According to recent Population Based Survey (TDHS-MIS 2016), 50% pregnant women make 4 or more visits before delivery, which is an increase from 43% in 2010 nationally. In Kagera region, an average of 43% women in 2015/16 make four and above ANC visit. According to January to June 2016 health facility reports, 53% of women have been recorded to make four and above ANC visits during pregnancy; this can be attributed to community based Health Promotion activities conducted by Health Promotion Tanzania (HDT) with funding from JHPIEGO -The USAID funded Maternal and Child Survival Program (MCSP).

A closer look of ANC attendance at Nyakahura Health Facility, records more than double from 61 to 130 who made more than four visit between January and September of 2015 and 2016 respectively. This undoubtedly proves that investing in Community based health Promotion by engaging Community Health workers and local leaders can impact Maternal Child Health in Tanzania.

Apart from health promotion activities, HDT also conducted gender dialogue sessions which empowered women to further discuss with their spouses on their health seeking behavior including men participation in reproductive and maternal health services. Mrs. Lusiah of Musekwa Village says, “I discussed with my husband on the importance of attending clinic and for the first time he escorted me to the clinic. At the clinic, the provider educated my husband about health seeking behavior. This visit was very successful because my husband now allows me to attend clinic and other community meetings which is against the culture of sukuma tribe.”

ANC is an important strategy to monitor pregnancy and reduce morbidity and mortality risks for the mother and child during pregnancy, at delivery, and during the postnatal period. HDT is grateful to the donor, the Government and JHPIEGO for this project and hereby calls for more partnership in this area in its ambition to further contribute to improved life of mother and child in Tanzania.