



PROJECT REPORT

SHAHIDI WA MAJI ACTIVATION REPORT (UBUNGO MUNICIPALITY)

June 2021

SOCIAL MOBILIZATION ON HYGIENE BEHAVIOR REPORT AT TOOKU INDUSTRY AND SURROUNDING WARDS.

1.0. Background

Media reports and observation shows the decline in the practice of hygiene behaviours as one of the preventive measures against the spread of COVID-19 in Tanzania. The findings from the survey conducted among Tooku industry workers and neighborhood communities in Ubungo municipality indicated fatigue in practicing these hygiene behaviours. The survey shown that workers practice hygiene behaviours when they are in the industry premises however it was not the case in their homesteads. It was therefore established that the practice of hygiene behaviour at the moment is not motivated by an individual motive to protect themselves against COVID-19 but the fact that it is mandatory to take precaution within industry premises.

To counteract the situation, Shahidi wa maji contracted Project CLEAR to conducting a social mobilization campaign under the tagline 'Siri ya ushindi ni kubalansi'. The mobilization was conducted among Tooku workers and neighborhood community in Ubungo municipality. The message focused on reminding people to balance life and hygiene as a secret to victory in life i.e., practicing hygiene behaviour while at work. The mobilization was led by an influential artist Elias Barnaba alias known as Barnaba Classic.

2.0. Objectives

The main objective was to undertake mobilization campaign for WASH and COVID-19 at Tooku LTD and in the identified neighborhood communities where majority of Tooku LTD workers reside.

Specifically, the project aimed to:

1. Trigger workers and the community to practice frequent hand washing with running water and soap.
2. Ensure communities practice face hygiene and maintain physical distances.
3. Produce hygiene and sanitation messages to be used for radio, television, social media, and IEC materials.

3.0. Implementation

To achieve the objectives, the campaign team conducted mobilization events at Tooku industry and in three Ubungo wards i.e., Kibangu, Makuburi and Mwongozo. The communication materials was produced and distributed during these events while contents in form of mentions and testimonials was also produced during events and amplified on mass and social media.

3.1. Engagement of government officials in the selected areas

The campaign engaged health officers in the selected areas to assist in the activation and to ensure the sustainability of the campaign even after activations has been done. The Ubungo municipal Health officers, Mr Allen Kalongola assured the campaign team to continue supporting campaign initiatives in his daily activities while ward executive officers from three visited wards in Ubungo made commitments to continue supervising hygiene activities in their respective areas through monthly inspections.



Pic 1 & 2: Kibangu and Mwongozo ward executive officers respectively were engaged to continue supervising campaign activities in their areas.

3.2. Production of campaign materials

The project recruited Elias Barnaba alias Barnaba Classic an influential artist to be the campaign coordinator. The artist conducted a mobilization roadshow in all selected wards as well as two events within Tooku industry premises. The roadshows focused on areas with large number of people such as markets and bus stands.

The campaign produced collateral material such as T-shirts, reflector vests and Sato handwashing facility to enable the engagement of people and to sustain campaign message even after the activation. The contents in form of mentions and testimonials were also produce and distributed. The mentions involved the campaign ambassador Barnaba reminding people on hygiene behaviours as well as government officials making commitments to supervise campaign initiatives in their areas. The testimonials on the other hand, were people in streets and at Tooku industry testifying on how balancing hygiene and life or work has been a secret of their success. The produced mentions and testimonials were distributed through ground events, TV, radio, and social media.

3.2.1 Ground activation events

A total of 5 on-ground events were conducted during this activation programme. The events were conducted in three wards in Ubungo municipality while two events were conducted within Tooku industry. The estimated total number of targeted audiences reached through these events is 4677 people. The messages during activations focused on reminding the community members that balancing life and hygiene practices is the secret of victory/success in life.

The activations involved recruiting influential people to be campaign ambassadors in their areas. The selected ambassadors were mainly, bodaboda, saloon ladies and line supervisors at Tooku industry. The ambassadors were provided with either; T-shirts, Reflector vests or handwashing pan as token of recognition to be campaign ambassadors.

Table 1: Activations conducted, and people reached.

	Ubungo ward	Makuburi ward	Mwongozo ward	Tooku industry
Total participants	552	213	202	3710
Heads of Households	500	200	150	3700
Government officials	1	2	1	3
Influential people	1	1	1	7
Private sector	50	10	50	0



Pic 1: Barnaba handing over a reflector to the head of Bajaj riders at Ubungo external.

Pic 2: Barnaba handing over a handwashing material to the line supervisor at Tooku industry.

3.2.2 Mentions and testimonials produced.

During the activations, a total of 6 mentions and 9 testimonials were produced from the conducted events. The mentions involved the campaign coordinator Barnaba reminding the community to balance life and hygiene whereas testimonials involved workers and people in the community speaking on how they balance their life and hygiene in their daily walks of life.

Table 2: List of mentions and testimonial produced.

SN	Ubungo municipality	Mentions	Testimonials
1	Ubungo ward	1	2
2	Makuburi ward	2	2
3	Mwongozo ward	1	3
4	Tooku industry	2	2
Total		6	9

3.3 Distribution of campaign messages.

The produced contents were distributed on mass and social media platforms i.e., Twitter, Instagram, Facebook, and YouTube. The events were live streamed through Barnaba’s social media handles and gained more engagement through posts shared on Nyumba ni choo social media platforms and twitter influencers. The campaign was also amplified through event coverage on ITV, TBC, EATV, Guardian, Nipashe, as well as TBC Taifa and TBC FM.

Table 3: Contents shared on social media.

Platform	Posts
Facebook	10
Instagram	17
Twitter	25
YouTube	5
Total	57



Pic 1: Tooku event coverage on TBC 1



Pic 2: Barnaba’s Instagram post on the activations.

3.4 Campaign reach

The campaign is estimated to reach 4677 people through ground activations and 1.5 million through mass media and 262,409 on social media. The campaign was conducted on three Ubungu wards and at Tooku industry. The events were also featured on ITV, TBC, EATV, Guardian, Nipashe, as well as TBC Taifa and TBC FM reaching at estimation of 1,561,890 million audience. Please note that the mass media reach is estimated on real time when the materials were aired on a particular news programme as shown on Table 4 below.

The contents shared on social media is estimated to reach 262,409 social media users. This number is from all who responded on posts that was shared on social media used. The contents were shared on Nyumba ni choo social media assets, influencer’s instagram page i.e., @barnabaclassic as well as twitter influencers namely @Yoza @vwalaviola and @BaloziMtaa.

Table 4: Showing the Radio and TV reach

Total Spots:	5
Reach:	5.24%
Average Frequency:	2.09
Unique Audience:	1,561,890
Target Impressions:	3,268,420
Target Penetration:	100 %
Total Impressions:	3,269,835
Total Est GRPs:	10.97
Total Cost:	TZS 0
Savings:	TZS 0/0%
Panel Universe Estimate:	29,807,063

Source: Geopoll June 2021

Table 6: social media reach

Platform	Reach Estimates
Barnaba Classic	7108
Nyumba ni choo	6901
Nipashe	54,000
@Vwalaviola	11,400
@Balozimtaa	100,000
@yose_hoza	83,000
Total	262,409

Source: Social media sites, June 2021

Appendix

1. For more information and reference on the events, please find the attached google link containing event pictures and videos.
<https://drive.google.com/drive/folders/1xZK8g2f7tpNBWtO8XgPGjakMyjBhTh7u?usp=sharing>

2. Distribution on TV, radio, newspapers and social media.
 - http://portal.ortus.co.tz/sites/default/files/2021-06/tbc1_20210605_070312-070549hrs.mp4
 - http://portal.ortus.co.tz/sites/default/files/2021-06/tbc-taifa_2021-06-04_070435-070619hrs.mp3
 - <https://youtu.be/-FA1p1hRqWc>
 - http://portal.ortus.co.tz/sites/default/files/2021-06/the-guardian-pg6_3.pdf
 - http://portal.ortus.co.tz/sites/default/files/2021-06/tbcfm_2021-06-04_070435-070619hrs.mp3
 - <http://portal.ortus.co.tz/sites/default/files/2021-06/sibukafm-2021-06-04-070454-070546hrs.mp3>
 - <https://twitter.com/NyumbaNiChoo/status/1401091548960411650>
 - <https://twitter.com/balozimtaa/status/1400419173243789315?s=24>
 - <https://twitter.com/balozimtaa/status/1400413780677382146?s=24>
 - https://twitter.com/yose_hoza/status/1400407970014535680?s=24
 - https://twitter.com/yose_hoza/status/1400405601910505472?s=24
 - <https://twitter.com/vwalaviola/status/1400410953536225286?s=24>
 - <https://twitter.com/vwalaviola/status/1400411351315533828?s=24>