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