UK. IOM was advised to advertise in *TZUK* newspaper and the contract with them started in September 2008. An article about IOM and the voluntary return programmes will be published in 2009, along with an interview with an IOM representative. The suggestion of placing advertisements in *TZUK* came from a number of community leaders, who admitted during the mapping exercise that the community knew very little about IOM activities.

The present exercise has not identified any newspapers or magazines published in Kiswahili in the UK. Instead, the Tanzanian community access the mainstream Tanzanian newspapers published in Swahili online. Of these, *Mwananchi*, *Nipashe* and *Raimwema* are the most popular because their contents are more general and focus on issues in Tanzania.

Figure 6: Magazines and Other Publications



Respondents were asked which other magazines and publications they access. Figure 6 shows that 38% of respondents did not answer, 10% were not specific and 8% of respondents read *TZUK* newspaper.

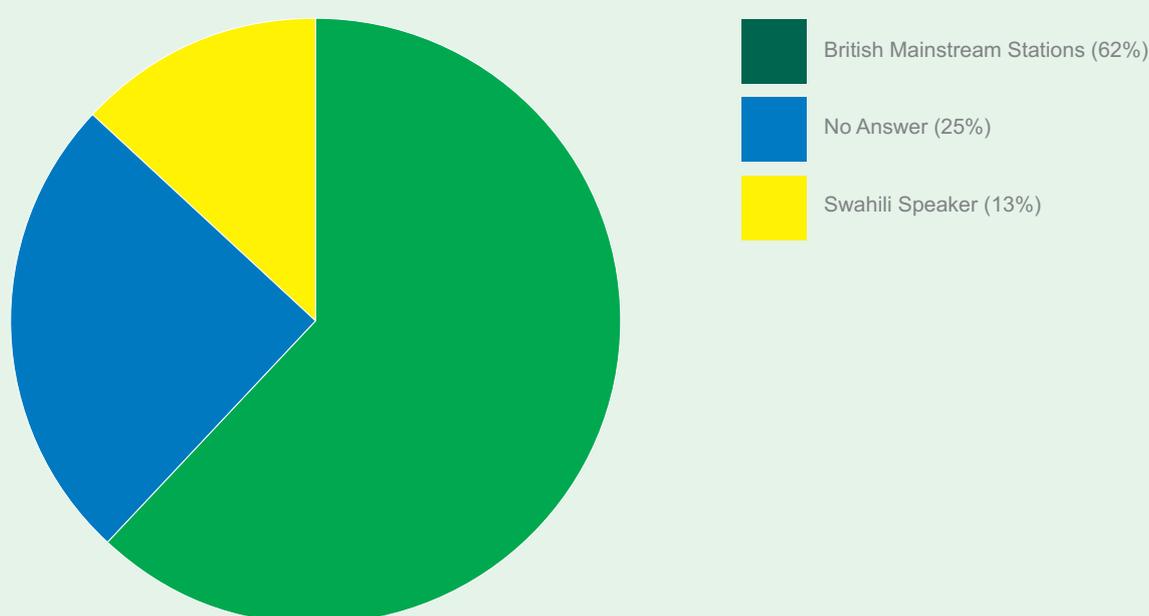


Radio and Television

Respondents were asked which TV channels and radio stations they watched or listened to most frequently. They were also asked about the particular programmes they prefer. The results show that English-speaking TV channels and radio stations are the most watched/listened to. *Radio One* in the UK is the most popular station among Tanzanians. There is also a *Radio One Tanzania*, which has some listeners.

A wide range of British and Tanzanian radio stations were mentioned but only by a few respondents for each station. These results have been grouped, therefore, into British stations, and Tanzanian stations for Swahili speakers. The results are shown in Figure 7.

Figure 7: Radio



62 % of the respondents listened to mainstream British radio stations, particularly the *BBC* and *Kiss FM*. The 13% of respondents who listened to Swahili are split between *Clouds FM*, *Radio Tanzania*, *Radio Tumaini* and *BBC Swahili*. These radio stations are accessed online. Both the questionnaire respondents and the interviewees said that *BBC Swahili Radio* was the only Tanzanian radio station based in the UK.

Recommendation

The availability of Tanzanian radio stations online seems to make them popular among Tanzanians. IOM should consider advertising on Tanzanian radio in order to reach out to Swahili speakers.

A large majority of respondents said that they watch television every day. Figure 8 shows that mainstream British TV channels have the most viewers, led by *BBC1* at 13% and followed by *Sky News* and *ITV*, each

with 11%. Other international stations, such as *CNN* and *Al Jazeera* are among the non-British Channels that Tanzanians watch. There appears to be no Tanzanian television channel broadcasting in the UK. However, during a detailed interview with Tanzanian community leaders in Reading, it was discovered that there is a Tanzanian social club which broadcasts the state-run *Tanzania Broadcasting Corporation* (TBC) by satellite from Dar es Salaam.. Individual Tanzanians can subscribe to this channel through an agent in London.

Figure 8: Television

TELEVISION STATION	FREQUENCY
Others	14
BBC1	13
No Answer	13
Sky News	11
ITV	11
CNN	10
BBC News	9
Aljazeera	6
Channel 4	4
Sky	4
Channel 5	3
MTV	3
BBC2	2
Sky Sports	2
BEN TV	2
MTV Base	2
Other, Not Specific	2
Sky Movies	2

Internet

The most popular websites were:

<http://tanzaniaone.com/>
<http://www.issamichuzi.blogspot.com>
<http://www.jamiiforums.com>
<http://www.tzuk.com/>
<http://www.ippmedia.com/>
<http://www.haki-hakingowi.blogspot.com/>

Other websites such as *Google*, *Yahoo* and the *BBC* are also popular.

Summary

TZUK is the only Tanzanian newspaper in the UK at the moment: IOM should continue placing information on the voluntary return programmes in it. Metro appears to be the most popular newspaper amongst Tanzanians and advertising there could also be effective. The Internet is clearly a popular source of information and the following websites have the most hits among Tanzanians:

<http://www.issamichuzi.blogspot.com>,
<http://www.hakingowi.blogspot.com>
<http://www.jamiiforums.com/>
<http://www.ippmedia.com>

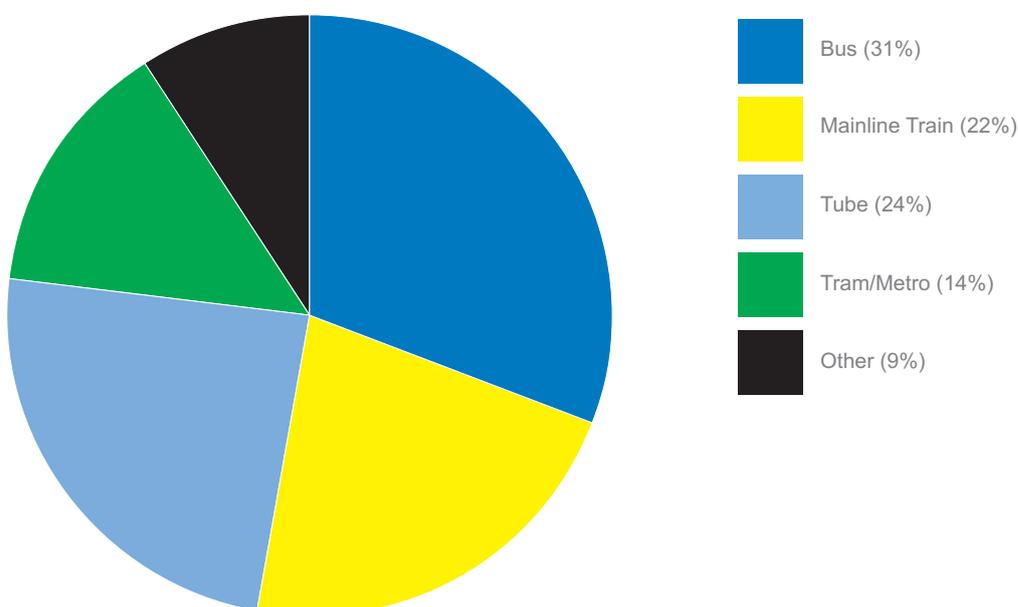
2.2 USE OF SERVICES

Respondents were asked which means of transport they used most often, how they make phone calls to their home country and which local services they use the most. These questions were included in the questionnaire in order to investigate how IOM could communicate with Tanzanians in the UK most effectively.

Means of Transport

Figure 9 shows that buses are the most often used means of transport, with a 32% frequency. The Tube was the second most used form of transport (24%), followed by mainline trains (22%). The “other” category included personal transport, such as cars, bicycles and walking on foot.

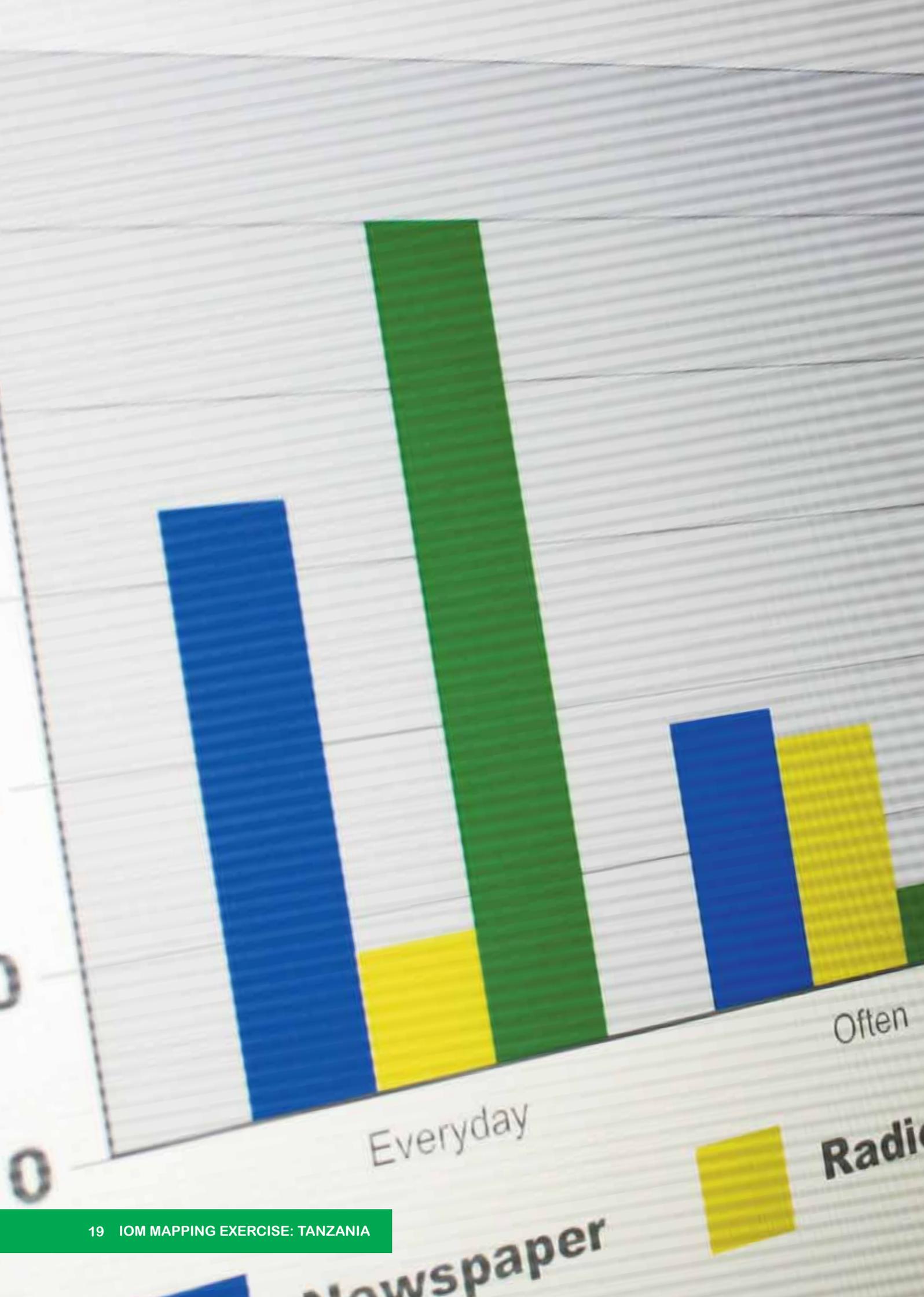
Figure 9: Means of Transport



Phone Calls

Respondents were asked how they make phone calls to friends and relatives in their home country. Most of the respondents chose more than one option. Figure 10 shows that phone calls to Tanzania are most commonly made by mobile phone with an international calling card (35%).

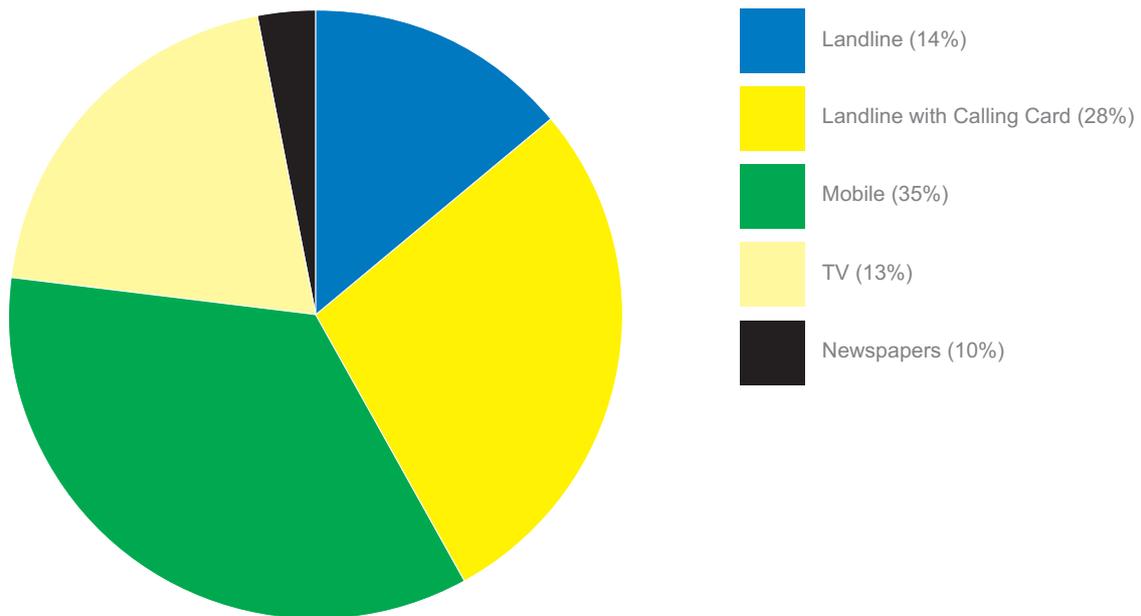
Additional information gathered from the in-depth interviews confirmed that the majority of Tanzanians use international calling cards to make phone calls to Tanzania, either from a landline or a mobile phone. Some of the most popular cards appear to be *Talk Home*, *Just Africa*, *Uni Tel Africa* and *IDT AfriCall*. However, preferences change from time to time, depending on tariffs and special offers. The international calling cards business appears to be a very dynamic and competitive market.



Newspaper

Radio

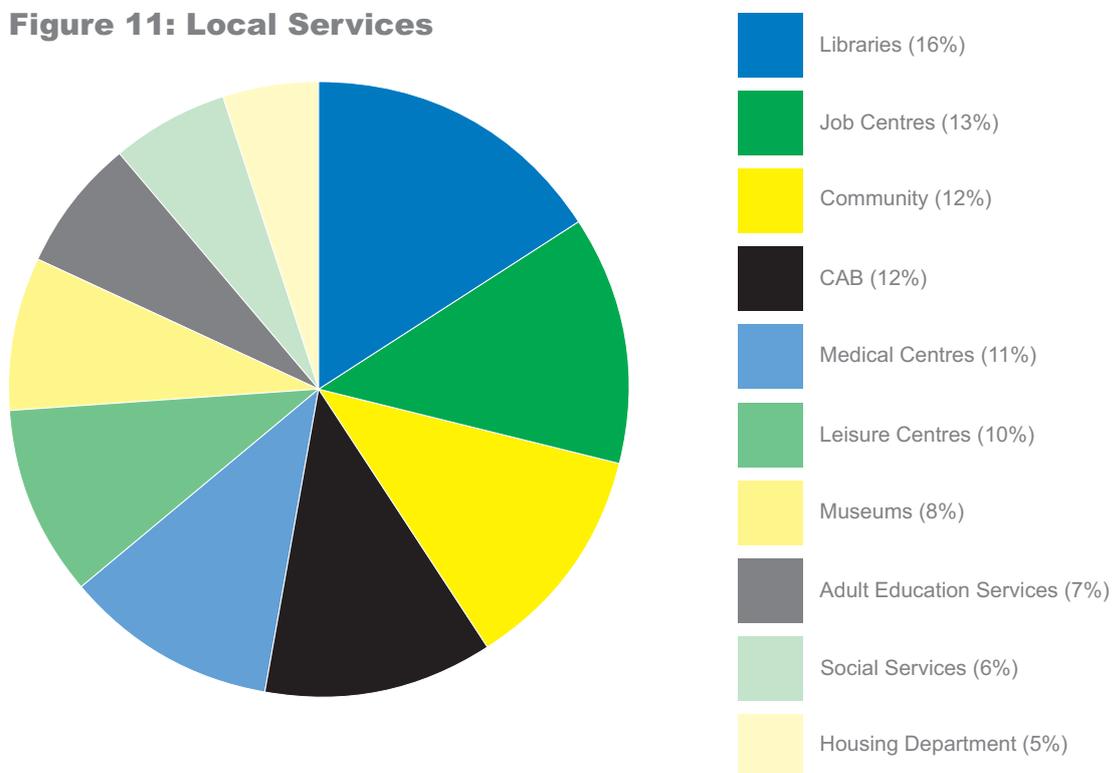
Figure 10: Types of Phone Call



Local Services

Respondents were asked which local services they used. Most respondents gave more than one answer. Figure 11 suggests that Tanzanians use a wide range of local services in equal measure. The total number of frequencies recorded was 218. Libraries accounted for 15% of these and Job Centres 13%. Community centres and Citizens Advice Bureaux (CABx) were also frequently used local services, at 12%.

Figure 11: Local Services



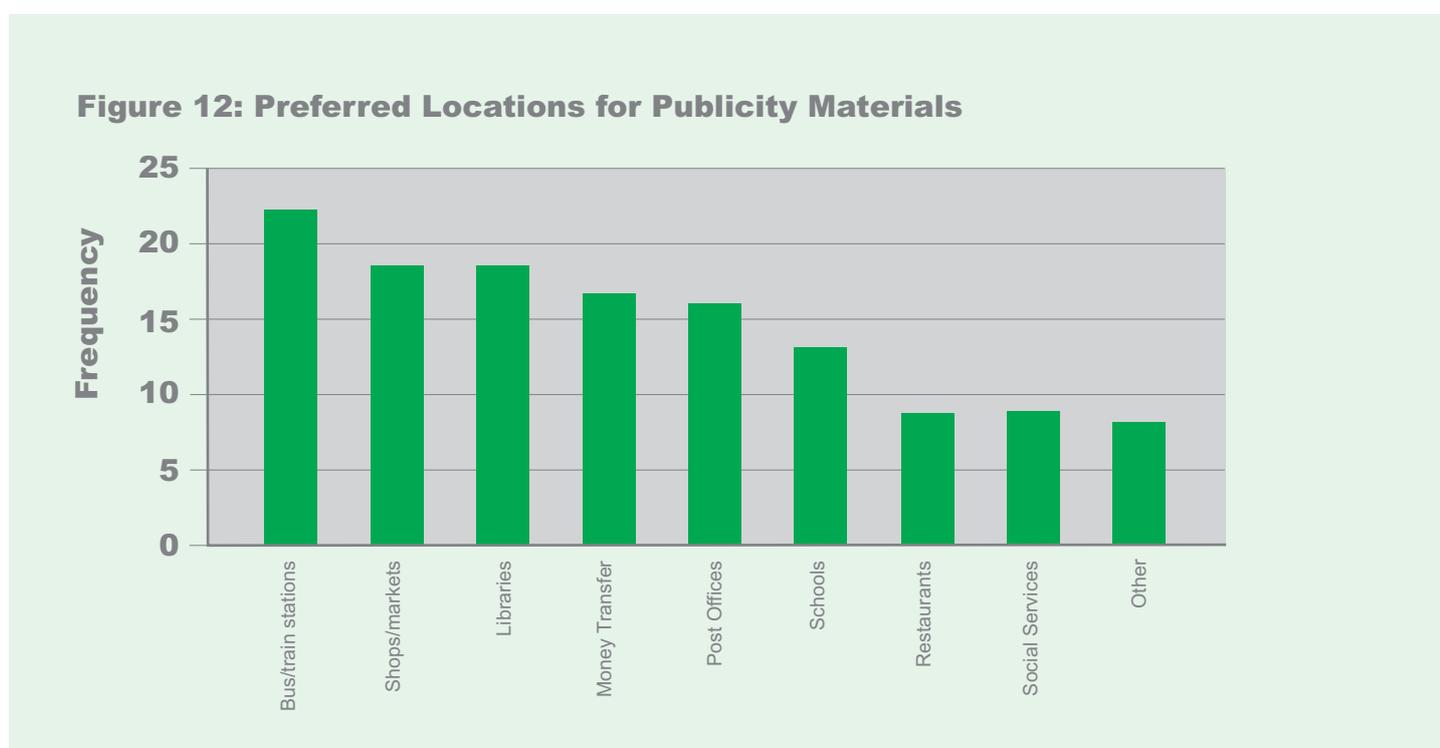
Conclusions

- Buses are the most common means of transport among Tanzanians.
- International phone cards are the most popular way of calling friends or family in Tanzania, both from landlines and mobile phones. There are many different brands of calling card available.
- Tanzanians seem to frequent libraries, medical centres and community centres.

These points should be taken into account when devising information and outreach strategies.

2.3 PREFERRED SOURCES OF INFORMATION

Respondents were asked where they would prefer information to be made available to them. Figure 12 presents the results.



22% of respondents named bus and train stations as their preferred location for accessing information, whilst 19% indicated shops, markets and libraries. Other popular sites are money transfer offices and post offices.

During the fieldwork, it was discovered that there are few Tanzanian social venues. However, the mapping consultant met a number of individuals who own restaurants and shops; they expressed an interest in displaying IOM posters. 30% of respondents said they preferred leaflets in a text translation, whilst 33% chose translations on DVD. IOM should continue to translate and produce leaflets in Kiswahili.

2.4 COMMUNITY GROUPS AND OTHER ORGANISATIONS

Religious Centres

Faith leaders had a crucial role during the fieldwork in facilitating the completion of this report because of their knowledge of their communities as a whole. The Tanzanian community in the UK is mainly Christian and Muslim. Christian Tanzanians belong to a variety of denominations, including Pentecostal, Catholic, Anglican, Lutheran and Adventist churches. The Muslim community are mainly Sunni and Shia. The consultant visited a number of religious centres, both Muslim and Christian, and interviewed a range of faith leaders. Most were extremely interested in being a bridge between IOM and their own followers.

Social Events, Festivals and Community Gatherings

The Tanzanian community in the UK organises events in London at least three times a year. In addition, other cities with large Tanzanian populations, such as Manchester, Northampton, Edinburgh, Reading and Birmingham, have their own organisations, and leaders who organise events at different time during the year. The interviews with different community organisations revealed that these social events focus on a range of issues, such as family, political and social events. They include the following.

- The Tanzanian Diaspora Investment and Skills Forum. This took place for the first time in 2008 and will be a yearly event, taking place each April.
- One of the biggest events within the UK Tanzanian community is Uhuru Day (Independence Day) which normally takes place on 9 December. TZUK organises this day and can provide information on forthcoming events.
- Some community groups also host sporting tournaments, such as Sunday league football.
- The Tanzanian community celebrates Eid al-Fitr and Eid al-Adha, which are public holidays. The community normally organises social events as well as children's activities.
- Christmas and Easter are big celebrations in the Tanzanian community. In London a community group known as WATU organises a family event during Christmas for Tanzanians.

Conclusions

- The strength of informal networks amongst Tanzanians in the UK suggests that IOM should liaise with the main multipliers identified during the mapping exercise, in order to implement outreach activities. Word of mouth is the usual way that respondents obtain information. The list of contacts is an essential resource for this purpose.
- Tanzanian churches and mosques are good places to reach large numbers of Tanzanians at one time. Muslim and Christian leaders (as well as other community leaders) support the voluntary return programmes. They would be willing to attend presentations and workshops.
- Organised community gatherings are common in the Tanzanian community. There are the three festive holidays already mentioned and some irregular community events, which attract large numbers of Tanzanians.

3 MAPPING EXERCISE OUTCOMES

DEMOGRAPHIC INFORMATION

The second section of the questionnaire was intended to gather baseline data from each respondent about age, gender and length of stay in the United Kingdom. IOM will use the findings from this section to tailor its communications to its audience better.

3.1 GENDER

34 of the 75 respondents were men and 27 were women. 14 people chose not to answer the questionnaire. This is a reasonable balance of gender between respondents. This balance was reflected to some extent in the detailed interviews.

3.2 AGE

Figure 13 breaks down the respondents by age. Most respondents were from the younger generations, with only 9% of respondents being over the age of 45.

Figure 13: Age

AGE	NO. OF RESPONDENTS	% OF RESPONDENTS
Under 18	2	3.5%
18-24	15	26%
25-34	25	44%
35-44	10	18%
45-54	3	5%
55 and over	2	3.5%

3.3 LENGTH OF RESIDENCE IN THE UK

Figure 14 displays the length of residence in Britain of the respondents. The highest percentage of respondents (29%) has been here for 5-10 years. Interviews with multipliers revealed that community representatives usually come from the group that has been in the UK for more than 10 years.

Figure 14: Length of Stay in Britain

TIME IN UK	NO. OF RESPONDENTS	% OF RESPONDENTS
Less than 12 months	6	11%
1 year to less than 3	7	13%
3 years to less than 5	12	22%
5 years to less than 10	16	29%
10 years or more	14	25%

4 CONSTRAINTS

The Tanzanian mapping exercise went quite well. The consultant was pleased with the level of response to a questionnaire that was distributed in more than four cities.

General Constraints

The research identified a number of challenges and difficulties related to the issue of nationality for Tanzanians. In many cases, according to the community leaders, individuals classify themselves as Tanzanian but are unable to prove this identity. In consequence, it is not possible to draw firm conclusions about the Tanzanian population in the UK.

Many people within the Tanzanian community identify IOM with the Home Office. Home Office mail shots that mention the voluntary return programmes are one of the reasons why they do so. This reserve and scepticism about IOM in the Tanzanian community needs to be overcome by increased communication.

People also wanted to know why IOM is screening Tanzanians nationals, who wish to apply for a British visa for longer than six months, for tuberculosis. This is being done on behalf of the British High Commission in Tanzania. The lack of information about this only increases scepticism about IOM.

The level of financial assistance to return to Tanzania was also challenged repeatedly by both community leaders and participants during the fieldwork. It is their view that the financial assistance is too little to encourage potential returnees. The lack of any health insurance, at least for the initial period of return, is also apparently a deterrent for those who consider returning.

Questionnaire-related Constraints

All the questionnaires were completed by asking respondents to complete them in the presence of the mapping consultant. This approach required a knowledge of the area and the local community, which was provided by local leaders. It was time-consuming but it resulted in a good response. All the questionnaires were filled in during social events in various cities.

Some respondents said the questionnaire was too long. Others misunderstood the question which asked where information should be publicised to make it easier for them to access it. Some respondents were reluctant to participate. It often took a long time and much informal conversation to convince them to change their minds. Some questions were often left unanswered, especially when they required open-ended answers.



5 CONCLUSIONS AND RECOMMENDATIONS

This mapping exercise generally achieved its aims and identified the main locations of Tanzanians in the UK as well as the channels of information they use. The Tanzanian community in the UK is not well informed about IOM's activities and its voluntary return programmes. IOM needs to improve its ability to engage the Tanzanian community in understanding IOM's work.

Despite the challenges, the mapping exercise revealed that many Tanzanian community organisations, media and businesses believe that IOM programmes could benefit a large section of the community. They also expressed a genuine desire to do further work with IOM in disseminating information to the community. Community leaders recommended that IOM work in partnership with the main grass roots Tanzanian community organisations in the same way that it does with umbrella organisations. IOM was also advised to give presentations at the general or community meetings of those organisations.

IOM's outreach activities should be tailored to the outcomes of the mapping exercise. A number of recommendations emerged from it.

- IOM should follow the recommendations in the list of contacts, which constitutes an action plan for outreach activities to engage the Tanzanian community in the UK.
- IOM should consider advertising in *Metro*, since this paper has the highest readership amongst Tanzanians.
- IOM should continue advertising in the *TZUK* newspaper. It seems to be the only Tanzanian newspaper in the UK. IOM could also advertise on the *TZUK* website.
- IOM should consider advertising on other Tanzanian websites, particularly on the most frequently visited sites like <http://www.issamichuzi.blogspot.com/> <http://www.jamiiforums.com> and <http://www.ipmedia.com>, as well as <http://www.tzuk.com>. The Internet is often the way that Tanzanians receive information. Research suggests that listening to Swahili radio stations online is also very popular among Tanzanians.
- IOM should liaise regularly with the main multipliers to ensure a wide dissemination of information on the voluntary return programme. IOM should also try to work closely with leaders from both the mainland and Zanzibar communities.

- IOM should continue to produce leaflets in Swahili and make them more widely available, since they appear to be a popular format for information.
- IOM should continue translating the DVD into Swahili and make it widely available. There seems to be considerable interest in this format of information.
- IOM should advertise at bus and train stations because these appear to be the preferred locations.
- Advertising in major Tanzanian shops and supermarkets should also be considered.
- IOM should consider advertising on buses because this was identified as the most common means of transport.

All these recommendations should be taken into consideration in the immediate future to take advantage of the strengthening of the relationship between IOM and both the Tanzanian media in the UK and the main multipliers during the mapping exercise.

1 This term is used to indicate individuals or organisations that are well known amongst diaspora groups and could therefore play a key role in delivering information.

2 The List of Contacts is confidential and for IOM use only.



IOM UK

21 Westminster Palace Gardens,
Artillery Row,
London SW1P 1RR

Freephone: 0800 783 2332

Tel: 020 7233 0001

e-mail: iomuk@iom.int

www.iomuk.org



IOM International Organization for Migration



Actions co-financed
by Community Funds