

Project Features

Project name:	Sanitation and Hygiene Promotion Campaign
Project Code:	EE-2010-02
Objective:	Improve the health and quality of life and reduce poverty levels through provision of water and sanitation services on a sustainable basis
Project focus:	Sanitation Promotion and Training
Location:	Utete and Mpwampwa Towns, Tanzania
Implementation agency:	EEPCO
Funded by:	Ministry of Water, ADF
Project duration:	06/2010 – 12/2010
Project leader(s):	Godwin Maleko, John Ngeme
No. of beneficiaries:	40,885 people



Detailed Project Description

EEPCO provided consultancy services for the design and implementation of a sanitation and hygiene promotion campaign in the towns of Utete and Mpwampwa.

Project activities included:

- Undertaking of a baseline survey
- Research of market segmentation and adaptation triggers
- Development and reproduction of information, Education and Communication (IEC) material
- Development of a latrine technology manual
- Sanitation marketing training and user's manual
- Training in sanitation marketing and hygiene promotion