

# FYATUA CHOO NA USHINDE!



## JE CHOO CHAKO KIKOJE?

### Photograph Exhibition Catalogue



JAMHURI YA MUUNGANO WA TANZANIA  
WIZARA YA AFYA NA USTAWI WA JAMII  
NA WIZARA YA MAJI NA UMWAGILIAJI





# Background

Good sanitation and hygiene is essential for Tanzania people's health, growth and development. Its importance should not be under-estimated.

President Julius Nyerere championed the highly successful 'Mtu ni Afya' campaign and this has resulted in Tanzania having a relatively high coverage of some form of latrine. However while over 90% of households in Tanzania report having a latrine, it is estimated that only around 33% of these are improved latrines which includes having washable slabs.

Studies have also shown that less than 20% of people report washing their hands after attending a defecating child and less than 20% before preparing meals. Yet the simple act of hand-washing with soap has been shown to cut diarrhoeal disease by 42-47%.

In a recent study of the water, sanitation and hygiene situation in every school in 8 districts in Tanzania provisional findings have shown that 90% of the schools have no functional hand-washing facilities and hence 90% of the children in these schools have no way to wash their hands after going to the toilet. As a nation we should be outraged at this finding, and challenge high level leadership to ensure that every school in Tanzania has functioning hand-washing facilities with soap as a compulsory part of the childrens' education. The practice of hand-washing with soap is as much about attitude as about priorities. Children are Tanzania's future but if they do not learn good sanitation and hygiene practices when they are growing up. Tanzania will miss an opportunity when they become the adults of tomorrow.

It has also been established that 30% of newborn babies who die in Tanzania do so due to infections or diarrhoea, but over 1/3 of health facilities have no client latrines and almost two thirds have no regular water supply.

Lets make it a national goal to get 100% of Tanzanians washing their hands at all critical moments. At the same time all

schools and health facilities must have functional water supply, sanitation and hand-washing when they are constructed.

Sanitation is essential not just for the population's health but also for their development and the country's growth. It is estimated that in Sub-Saharan Africa 5% of GDP is lost due to illnesses and death caused by dirty water and a lack of sanitation. Moreover it is estimated that for every USD 1 spent on water and sanitation, USD 11 is gained by the savings that are made from reducing medical bills, the cost of health services and keeping people in work and in education rather than being off sick.

# The Campaign

“Fyatua choo na Ushinde” campaign has been designed to mobilize Tanzanians from all walks of life including leaders and partners across all sectors to participate in a robust national campaign that stimulates national dialogue leading to action in improving hygiene and sanitation in households, schools, communities, institutions and public places. This is through visual images in activities, linking from the Global Hand Washing Day to the Sanitation Week and World Toilet Day 2009.

UNICEF commissioned Black Berries Enterprises Limited to execute the Fyatua Choo na Ushinde Campaign aiming at showing the prevailing practices so as to sensitize the use of safe and clean toilet in the community.

All mediums were used for the campaign (Print media, Radio stations, Bill boards and Road shows).

The road shows, the gatherings under tree and schools activities were used to recruit participants on the spot apart from creating awareness.

The Fyatua Campaign was conducted in 14 regional centers in Tanzania Mainland, covering Dar es Salaam, Morogoro, Iringa, Mbeya, Dodoma, Singida, Tabora, Shinyanga, Musoma, Mwanza, Arusha, Kilimanjaro, Tanga, Lindi and Mtwara. We used three road show teams to cover these within 10 days .

# Objectives

- To initiate hygiene and good health practice among Tanzanians.
- To sensitize on the need of using safe, clean toilets.
- To mobilize the organs concerned on the need of prioritizing the use of good ,clean and safe toilets when making their policy.



## The Partners



This is an initiative of The Ministry of Health and Social Welfare in conjunction with The Ministry of Water and Irrigation.

### Other key partners are:



UNICEF has been involved in Water, Sanitation and Hygiene (WaSH) in Tanzania for the past 20 years. The WaSH activities have mainly focused

in improving access to water and sanitation facilities in rural schools, in marginalized rural communities and health centres. The WaSH programme focuses on improving hygiene practices at family and community level, including household water treatment, safe water storage and preventive mechanisms to sustain water points.

WaSH has responded to emergency situations by providing water to communities which have experienced prolonged drought such as Magu, Kwimba, Missungwi and Mbarali, including Dar es Salaam during the water crisis of 1996-98.

At National level UNICEF works with the Ministry of Health and Social Welfare, Ministry of Water and Irrigation and the PMO-RALG and Ministry of Education and Vocational Training and PMO-DMD to support the development of the policies strategies and guidelines or good practice for the sector, and at the community it works with District Authorities, NGOs and CBOs to improve access and promote hygiene and sanitation practices.



The Water and Sanitation Program (WSP) is a multi-donor partnership administered by the World Bank to support people in obtaining affordable, safe and sustainable access to water and sanitation services. WSP works directly with client governments at the local and national level in 25 countries through regional offices in Africa, East and South Asia, Latin America and the Caribbean, and in, Washington D.C.

WSP has led or supported many of the advances made within the water and sanitation sector over the last three decades. We are able to share best practices across regions and place a strong focus on capacity-building by forming partnerships with academia, civil society organizations, donors, governments, media, private sector, and others. Our work helps to effect the regulatory and structural changes needed for broad water and sanitation sector reform.



Our challenge is to replicate successful approaches, continue targeted learning efforts, and support reforms that ensure the adoption of sustainable investments in the sector that help people rise from poverty.

The Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) is an international cooperation enterprise for sustainable development owned by the Government of the Federal Republic of Germany. It provides viable, forward-looking solutions for political, economic, ecological and social development in a globalized world. GTZ promotes complex reforms and change processes. Its objective is to improve people's living conditions on a sustainable basis. In partner countries such as Tanzania, the GTZ collaborates with other German Development Cooperation agencies (DED, KfW, InWent, CIM) in supporting various programmes in the Governance, Health and Water Sectors.”

“In close cooperation with the Government of Tanzania,

GTZ through the “Support to the Development of the Water Sector in Tanzania Programme” aims at improving water and sanitation services to the population by strengthening the institutional, legislative, regulatory and human resources framework.



WaterAid works in 17 countries providing water, sanitation and hygiene education to some of the world’s poorest people. WaterAid

has worked in Tanzania since 1983, helping to improve poor people’s access to safe water, sanitation and hygiene. We work with local partner organizations and communities on practical, sustainable projects and influence district, local and national government to invest effectively in these services. This work is vital as without water and sanitation, childhood ailments like diarrhoea are killers, resulting in the deaths of 4,000 children worldwide every day.



The Netherlands Development Organization (SNV) is an international development organization whose core business is to build the capacity of local actors to realize

poverty reduction and good governance in the areas of: (1) Increased production, income and employment for the poor and (2) Improved access to basic services in education, water, sanitation and renewable energy sectors. The local actors include: government and non-governmental organizations such as Districts, Municipalities, private sector organizations, NGOs and civil society organizations.

In 2007/08 SNV agreed to cooperate with Water Aid in water point mapping an action that leads SNV to realize the poor school WaSH status in Tanzania. SNV decided to further explore WaSH status and whilst there they found UNICEF with interest in the same area. SNV, UNICEF and Water Aid agreed to cooperate in further exploration of the school WaSH and entered into a partnership to conduct a programme that will map school WaSH (SWaSH) status in 16 districts in Tanzania. The three partners are now progressing very well in this endeavor.



Water Supply and Sanitation Collaborative Council (WSSCC) is an international membership organisation that has worked since 1990 to achieve sustainable water supply and sanitation for all people through enhancing collaboration among sector

agencies and professionals. WASH Coalition is a vehicle for awareness raising and advocacy at national level.

# Key Moments

## Launch Pictures



Health and Social Welfare Permanent Secretary Blandina Nyoni unveiling the National hygiene campaign in Dar es Salaam



Health and Social Welfare Permanent Secretary Blandina Nyoni speaks during the launch of National hygiene campaign in Dar es Salaam



Audience at the launching of National hygiene campaign in Dar es Salaam



UNICEF Staff listening to the launching speech during The National hygiene campaign in Dar es Salaam

Second from left is Health and Social Welfare Permanent Secretary Blandina Nyoni and left is UNICEF Official Abdulai Tinorgah



# Execution Details

We recruited, trained and deployed three execution teams in to three Zones i.e. Coastal, Upper & Southern Zone, Central & Lake Zone, Northern and Coastal Zone.

Each team comprised of:

2 Professional Nurses

2 Team supervisors

1 Promoter of Fyatua campaign.

1 Unit of PA System

Dj and a Truck

The following tactics were used to meet and communicate to the targeted populace

- Face to face/One on One encounters
- House to House impromptu visits
- Street storms
- Informal and formal gatherings
- Under the tree gatherings
- School Visits
- Market Visits
- Administrative Units





# Selection of the winners

## Judges Panel

NAME	ORGANIZATION	POSITION
Wilhemina Malima	UNICEF	WASH Specialist
Jessica Musila	GTZ	Communication Consultant
Ramadhan Tonge	Times School of Journalism	Photo Tutor
Mohamed Mambo	Business Times	Principal Photo Journalist
Bartholomayo Ngaeje	Ministry of Health & Social Welfare	Principal Health Officer
Yusuph Khatibu	Black Berries Enterprises Limited	Project Manager
Frank Temu	Black Berries Enterprises Limited	Field Supervisor



## Criteria used in Photo judging

The criteria Judges used to assess the winners ;

- The photo reflects the real situation on the ground
- Asses toilet for quality (good, bad, clean, safe)
- Do they have hand washing facilities or not.
- If they are culturally and social relevant
- The information the photo avails to viewer (the message)
- If they motivate viewer to action
- Assessing creativity, innovation, technology & maintenance
- Technical aspects relates to photos
- Gender & regional representation

# Overall Winners

Category	Winner Name	Gender	Region
1. HOUSEHOLD	Fatuma Ally	F	Dodoma
2. HOUSEHOLD	Bauta	M	Arusha
3. PUBLIC	Elias Wilfred	M	Dar es Salaam



No 1 Fatuma Ally (F), Dodoma



No 2 Bauta (M), Arusha



No 3 Elias Wilfred (M) Dar es Salaam

# Winners Household Cleanliness



# Winners Household Innovation/Technology



# Winners Household Dirtiness



No 1 Musa Jongo (M), Dar es Salaam



No 2 Mustafa Massawe (M), DSM



No 3 Seleman Said (M), Mwanza

# Winners Household Superstructure



No 1 Fatuma Ally (F), Dodoma



No 2 Baraka Ilesha (M), Dar es Salaam



No 3 Athuman Mpochi (M) Mtwara

## Winners Public Cleanliness



No 1 Laudencia (F), Mbeya



No 2 Bomang'ombe Polisi, K'njaro

## Winners Public Dirtiness



No 1 George Kandi (M), Shinyanga



No 2 Mwanza Majuto (M), Mwanza



No 3 Amina Salum. (F), Singida

## Winners Public Superstructure



No 1 Abdulaziz (M), Lindi



No 2 Salum Sudi (M), Mtwara



No 3 Abdulaziz (M), Lindi

## Winners School Cleanliness



No 1 Mwl Kisa Kibona (F), Mtwara

## Winners School Dirtiness



No 1 Milambo Primary, Dar



No 2 Meru Primary School, Arusha



No 3 Mrs Kisa Kibona (M), Mtwara

## Winners School Superstructure



No 1 Raha Leo Primary School, Lindi



No 2 Kinondoni Charlses Onyango, DSM



No 3 Chikongola Primary school, Mtwara

## Special Group Disabled



Flossie Philemon, Tukuyu Mbeya

## Special Group School



Josephine S Lemoyan-School Toilet

# Summary of learnings

Many people in Tanzania do not have improved latrines or hand-washing facilities, and hence their health is at risk. What we have also learned from the pictures it shows there is awareness of problems in sanitation, photos received depict and support the findings of 90% coverage of latrines of any type hence there is a need of investment towards hygiene education and alternative technologies.

**This Catalogue is compiled and designed by:  
Black Berries Enterprises Limited  
Jued North Gate, Suite No. 24  
Plot 799, Old Bagamoyo Road, Msasani  
P.O. Box 12831, Dar es Salaam  
Tel: +255 22 2775719  
Fax: +255 22 2773908**



**Black  
Berries  
Enterprises  
Limited.**



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Bibi Titi Mohammed / Magore Street,  
P.O. Box 4076, Dar es Salaam, Tanzania.**