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COMMUNICATION STRATEGY  
ENCOURAGING DIALOGUE AND PARTICIPATION

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## ACRONYMS AND ABBREVIATIONS

AWEC	Annual Water Expert Conference
BWOs	Basin Water Offices
DPG-Water	Development Partners - Water
DPs	Development Partners
HIV/AIDS	Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome
MDGs	Millennium Development Goals
MKUKUTA	Mkakati wa Kukuza Uchumi na Kuondoa Umaskini
MTEF	Medium Term Expenditure Framework
NAWAPO	National Water Policy
NRWSSP	National Rural Water Supply and Sanitation Programme
NSGRP	National Strategy for Growth and Reduction of Poverty
NWSDS	National Water Sector Development Strategy
PRSP	Poverty Reduction Strategic Paper
PSS	Policy and Service Satisfaction Survey
SWAP	Sector Wide Approach to Planning
UWSS	Urban Water and Sewerage Programme
WRM	Water Resources Management
WRMP	Water Resources Management Programme
WSDP	Water Sector Development Programme
WSDP	Water Sector Development Programme

## **COMMUNICATION STRATEGY: ENCOURAGING DIALOGUE AND PARTICIPATION**

### **EXECUTIVE SUMMARY**

This communication strategy sets out a framework for communicating key messages about the Water Sector Development Programme (WSDP). The strategy will enhance participation of all stakeholders in all processes of programme implementation.

**The basic aim is to encourage more dialogue.** This will be achieved through the institutionalization of two-way communication between the Ministry of Water and stakeholders and through raising awareness and facilitating opportunities for public discourse, sharing knowledge, and enabling information from the grassroots level to reach decision makers. The strategy will also ensure availability and access of information during implementation of the WSDP at all levels, as it encourages debate between and amongst stakeholders on WSDP. This will be achieved through awareness creation and establishment of communication channels that can be used to share information with different audiences. Also, this strategy will assess the current communication situation and set out objectives, target audiences, communication channels, messages, and tactics for implementation and evaluation.

Overall coordination of the strategy will be steered by the Information, Education and Communication unit of the MoW. Key civil society organizations, community, religions and sector professionals will play pivotal roles in defining and implementing strategies and specific activities on the ground. Central to the strategy is the institutionalization of stakeholder dialogue, utilization of appropriate feedback mechanisms for communication between and among different technical and non-technical audiences, government and non government audiences, development partners and the general public.

The media features prominently in the strategy, whether it is in radio, TV, video, editorial or newspaper articles, the media, play a key role in disseminating messages to targeted audiences and enhancing dialogue at all levels. At the beginning of each year, an annual communication action plan will be developed in cooperation with stakeholders, detailing out activities, specific benchmarks and timetables, to allow tracking of plans and progress. The total budget for two years is TShs. 1,758,000,000 (USD 1,320,000)..

## 1. SITUATION

### Background

The National Development Vision 2025 sets the stage for the Poverty Reduction Strategy (PRS), an outcome based and multi-sectoral strategy. The review of the PRS led to the National Strategy for Growth and Reduction of Poverty (NSGRP) that sets operational goals and puts policy in a functional framework, which in the water sector is embodied in the National Water Sector Development Strategy (NWSDS). The NWSDS sets out the strategy for NAWAPO implementation and in turn guides the formulation of the Water Sector Development Programme (WSDP). The preparation process of the three sub-sector programmes -- the Rural Water Supply and Sanitation Programme (RWSSP), the Urban Water and Sewerage Programme (UWSSP), and the Water Resources Management Programme (WRMP) -- were guided by the NWSDS.

In the shorter term, NSGRP commits Tanzania to achieving the Millennium Development Goals (MDGs) for access to safe water, sanitation and a sustainable environment, while also setting targets for 2010. The MKUKUTA targets for WRM are:

1. to reduce water related environmental pollution levels from 20% in 2003 to 10% in 2010
2. to operationalize all nine integrated water resources management basins by 2010
3. to increase the proportion of the rural population with access to clean and safe water from 53% in 2003 to 65% by 2010, 79% by 2015 and to 90% by 2025.
4. to increase the proportion of the urban population with access to clean and safe water from 73% in 2003 to 90% by 2010, to 95% by 2015; and by 100% by 2025.

Although the WSDP builds on the three sub-sector programmes, it is strongly multi-sectoral and aims to foster greater collaboration among all sectors and stakeholders. It has mainstreamed cross cutting issues including gender, environment, HIV/AIDS, disability, children, youth and elderly. Given its sector wide approach and principal of national ownership, the programme no longer regards the government as a sole solution maker.

**Every stakeholder is seen as an active agent in implementing the programme, in areas of work, community, village, family and at the individual level.** The purpose of this communication strategy for the WSDP is to facilitate the effective implementation of the programme and enable stakeholders to fully. The communication strategy will contribute to the goal of increased participation in the WSDP, NSGRP, and Vision 202 by adhering to the following principles:

- Create an open and inclusive national dialogue using two-way dialogue and encouraging participation at all levels
- Ensure transparency and accountability throughout the Water Sector Development Programme
- Ensure that communication is provided in a timely manner and in appropriate formats to suit the various stakeholders

Communication is a two-way process that depends on listening, participation and engagement. Therefore, the implementation of this communication strategy will require commitment and involvement of many individuals and organizations as well as sustained support from government and development partners.

### **Context**

The communication strategy provides a foundation for sharing information to broaden stakeholders' role in the process of programme implementation. The strategy is multifaceted, recognizing the need for timely and relevant information at all levels. Information is needed by the government for informed policy dialogue and decision making. Civil society and politicians also require information to participate in policy formulation issues and guidance on programme implementation. Similarly, to assess how the government and other stakeholders take actions in programme implementation, and to support and guide their own planning and implementation of development activities, people and the community at large, require accessible information.

**Information needs to flow both ways.** The right information at the right time is of strategic importance but not sufficient to address challenges posed by inadequate service provision. Therefore, information dissemination must go hand in hand with feedback channels. Institutionalisation of a two-way communication process provides power to the people to articulate their aspirations and find common ground for action.

To reprioritize communication to respond to the needs of the people, this communication strategy emphasizes reaching people at all levels and avoiding setbacks to successful implementation caused by lack of information or confusion. **Information should be clear, simple and concise in addition to being made available in accessible formats.**

It is thus a priority for this communication strategy to create and have forums for public discourse through which every stakeholder has an opportunity to be informed and provide feedback on issues influencing them. It is envisaged that understanding of the issues by a wider group of the people through consensus debates and participatory approaches, will broaden ownership of the programme actions.

## **CHALLENGES**

Effective communication and advocacy has not been recognised as a pivotal area in ensuring that policy, strategies, programmes and legislation are received and understood, so as to facilitate stakeholders and communities in participating through a bottom up processes. Rather, the approach, has been top-down from central government with little consideration of the importance of two-way communication and the development of consensus and understanding at the stakeholder and community levels. Either advocacy on particular issues has always been done in particular occasions such as Maji Week, Annual Water Experts Conference and other inaugurations and longing occasions.

Previous and current communications and advocacy instruments are weak and do not adequately facilitate imparting of information from the national level down through all levels to the community, and vice versa. Communication and advocacy mechanism will be established to enhance information and experience sharing to keep stake holders aware of sector problems, successes and needs, so as to facilitate knowledge of the sector and its reform by the general public and provide mechanisms for joint action.

There is an ongoing “Innovation Window” pilot project implemented as one of the Rural Water Supply and Sanitation interventions, whose objective is to provide communities with best practice information in the area of water and sanitation (WAS) improvement

and to increase the capacity of actors at ward/village level to enable them to facilitate information dissemination and dialogue on WAS best practices at community level.

**Challenge: Coordination and Monitoring of Dissemination, Sensitization and Advocacy of Information**

A lot of data and information related to the Water Sector is being collected through various methods but there is lack of systematic management and coordination of their dissemination. Data and information is therefore insufficiently available to be used by policymakers in the government, and people are not being sensitized enough to take appropriate measures. The established Information Management System (MIS) and the Data Bank in the Ministry of Water are still at infancy stage. There is a need to strengthen these systems so that they can make data and other information available for dissemination. The information is to be disseminated to Government, civil society and academic institutions, development partners, the media and the general public through various channels such as radio, TV, newspapers, drama and the Internet. Other dissemination opportunities are the Annual Water Experts Conference (AWEC), Maji Week, and during the presentation of the Water Sector reports at various levels. Apart from AWEC and other occasional workshops, there has been no systematic approach to gather views or opinions and understanding of NAWAPO, NWSDS and information on how implementation has been useful to them and whether it has made difference, or not in people's lives. **In the absence of a systematic approach to gathering public opinion, understanding trends and monitoring general perceptions remains challenging.**

It is crucial that communication interventions also focus on emerging cross cutting issues such as HIV/AIDS, gender, people with disabilities, aging, governance, transparency and accountability.

**Challenge: Public Knowledge on Water Sector Development Programme**

A National Policy and Service Satisfaction Survey (PSSS) conducted in 2003 examined the level and accuracy of public knowledge and source of information concerning government policies. The survey concluded that, in overall, Tanzanians are very well aware of the main thrusts of public policy. Further investigation, however, led to the conclusion that though the picture is not homogeneous, people are less much informed



on the details of sectoral policies compared to public service delivery facilities. The Ministry of Water made an effort to distribute copies of the National Water Policy to all stakeholders in the country but with the above observation it is questionable whether communities are well informed on the details and contents. Therefore, it is a challenge for the implementation of the Water Sector Development Programme (WSDP). The communication strategy will have to address these communication gaps in order to enhance effective implementation of the programme.

### **Challenge: Sources of Information**

The communication strategy needs to ensure that target groups have access to information on the NAWAPO, NWSDS, and WSDP in a way that is timely, accessible and accurate. According to the Public Service Satisfactory Survey (PSSS) of Tanzanians conducted, the major source of information is radio, followed by word of mouth, newspapers, television and at service delivery points such as schools villages, workshops etc. Other sources of information are religious channels such as churches and mosques.

Though radio communication is found to be the key channel of information, word of mouth is found to be an equally important source of information in rural areas. Newspapers and television are more common channels of information in urban areas.

### **Challenge: Synchronization of communication activities across Ministries**

The Ministry of Water is implementing a far reaching initiative to improve communications with the public and enhance relations with the media as part of its broader commitment to good governance, openness and accountability. There are efforts to address communication needs of the MoW divisions that also touch on major poverty related themes such as (MDGs) and NSGRP.

As part of the strategy it is expected that all senior civil servants engage more with the Ministry of Health, the Ministry of Education, and the National Bureau of Statistics to share public information frequently and leverage economies of scale by collaborating. Aligning the water sector communication strategy with communication efforts undertaken by other sectors and non governmental organizations for a coherent and consistent

communication intervention will help to avoid duplication and overlap of interventions on similar issues.

### **Challenge: Media**

As a primary stakeholder, the media have an important role. By acting as a bridge between governments and governed, they provide important mechanisms for interaction and forum for exchange of ideas. However, journalists must remain responsible and informed if they have to make a significant impact upon public understanding of poverty and the need to alleviate it through sustainable water supply and sanitation services using their powerful words and pictures.

Reporting when it happens or in occasions, is ad hoc and formula with wide coverage given to political and entertainment reporting compared to real issues. At the same time, very little investment has been made in developing regular interaction with the media. Media coverage of water issues is neither systematic nor analytic as the reports are event driven. Analysis of media content lacks a proactive way of dealing with the media on water issues. The Government is the main source of information on water issues but urban authorities are also reporting water issues of their areas. Water shortage is the most reported issue followed by access, cost, quality, conservation and privatization. The events that generate reports in the media are mainly from government, urban water authorities and individuals.

### **Challenge: Literacy**

Based on the latest available estimates by the Bureau of Statistics, 28.6% of Tanzanians cannot read and write in any language. There is more literacy among women (36%) than among men (20.4%). Dar es Salaam shows the lowest proportion of illiteracy (8.7%). The highest level of literacy is found in rural population (33.1%), with rural women having the highest incidence of illiteracy (41.2%), compared to 23.9% for rural men.

Given the substantial proportion of the people who can not read and write, the radio then remains the most widely available and the most cost-effective medium to reach a wide range of audiences, especially in rural areas. As a widely used communication channel, the radio can also be utilized to reach the urban audiences. Furthermore, in such areas, local language, dramas and film shows will be used.

## **RATIONALE FOR COMMUNICATION STRATEGY**

For many years, the water sector has had various reforms. The NAWAPO, the NWSDS, and the WSDP prescribe new roles for different players in the provision of water supply and sanitation services. The policy guide is based on the key principles, namely the Government's role limited to coordination, policy and guideline formulation and overall sector regulation; implementation, management and executive functions to be decentralised to the lowest appropriate levels, while balancing consumer participation with economies of scale; responsibility for regulation be separated from prioritisation and allocation of capital investment funds; autonomous entities be established to manage water supply and sewerage services in urban areas; and community organisations own and manage water supply schemes in rural and peri-urban areas.

The policy direction shift calls for adoption of a more effective institutional framework for the provision of water, sanitation, and sewerage services to urban and rural population that requires to be communicated to all stakeholders. Likewise, the challenges of effective integrated water resources management, effective consultation and consensus building, and participation of stakeholders in the planning, design, operations, and management decision-making process, require a communication strategy to be in place.

**In the past projects have not been sustainable because ownership is missing and people were not involved in the planning and implementation process.**

Analysis of inadequate or failure of many projects and programmes in the country indicate that one of the key factors is lack or inadequate sharing and use of information for decision making. Experience shows that inadequate sharing of information on programme initiatives, resource allocation, modalities of implementation, monitoring and evaluation, reinforces the underlying causes of inborn failures of earlier projects. This communication strategy will clarify and outline linkages between the NAWAPO, NWSDS, WSDP, LGA's, Villages, service providers, other implementing agencies, and the community at large.

### **Water Sector Development Programme**

The WSDP recognizes public access to information as human rights as well as the key means to facilitating programme implementation, monitoring and evaluation, and accountability. Also, sharing of information can enable people to engage fully and meaningfully in the implementation process and benefit from programme actions.

People have the right to know in an easy-to-understand and accessible format the contents and planned actions of the WSDP; which include modalities of implementation; key principles guiding its implementation; the desired goals, and related targets; the actions; roles and responsibilities of various actors; how the programme implementation will be monitored and evaluated; information from the monitoring and evaluation process; and how the programme is financed, resource mobilized and utilized.

### **Development Partners Group - Water**

The budget process for the programme is executed through the Medium Term Expenditure Framework (MTEF) that requires and encourages a wider participation of stakeholders and consultation from Development Partners (DP's). The Government, and the Development Partners (DPs) in respect of a five-year General Budget Support for MKUKUTA implementation, (DPs) have set up a Development Partners' Group – Water (DPG-Water). The objective of the DPG-Water is improved information sharing, coordination and cooperation between water sector stakeholders. One of its functions is monitoring and reporting on sector performance.

### **Stakeholders and Private Sector Participation**

The actors involved in various programme actions are many and diverse. **Strategic communication on the WSDP intends to build on the relationships that have been established including with the private sector.** The WSDP opens a new room for collaboration between sectors that have earlier operated in isolation. The sectors include health, agriculture, forestry, and power sectors. Hence, the strategy will be a useful tool in linking all the sectors as far as information sharing is concerned.

The communication strategy will make possible assessment of the linkage between the WSDP priorities and actions, the budget in allocation and utilization of resources as well as DPG-Water on monitoring and evaluation at all levels. The levels include inputs, outputs, outcome, and impact. The information from these levels will be shared among all stakeholders in verbal and/ or written form that enables stakeholders to hold the government accountable and vice versa.

## **2. OBJECTIVES**

The Water Sector Development Programme comprises the Water Resources Management Programme (WRMP), the Rural Water Supply and Sanitation Programme (RWSSP), and the Urban Water Supply and Sewerage Programme (UWSSP).

The Water Resources Management Programme (WRMP) objectives are to develop a water resources management and development framework in all nine water basins as well as to promote good governance of water. The Rural Water Supply and Sanitation Programme (RWSSP) objectives are to improve quality and quantity of drinking water and sanitation services in rural areas and small towns, and the Urban Water Supply and Sewerage Programme objectives are to improve water supply and sewages services in urban areas.

The objectives of this communication strategy are to support the goals of the WSDP by:

### **1. Addressing water resources and service delivery problems**

The following issues will be considered in the development and implementation of the communication campaign includes:

- Inadequate consideration of the use of water resources as a way to reduce poverty.
- Lack of an effective institutional framework for integrated Water Resources Management (leading to overlap of roles between institutions, inadequate cross-sectoral coordination, inadequate communication and awareness between institutions and local organizations).
- Fragmented planning without adequate consideration of cross-sectoral water management issues (hydroelectric power plants allocated downstream of major irrigation schemes).
- Environmental degradation and pollution of water sources from increasing human activities.
- Lack of ownership and participation of beneficiaries to plan, implement, pay for, and manage their water supply and sanitation systems.
- Excessive water losses in the distribution systems led to damage of water services structures, illegal connections, misuse of water, water wastage, and lack of universal metering.

- Provision of water supply and sanitation services to lower income groups, old and disabled people and people living in peri-urban areas.
- Low priority accorded to Sanitation and Hygiene improvement in rural and urban areas resulting in pollution of shallow ground water and household environments.
- Lack of attention in selecting the most appropriate and affordable technology in providing water supply, sewerage and sanitation services.
- Inadequate involvement of the private sector in water supply, sewerage and sanitation service delivery.
- Awareness of how to access local Government grants.
- Inadequate clean and safe water supply services to the poor leads to loss of productive time and negative consequence for poverty reduction activities at household level.
- The mechanism for effective consultation and consensus building and participation of stakeholders in the making decision process is not adequately defined and implemented.

## **2. Addressing communication-related issues facing restructuring of water supply and sanitation services**

- The need to build “informed opinion” among key decision makers in the government, urban authorities, local authorities and other related institutions.
- The lack of widespread understanding of the consequences of restructuring provision of the water supply, sewerage and sanitation services (e.g. community owned system, commercialization, privatization etc.) how it works and how it benefits the consumers.
- The need to understand the National Water Policy 2002, the National Water Sector Development Strategy, Water Act, and the Water Sector Development Programme.
- The need to address staff issues and transitional plans in the new set-up.
- The need to build confidence among consumers and demonstrate resolve to address problems such as insufficient billing system, management of water source etc.
- The need to generate support among bodies that have influence among consumers such as sub catchments water committees, consumer consultative councils, water user entities, etc.
- The need to increase understanding of water sector reforms among media organizations.

- The need to “quick start” communication efforts by ensuring that adequate staff resources are dedicated to implementing this communication strategy.
- The need for the IEC unit of the MoW to plan and coordinate communication activities related to new structure.
- The need to train communication team on communication strategy and communication plans.

### 3. AUDIENCE

No single approach would be appropriate because there are many types of stakeholders which require different approaches. Any documents or other information should be available in a language understood by the majority of the stakeholders. To maximize impact and influence action, the following primary audiences will be targeted:

- **Domestic and Other Consumers**  
General consumers play critical roles in generating public support and goodwill. Again the collective potential of water consumers to influence sectoral policy implementation cannot be ignored.
- **Local Government Authorities**  
Councils are decisive in operationalising the Water Sector Development Programme. Key focus will be on building a supportive environment for the new set-up of implementation of the programme.
- **Current staff of the MoW including the Regional Secretariat**  
Operational success of the programme primarily rests on staff. Staff are most prominent frontline ambassadors in articulating its vision and thrust towards improving water service delivery.
- **Board members and senior management**  
As the key decision - makers on water service delivery, this group will initially play a vital role in effectively articulating their vision and mission to diverse audience and service champions of the implementation process.
- **Decision makers**  
Policy and decision makers in government ministries will yield immense influence over the success of the WSDP.
- **Donors and support institutions**

During successful implementation of the programme, donor support will be required. It will be important to keep them updated on the challenges, strengths and progress of implementation. UN organization representatives', ambassadors, High Commissioners, and project leaders heading international multilateral agencies are in this group.

The following secondary audiences will be targeted:

- **Politicians**

This audience includes the Parliament and other politicians outside of the legislature. This audience reflects and influences public opinion as well as policy formation and implementation. They will have the main responsibilities for generating informed discussion on water service delivery and documenting people's opinions.

- **The Media**

Capturing the interest, educating and effectively engaging the media will significantly leverage outreach and cost effectively reinforce messages on WSDP set up and helping build a supportive environment among the primary audience.

- **NGOs, Civil Society dealing with water issues**

The Civil society dealing with water issues, academic and researchers, business leaders' trade union leaders, NGO's, Aid Organization leaders fall under this segment. They influence debate and shape public opinion, are close to the grassroots' stakeholders and can complement government efforts to transmit information through their net workers and encourage critical analysis of the facts as appropriate.

- **Water and sanitation services vendors**

This category is important for their roles in complementing water and sanitation services. They include private water companies, water vendors operating in various situations as well as those involved in refuse collection and exhausting closed sewers.

- **Special audiences**

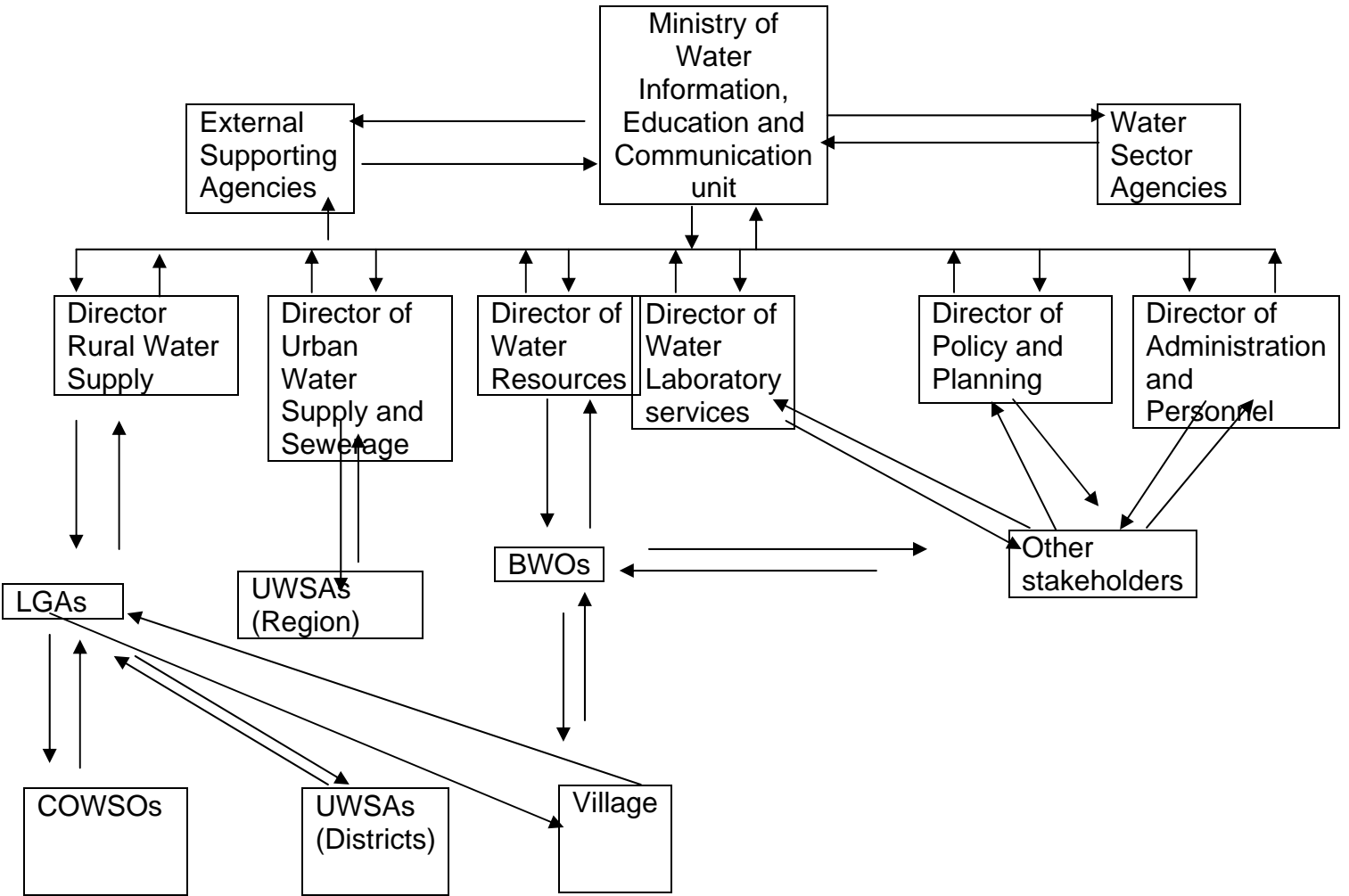
This segment includes peasant, youth, children, students, people with disabilities, traders, illiterate people and people living with HIV/AIDS. Communication is tailored to enable different groups to take part in policy dialogue through dissemination of findings and creating opportunities for sharing experiences, and pointing out issues



that need specific attention. A highly targeted outreach to this will require demographic data such as age, gender, religion education and geographic location.

Each of these external audiences has a vital role in the successful implementation of the programme. Figure 1 summarizes the internal communications landscape throughout the various implementation levels. A mix of internal and external communication will be required.

Figure 1: Flow and sharing of information



#### 4. COMMUNICATION STRATEGY

This strategy builds on the communication framework and on opportunities generated and offered by the WSDP. It identifies and presents the key strategic interventions that would facilitate participation of all stakeholders in the implementation of the WSDP. It takes on board key challenges and concerns pertaining to implementation of the programme.

As stated earlier, this strategy will adhere to the following principles:

- Create an open and inclusive national dialogue using two-way dialogue and encouraging participation at all levels
- Ensure transparency and accountability throughout the Water Sector Development Programme
- Ensure that communication is provided in a timely manner and in appropriate formats to suit the various stakeholders

**The strategy recognizes that effective sharing of information is critical to fostering a nationally owned strategy for water issues, as it increases interaction and understanding between various stakeholders and improves quality of participation.** The strategy aims at providing information and education on WSDP to all stakeholders and provides opportunities for feedback in the national dialogue.

The Ministry of Water is committed to opening up and maintaining a channel of communication with key stakeholders identified in the WSDP and will provide opportunities for debate and dialogue on various development issues. This strategy seeks to foster clear and precise communication between the MoW and other stakeholders. Sharing of information fosters participation and accountability. Quarterly and annual progress reports are examples of essential elements of the accountability framework for MoW, implementing agencies and other stakeholders.

The strategy will:

- Increase awareness of the WSDP among various target audiences.

- Increase evidence based planning at all levels (national to community) through the availability of up-to-date information.
- Place water issues of urban and rural management in the agenda of the mainstream media.
- Facilitate and encourage stakeholder participation in further improvements during implementation of the WSDP through opportunities for feedback
- Build consensus among key stakeholders.
- Enlist customer goodwill and cooperation and reinforce positive customer attitudes towards improving water supply and sanitation services.
- Increase water sector staff appreciation of the two way communication by maintaining open channels of communication.
- Set up two-way feedback mechanisms for receiving and providing information to customer and stakeholders on issues related to water service delivery.
- Increase mass media knowledge and capacity to inform and educate the nation on water service delivery.
- Forge partnerships with stakeholder groups to increase understanding on water supply and sanitation service provision, in an effective, efficient and supportive environment.
- Increase the capacity of the Mow to plan and manage communication as a strategic function.

The implementation of this communication strategy will require commitment and involvement of the water sector, organizations and many individuals. Especially important will be the involvement of communication units within various stakeholder groups. These units will help in information dissemination but also in generating feedback throughout the implementation of annual communication action plans.

The Ministry of Water, the Information, Education and Communication (IEC) unit has been established to perform the following activities:

- Implement and monitor this communication strategy
- Produce various documents on sectoral and Ministerial reforms and distribute to stakeholders
- Coordinate press briefings for the Ministry
- Promote ministerial activities, programs and policies

- Coordinate preparation of sectoral and ministerial papers for workshops and conferences
- Update sectoral and ministerial information in the website
- Advise divisions, units, LGAs, extra ministerial and non commercial public agencies
- Through LGAs and other organizations, identify appropriate institutional mechanisms and agents for communications at village and district levels.
- Issue an annual communication schedule together with a calendar of communication events to be undertaken by the government and other stakeholders
- Prepare and provide topical and informative media releases
- Identify, acquire, prepare and provide information of interest to particular stakeholder groups
- Inform the press on the major decisions taken in respect of the monitoring system
- Collate and assess feedback from stakeholders
- Coordinate capacity building programmes for government and non-government communicators
- Produce and disseminate newsletter, poster, TV, and radio programmes, video, brochures and other materials.

## **5. TACTICS**

In the pursuit of the overall goal, the strategy will embrace an entire range of tactics for communicating while ensuring opportunities are available for public participation and feedback from stakeholders including the community level. The following tactics provide a framework of action to be taken by stakeholders in support of the strategy and will be used to start discussion on the implementation of the WSDP:

### **Media**

- Develop guidelines for working with the media, including TV, radio, print, website.
- Send press releases and public services announcements to relevant media and public information offices.
- Hold regular briefing for media representatives.
- Promote and support talk and phone in shows on radio and TVs.
- Support production of regular feature articles for use in newspapers, websites.
- Produce and air popular radio and video documentaries on various themes related to water issue.

- Support strategic use of village notice boards.
- Promote news coverage demonstrating success stories.
- Organize journalist training workshops.
- Develop a network of journalists and eminent persons to contribute to coverage of WSDP effort.

### **Events**

- Use trade and agriculture shows, e.g. Dar es Salaam International Trade Fair farmers day and Maji Week as a platform to find out perceptions, concerns and information needs of stakeholders
- Convene of awareness workshops and seminars for water sector stakeholders.
- Promote messages through Primary & Secondary School work of arts and sports.
- Organize competitions (writing, art) together with people's views on specific subjects.
- Use special methods to special audiences e.g. uses of Local drummer & language, local Social groups to disseminate information.

### **Multi-media formats**

- Repackage output from MoW in attractive formats such as films, video, brochures, poster, stickers & banners, showing particular audiences.
- On occasion, produce promotional materials, like postcards, bookmarks, banners poster, T – shirt.
- Creation and sustenance of an online discussion forum on the monitoring website.
- Use MoW website to disseminate information.

### **Messages**

Implementation of the communication strategy will be guided by messages that will be developed to suit specific audiences . Guidelines for developing key messages are:

- i. Include details of the programme policy being promoted.
- ii. Show the benefit of the imitative for the target audience.
- iii. Be clear and concise.
- iv. Focus on the stakeholder needs and not the sender's desire, target stakeholders beliefs and opinions, and be culturally sensitive.
- v. Appeal to sentiments like 'better health,' 'protect family,' 'make work easier,' 'save time,' and 'save money.'

## 6. TIMETABLE FOR 2006/07 / WSDP COMMUNICATION STRATEGY

Activities	Quarter 2006-07			
	1	2	3	4
Hiring a publicity consultant	→			
Hiring a communication specialist or seconding communication staff from World Bank/WSP		→		
Finalizing communication strategy		→		
Convene stakeholder meetings to discuss communication strategy		→		
Plan and hold staff briefings		→		
Launch public awareness campaign for WSDP		→		
Develop logo and produce communication materials		→		
Plan and manage media relations		→		
Host message development workshop		→		
Training and capacity building				
Sustain media relations		→		→
Plan and manage stakeholder relations				→
Undertake integrated customer education campaign				→
Plan and manage internal relations				→
Maintain interactive dialogue with strategic partners				→
Develop and manage website				→
Plan and hold special events				→

## **7. IMPLEMENTATION**

The implementation of the communication strategy will require commitment and involvement of water sector, organization and many individuals at various level. Especially important, will be the involvement of communication units within various stakeholders. The communication unit at the Ministry of Water will be responsible for the preparation and implementation of annual communication action plans.

### **Roles and responsibilities of various actors**

#### **National level**

##### Ministry of Water

Under the existing institutional arrangement of MoW, the Information, Education and Communication (IEC) unit has been established. The unit will be supported by a communication team which consists of appointed members from each division/unit and agencies under the MoW (preferably from the monitoring sections and Management information system (MIS)). The unit will further perform the following tasks:

- Through LGAs and other Organizations identify appropriate institutional mechanisms and agents for communications at village level and district level.
- Issue an annual communication schedule together with a calendar of communication events to be undertaken by the government and other stake holders
- Prepare and provide topical and informative media releases
- Identify, acquire, prepare and provide information of interest to particular stakeholder groups
- Inform the press on the major decisions taken in respect of the monitoring system
- Provide regular updates to the press on progress of NWSDP targets
- Collate and assess feedback from stakeholders
- Arrange media briefings
- Maintain and update the water sector website
- Coordinate capacity building programmes for government and non-government communicators
- Produce and disseminate newsletter, poster, TV, and radio programmes, video, brochures and other materials.

##### Other Ministries and Government department

The MoW will collaborate with the communication officers in other Ministries and departments in an effort to mainstream messages and issues related to WSDP in implementation of these strategies.



## **Regional level**

The Regional Secretariat (RS) are currently implementing wide ranging communication strategies on various sectors. The Regional Water Sanitation Team (RWST) will be responsible for monitoring and disseminating information to the Local Government Authorities (LGAs) in their regions and to the MoW. Either the MIS section will be tracking information from the regions and disseminating the same to the regions.

## **District level**

The District Water and Sanitation Team (DWST) will be responsible to disseminate information to the region and their respective communities. They are responsible to monitor and provide the necessary information to the communities through the formal way or through private sector. The DWST will also be responsible to track information and data from the established reporting system.

## **Community level**

The community through the village Government and Water user entities/water and sanitation committees (WATSAN) will disseminate the information to the communities through public meetings, notice boards and visitations. The community will communicate with these authorities through suggestion boxes to be introduced, word of mouth, etc. The water user entities/committees will report to the village Government and DWST in the formal way.

## **Non Government Actors**

They will complement the government efforts by providing the public with adequate and accurate information on water sector effort.

## **Harmonization**

The establishment of links and networks with IEC units with development partners, Ministries, department, Authorities, NGOs, CBOs, LGAs and communities will be necessary to ensure a consistent and a coordinated communication process. This will ensure quality of products is controlled and will help minimize duplication of activities.

## **8. BUDGET**

Financing of the activities of the strategy will depend mainly on the internal resources and development partner funds.

Adequate financial resources should be earmarked for audience surveys and opinion research, production of Information, Education and Communication (IEC) material, creative development, media placement, capacity building, technical assistance, outsourcing and training.

The IEC unit of the MoW also requires equipment including cameras, software, human resources and short-term technical assistance to produce documents for media.

A newsroom should be available for use by the communication team in production of official documents and support government communication efforts. The newsroom will have a podium, public address system, audio-visual system equipments, internet web cast capability, internet and simultaneous translation facilities will be necessary for this team to be able to efficiently and effectively produce official media and support government communication efforts.

The budget of the WSDP communication strategy will be included in the work plans of the Information, Education and Communication Committee (IEC) of the MoW. There is the possibility of including communication activities and budget in LGA's in the future. The financing modality assumes that stakeholders such as private sector, civil society, DP's will play a crucial role in implementation of the programme through provision of technical services and financial resources.

There is room provided in the communication annual plan for which stakeholders proposing innovative communication programmes can access small grants. The small grants will enable and empower stakeholders to undertake innovative communication initiatives that best suit their contexts. The communication strategy provides for small grants to enable and allow as many stakeholders as possible, especially the disadvantaged and rural based stakeholder organizations to benefit and participate in programme sensitization, advocacy and publicity. Guidelines for accessing these grants will be issued by IEC unit of the MoW.

**The two year budget for 2006/07 and 2007/08 has been worked out for various activities of the Communication Strategy. The activities include purchase of equipment, communication costs, advertisements, media buying, IEC material production, media monitoring and voices of the people, Communication grants, transport, promotion and special events, media investigations, capacity building, and monitoring and evaluation surveys and opinion research. The budget for each of the two years is estimated at TShs. 863,000,000 and Shs. 895,000,000, respectively. The total budget for two years is TShs. 1,758,000,000 (USD 1,320,000). The summary of the budget are shown below and the details of the budget is shown in the Annex 2.**

#### **BUDGET SUMMARY IN '000' TSHS**

No.	DESCRIPTION	ESTIMATED COSTS		
		TOTAL	2006/2007	2007/2008
1.	Ministry of Water (IEC)	1,758,000	863,000	895,000
2.	Urban Water Authorities (UWAs)	3,700,000	2,040,000	1,660,000
3.	Basin Water Offices (BWOs)	2,025	1,080	945
4.	Local Government Authorities (LGAs)	27,735,000	14,190,000	13,545,000
	<b>Total</b>	<b>33,195,025</b>	<b>17,094,080</b>	<b>16,100,945</b>

#### **8. MONITORING AND EVALUATION**

Currently, there is little true evaluation of communication work. It is a priority for this communication strategy to provide these services. Monitoring and Evaluation of communication efforts will not only inform future phases of communication programmes, but will also help ensure that messages are developed in light of public opinion.

Evaluation will be woven into programme planning from the outset. It will involve ongoing pre-testing and evaluation of the strategy and tactics. In addition, it will be necessary to establish a baseline on attitudes related to services.

**Success of this strategy will be measured by charting progress here:**

Performance Indicators against Communication Objectives

Objectives	Performance Indicators	Status/Achievements TO BE UPDATED
Increase awareness on the WSDP	<ul style="list-style-type: none"> <li>- Number of senior staff in Government receiving regular briefing from the Water Sector</li> <li>- Decision makers publically support and advocate the implementation of WSDP</li> <li>- Stakeholders at different levels meet to discuss the progress of implementation of WSDP</li> <li>- Demand of water service from the communities by number of applications to the LGAs</li> </ul>	
Place water issues on the agenda of mass media and ensure that media have the capacity to report accurately.  Increase mass media knowledge and capacity to inform and educate the nation on water services delivery, sanitation, hygiene, and HIV/AIDS	<ul style="list-style-type: none"> <li>- Number of consultations with the press held on water issues</li> <li>- Proportion of District Councillors who can articulate the benefits and are “on message”</li> <li>- Water is seen as a priority by most stakeholders</li> <li>- Number of media articles on water services delivery, sanitation, hygiene, and HIV/AIDS</li> <li>- Number of workshops on water issues in which media participated.</li> </ul>	
Planning at all levels from national to community level through the availability of up-to-date information.	<ul style="list-style-type: none"> <li>- Beneficiaries participate in the planning process of their facilities</li> <li>- All stakeholders are aware of the planning cycle from community level to the National level</li> <li>- Departmental representatives ensure that stakeholders keep data on what they are doing in the implementation of WSDP</li> </ul>	

<p>To enlist customer goodwill and cooperation and reinforce positive customer attitudes toward improving water supply and sanitation services</p> <p>To set up two-way feedback mechanisms for receiving and providing information to customers and stakeholders on issues related to water sector</p>	<ul style="list-style-type: none"> <li>- Number of customer education programmes</li> <li>- Number of contact meetings with customers</li> <li>- Number of material produced with key messages on customer concerns</li> <li>- Number of complaints being received from customers</li> </ul>	
<p>Facilitate and encourage external support agencies to participate in further improvement during implementation of the strategy through opportunities for feedback on how the strategy is being used and its impact.</p>	<ul style="list-style-type: none"> <li>- Number of stakeholder meetings held</li> <li>- Number of meetings and presentations made to stakeholder group</li> <li>- Number of stakeholders publicly support the new approach of Water policy</li> <li>- Number of requests for more information and clarifications from stakeholder groups</li> </ul>	
<p>To increase the water sector staff appreciation of and MoW capacity to foster two way communication by maintaining open channels of communication</p>	<ul style="list-style-type: none"> <li>- Number of briefing meetings held with staff members</li> <li>- Number of communication materials addressing staff issues</li> <li>- Proportion of staff members understand and give feedback from the community to their representatives</li> <li>- Defined role of communication as a management function</li> <li>- Hire communication professional or retention of service</li> </ul>	

## Annex 1: Implementation framework

OBJECTIVES	THEME/ISSUE	TARGET AUDIENCE	STRATEGIES/ACTIVITIES	OUTCOMES	CHANNELS	FEEDBACK
Increase Awareness of WSDP among the various target Audience	<ul style="list-style-type: none"> <li>- What is WSDP? How to implement</li> <li>- Roles and responsibilities of each stakeholder</li> <li>- Concept of demand responsive approach (DRA)</li> <li>Sustainability of Water and Sanitation services</li> </ul>	Politicians/leaders at central level and local government.  Donors	<ul style="list-style-type: none"> <li>- Producer brochures and posters.</li> <li>- Trade and Agriculture shows.</li> <li>- Maji week shows.</li> <li>- Prepare written packs</li> <li>- Prepare written articles</li> </ul>	Stakeholders are aware of and are able to translate the programmer into action	Mass media including Radio, TVs  News papers  Seminar.  Workshop  Posters  Fliers	Annual voices of the people report  <ul style="list-style-type: none"> <li>- Media analysis</li> <li>- Oral feed back</li> <li>- Opportunities presented by communication outreach activities</li> <li>- Web comment/feed back</li> </ul>
		<ul style="list-style-type: none"> <li>- Journalists</li> <li>- Civil Society organization</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare awareness work shops.</li> <li>- Seminars</li> <li>- Meeting and briefings</li> <li>- Publish newsletters</li> <li>- Press association</li> <li>- Civil Society networks</li> </ul>	- do -	<ul style="list-style-type: none"> <li>- Newspapers</li> <li>- News letters</li> <li>- Magazines</li> <li>- Website</li> <li>- Press associations</li> <li>- Civil society network</li> </ul>	Written articles related with water sector.  TV talks and interviews.

		<ul style="list-style-type: none"> <li>- Urban population</li> </ul>	<ul style="list-style-type: none"> <li>- Public education/information dissemination</li> <li>- Develop video documentaries</li> <li>- Send press releases and press conference</li> <li>- Public service announcement</li> <li>- Prepare fact sheets brief, backgrounders</li> <li>- Promote debate in the media</li> <li>- Design Calendar</li> <li>- Indicating WSDP activities</li> </ul>	- do -	<ul style="list-style-type: none"> <li>Mass media including Radio, TV. Website, Newsgroups</li> <li>- Printing information</li> <li>- Workshop</li> <li>- Bill board</li> <li>- Wheel covers</li> </ul>	<ul style="list-style-type: none"> <li>- Public Services Satisfaction Survey (PSSS)</li> <li>- Word of the mouth.</li> <li>- Internet feedback</li> <li>- TV talk</li> <li>- Customers care units reports</li> </ul>
		Rural population	<ul style="list-style-type: none"> <li>- Meeting with community leaders/sector-specific professional.</li> <li>- Use popular Radio and TV.</li> <li>- Prepare documentary of environmental sustainability, community participations</li> </ul>	- do -	<ul style="list-style-type: none"> <li>- Mass media including radio, TV, posts, fliers, newspaper, newsgroups, and printed information</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly progress reports</li> <li>- Radio interviews</li> <li>- TV talks and interviews</li> <li>- Change of attitude (through word of mouth)</li> </ul>
Place the water issues as the agenda of Mass Media	<ul style="list-style-type: none"> <li>- How to use strategic Communication in Programmer implementation.</li> </ul>	<ul style="list-style-type: none"> <li>-Print and electronic journalists. Information, Communication officer from MDA, NGOs, LGA,</li> </ul>	<ul style="list-style-type: none"> <li>- Invite Journalists on targeted field visits highlighting water issues Initiatives.</li> <li>- Create Sustain on live discussion forum.</li> <li>- Regular short briefings</li> </ul>	Improved awareness and skill to communicate well WSDP issues	<ul style="list-style-type: none"> <li>- Face to face</li> <li>- Work shops</li> <li>- Online learning</li> <li>- Teleconference</li> <li>- Discussion</li> <li>- Video Conference</li> </ul>	<ul style="list-style-type: none"> <li>- Analysis of work shops/seminar evaluation reports</li> <li>- Media Monitoring and</li> </ul>

	<ul style="list-style-type: none"> <li>- Dealing with Media</li> <li>- Writing/editing presentation</li> <li>- Publications (news letters brochure leaflet etc)</li> </ul>	EAs, CBO's and Communities	<ul style="list-style-type: none"> <li>- Learning workshop on information issues (i.e how to use strategic Communication in WSDP ISSUES)</li> <li>- Study tours</li> <li>- Internship</li> <li>- On job technical assistance</li> <li>- Workshops</li> <li>- Scholarship</li> </ul>		<ul style="list-style-type: none"> <li>- Workshop</li> </ul>	<ul style="list-style-type: none"> <li>- analysis Communication officers are ware with WSDP</li> </ul>
Increase/Support evidence		General public. Civil Society Government	<ul style="list-style-type: none"> <li>- Opinion research monitoring</li> </ul>	Communication is tailored made according to	<ul style="list-style-type: none"> <li>- Depend specific need to communicated</li> </ul>	<ul style="list-style-type: none"> <li>- Level of understand the WSDP issues known</li> </ul>
Based planning at all levels. From Nation to Community level through the availability or up-to-date information	<ul style="list-style-type: none"> <li>- Planning and budgeting</li> <li>- Urban water authorities to be financially autonomous and commercially viable – Business plan</li> </ul>	All stakeholders	<ul style="list-style-type: none"> <li>- Survey and focus group to understand people's attitudes level of knowledge, information need.</li> <li>- Audience Segmentations and Mapping</li> <li>- Media content analysis</li> <li>- Follow- up survey for tracking the change in knowledge altitude and behavior</li> </ul>	Specific needs of different audience	<ul style="list-style-type: none"> <li>- TV</li> <li>- Radio</li> <li>- Newsletters</li> <li>- Workshops</li> </ul>	<ul style="list-style-type: none"> <li>- Reports</li> <li>- Word of mouth</li> </ul>
Build consensus among the key stakeholders	<ul style="list-style-type: none"> <li>- SWAp</li> <li>- Privatization of water delivery services</li> </ul>	<ul style="list-style-type: none"> <li>- Civil Society Organizations</li> <li>- Business Leaders</li> <li>- NGO's and</li> </ul>	<ul style="list-style-type: none"> <li>- Awareness raising education and consensus building</li> <li>- Learning workshops</li> <li>- Brochure</li> </ul>	Feed back used for evidence based decision making	<ul style="list-style-type: none"> <li>-Radio Promotional Material Participator of assessment of Television</li> </ul>	<ul style="list-style-type: none"> <li>- Survey to track changes in knowledge, altitude and behaviour as a result of a communication</li> </ul>

		<p>Organization leaders</p> <ul style="list-style-type: none"> <li>- Political elite</li> <li>- Development partner.</li> </ul>			Newspaper Newsletter	luter vation
<p>To enlist customer good will and cooperation and reinforce positive customer attitudes to wards improving water supply and sanitation services</p>	<ul style="list-style-type: none"> <li>- UWSP will be run on principle of Commercials service Provider.</li> <li>- News Service culture and work ethic based on commercial ethics.</li> <li>- Contribution in Rural water Service Project and improve sanitation in Rural area</li> </ul>	<ul style="list-style-type: none"> <li>- Domestic Water users</li> <li>- Communities interests in water catchments area.</li> <li>- NGO's Civil Society institutional</li> <li>- Special interest group media.</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare customer newsletter.</li> <li>- Media briefings</li> <li>- Radio and TV talk show (like Twambie and ana kwa ana)</li> <li>- Interviews.</li> <li>- Prepare newspaper articles</li> <li>- Use of MoW Website</li> </ul>	<p>Customer are were and able to translate Policy Changes to action</p>	<p><u>Mass Media</u></p> <ul style="list-style-type: none"> <li>- Newspapers</li> <li>- Radio &amp; TV</li> </ul> <p><u>Interpersonal</u></p> <ul style="list-style-type: none"> <li>- Customer contact meeting</li> <li>- Workshop and seminars</li> </ul>	<ul style="list-style-type: none"> <li>- Annual report of customer voices</li> <li>- Oral</li> <li>- Feed back.</li> <li>- Website comment/feed back.</li> </ul>
<p>Facilitate and encourage stakeholder</p> <p>Participate in further improvement during implementation of the strategy</p>	<ul style="list-style-type: none"> <li>- Progress against the WSDP target.</li> <li>- Printers for resources allocation</li> <li>- In depth analysis of the poverty status and trends</li> </ul>	<ul style="list-style-type: none"> <li>- Development partner</li> <li>- Civil Society.</li> <li>- General Public</li> </ul>	<ul style="list-style-type: none"> <li>- Awareness raising</li> <li>- Learning workshop</li> <li>- Brochure.</li> <li>- Quarterly News letter</li> </ul>	<p>Improve awareness and skill</p>	<ul style="list-style-type: none"> <li>- Promotion materials</li> <li>- New letter</li> <li>- Newspaper</li> <li>- TV</li> <li>- Radio</li> </ul>	<ul style="list-style-type: none"> <li>- Analysis of workshops.</li> <li>- Workshop evaluation reports</li> </ul>



through opportunities for feed back on how the strategy is being used and it's impact						
To set – up two way feed back Mechanism for receiving and providing information to customer and stake holders on issued related to water sector	<ul style="list-style-type: none"> <li>- Environmental issued</li> <li>- Bill Payment</li> <li>- Participatory implementation</li> </ul>	<ul style="list-style-type: none"> <li>- Water users</li> <li>- Large industry</li> <li>- Key Policy decision makers</li> <li>- Donors &amp; intuitions</li> <li>- Special interest groups</li> <li>- Media</li> </ul>	Prepare Group Medias <ul style="list-style-type: none"> <li>- Regular Customer up dates</li> <li>- Customers contact meetings</li> <li>- Stake holder Conference.</li> <li>- Mass media ( article &amp; documentary on Newspaper</li> <li>- Radio</li> <li>- Mow Website</li> <li>- Customer education programs</li> </ul>	Stakeholder aware with water sector issue	<ul style="list-style-type: none"> <li>- Customer Newsletter</li> <li>- Poster Fliers</li> <li>- Media briefings</li> <li>- Radio/TV talk shows and interview.</li> <li>- Newspapers article</li> <li>- Fact sheets and background Website</li> </ul>	<ul style="list-style-type: none"> <li>- Report Website feed back</li> <li>- Customer talks</li> <li>- Radio &amp; TV talking like Twambie</li> </ul>
To increase the water sector staff appreciation of the two way communication by maintaining open channels of communication		<ul style="list-style-type: none"> <li>- Mow Employees</li> <li>- Local government Worker</li> </ul>	Uses of the all staff meetings <ul style="list-style-type: none"> <li>- Start briefings</li> <li>- Departmental meeting</li> <li>- Running workshops and seminars</li> <li>- Training</li> <li>- Print media in house publication</li> </ul>	Improve skill and educate Communication process	<ul style="list-style-type: none"> <li>- Meeting seminars</li> <li>- Workshop plaster banner</li> </ul>	<ul style="list-style-type: none"> <li>- Report annual Report</li> <li>- personal talk</li> </ul>
To increase the Mass Media knowledge and capacity to inform and	Customer care issues External Communication	<ul style="list-style-type: none"> <li>- IEC staffs</li> <li>Mow Communication Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Toil med preparation lesson</li> <li>- Study tours</li> <li>- Field visit</li> <li>- Onsite training</li> </ul>	Educates, improve skill in communication	<ul style="list-style-type: none"> <li>- Discussion study tour.</li> <li>- Field visit</li> <li>- Site visit</li> </ul>	<ul style="list-style-type: none"> <li>- Annual report</li> </ul>

educate the national on water services deliver.	issues	Members  Urban population and				
To forge partnership with stakeholder group to increase understanding on water delivery service and sanitation provision in an effective, efficient and supportive environment	WSDP implementation participatory  Quality efficient service delivery	Rural Population  Special Audience	<ul style="list-style-type: none"> <li>- Meeting</li> <li>- Traditional drummer and choirs</li> <li>- Uses of local leader</li> <li>- Prepare written articles in simple language</li> <li>-</li> </ul>	Improve awareness, Education and create behaviour changes	<ul style="list-style-type: none"> <li>- Newspaper</li> <li>- Radio</li> <li>- TV</li> <li>- Seminar/meeting visit tours</li> </ul>	Oral feed back  Report annual voice of people
To increase the capacity of the Mow to place and Manage Communication as a strategic function	WSDP not operate dependently  WSDP can improve water and sanitation services in urban and Rural Area, through two way communications.  Efficient Service will result in profitable service	Mow staffs  Heads of Department <ul style="list-style-type: none"> <li>- Local government workers</li> <li>- Others staff form Councils</li> </ul>	<ul style="list-style-type: none"> <li>- Briefing notes</li> <li>- In house newsletter</li> <li>- Staff bulletin</li> <li>- Posters and banners</li> <li>- Uses of slogan and jingles</li> </ul>	Improve awareness and skill in budgeting and planning.  Feedback is used for evidence based decision making.	<ul style="list-style-type: none"> <li>-Group inter person media</li> <li>- All staff meeting</li> <li>- Staff briefings</li> <li>- Departmental meetings</li> <li>- Workshops and seminars</li> <li>- Training Mass Media</li> <li>- Printing in house printing</li> </ul>	<ul style="list-style-type: none"> <li>- Survey to track change in knowledge altitude behavior as a result of Communication intervention.</li> </ul>

### IMPLEMENTATION FRAMEWORK AT LGA'S UWA'S AND BWO'S

OBJECTIVE	THEME/ISSUE	SOURCE	TARGET AUDIENCE	STRATEGIES/ ACTIVITIES	CHANNELLS	OUTCOMES	FEEDBACK
Place the water issues as the agenda of mass media.	How communications strategy to be used in Programme implementation. How to deal media Publication.	LGA (DWE) BWO's UWAS (PRs)	WEO & VEO NGO's  Water user leaders  Water vendors	Learning workshop on information issues eg (how to use strategic communication WSDP issues - Study tours to media - On job technical assistance	- Workshop - Tours - Discussion  Video	Improved awareness and skill to communicate well. How to use media for communication	Quarterly report.  Word of the mouth
Based planning at all levels from Nation to communicate level through the availability or up to-date information.	Planning and budgeting.  - Urban water authorities to be financially autonomous and come stably	UWAS (PFs) LGA (DWE) BWOS	- WEO 7 VEO - NGO'S - Communication leaders	- Prepare awareness meeting. - Prepare workshop - Disseminate promotion materials.	- Discussion - Workshop - Promotion material	Improved awareness and educate on commercial urban water supply and (communication budgeting and planning)	Placing water of bill a payment report.
Building consensus among the key stakeholders	What is privatization of water delivery services  - SWAP	LGA's  UWA's (PR)	WEO, VEO, NGO'S (under communities levels) civil society	Use of Local Radio for awareness raising education and consensus building.  Prepare learning workshop.	Local Radio  Workshop  - Brochure  - Poster  - Leaflet	People aware with Privatization water service	Report work of the mouth.

				- Disseminate promotion material.			
To enlist customer good will and cooperation and reinforce positive customer attitudes to wards improving water supply and sanitation services	UMSP will be run on principle of commercials service provider. Contribution in Rural Water service project and Rural Water Sanitation.	UWA'S (PR)  LGA'S	Auburn population WEO, VEO, NGO'S Business Leaders WEO'S VEO'S NGO's general public (Rural population)	- Prepare promotion material - Prepare TV talk - Prepare meeting for WEO & VEO - Promotion material - Prepare seminars	- TV - Brochure - Leaflets - Poster - Sticker - News Articles - Leaflet - Brochures - Poster - Seminar - Video tape	People aware with commercial urban water service provider and it ethic increase in awareness in RWSSP contribution and Rural Water Sanitation.	
Facilitate and encourage stakeholder participate in further improvement during implementation of the strategies through opportunities for feed back on how the strategy is being used and its impact.	Progress against the WSDP target. Printers for resources allocation  In depth analysis or the poverty status and trends.	LGA's	General Public	- Disseminate promotion material - Disseminate Quarterly MbW News letter	- Promotion materials - Newsletter	Improve awareness and skill in water sector issues.	
To set-up two way feed back mechanism for receiving and	Environmental issues	BWOS	General Public	Prepare Promotion material for awareness	- Meetings - Poster	People aware with environmental issue	Change in destroying water achievement are awareness of

providing information to customers and stakeholder or issues related to water sector							water resource
	Bill payment	UWSAS	<ul style="list-style-type: none"> <li>- Urban population</li> <li>- Large industries</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare articles and documentary on News paper.</li> <li>- TV talk</li> <li>- Local Radio</li> <li>- Customer education</li> </ul>	<ul style="list-style-type: none"> <li>- Promotion materials</li> <li>- News articles</li> <li>- TV</li> <li>- Radio</li> <li>- Seminar</li> </ul>	Increase in bill payment in urban area.	
	Participatory implementation approach.	LGA'S	WEO, VEO & General Public	Prepare seminars and workshop	Seminar workshop	Increase participatory system approach in water sector.	Change implementation to participatory approach
To increase the mass media knowledge and capacity to inform and educate the national on water services deliver.	Customer care	UWA'S	General Public (Urban area)	Prepare Lesson on how provide services	Local Radio Meeting		
To form partnership with stakeholder group to increase understanding on water delivery services and	WSDP implementation participatory quarterly, efficient service delivery.	LGA'S  UWA'S	Rural population WEO, VEO & Communities Leader & special audience.	<ul style="list-style-type: none"> <li>- Supply prepared promotion material to Audience.</li> <li>- Prepare meeting</li> </ul>	Use WEO & VEO to disseminate the material to the communities <ul style="list-style-type: none"> <li>- meeting</li> <li>- discussion</li> </ul>	Stakeholder aware with water services delivery system.	

sanitation in an effective, efficient and supportive environment	Special Audience	<ul style="list-style-type: none"> <li>- Prepare traditional choirs, drummer</li> <li>- Uses of Local Leaders</li> <li>- Written articles.</li> </ul>	<ul style="list-style-type: none"> <li>- Songs</li> <li>- Drummers</li> <li>- Discussion meeting</li> <li>- Special film for special Audience</li> </ul>	Improve awareness educate and create behaviour changes.			
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**Annex 2: Estimated cost for Communication Strategy for 2006/07 and 2007/08  
(Budget TShs. '000')**

**(a) Ministry HQ**

ITEM	TOTAL	2006/2007	2007/08
<b>1 .Equipment:</b> Computers Image scanner Multimedia equipments. Printers. Newsroom. Photocopier. Upgrading of website.	45,000	25,000	20,000
<b>2. Communication Costs</b> E-mail. Internet access. Telephone and Fax.	50,000	25,000	25,000
<b>3. Advertising</b> Printing, and electronic. Concept development and placements.	65,000	30,000	35,000
<b>4. Media buying:</b> Consultancy fee. Message re- packing. Air time. Newspaper space.	270,000	130,000	140,000
<b>5.IEC material production:</b> Graphic production Pre-testing. Focus group workshop. Printing. Distribution cost Policy translation in simple language.	300,000	145,000	155,000
<b>6. Media monitoring and voices of the people</b> News paper procurement Quarterly newspaper clipping. Travel. DSA. Fuel. Feedback database. Reporting costs	355,000	185,000	170,000
<b>7.Communication grants:</b> Selection meeting costs. Travel. DSA. Fuel.	120,000	60,000	60,000
<b>8.Transport</b> One car (station wagon). One (van video).	180,000	80,000	100,000
<b>9. Promotion and special events</b> Public events Entertainment			

Water forum Stake holder workshop	180,000	90,000	90,000
<b>10.Capacity building:</b> Short, medium and long-term training. Meeting with sector communication officers Work shop and internal communication meeting. Travel. DSA. Fuel.	78,000	38,000	40,000
<b>11 .Monitoring and evaluation surveys and opinion research:</b> Consultancy fee. Contracted professional service. Travel. DSA. Stationeries. Data processing and analysis. Reporting costs. Miscellaneous.	115,000	55,000	60,000
<b>TOTAL</b>	<b>1,758,000</b>	<b>863,000</b>	<b>895,000</b>

(b) UWSA ( BUDGET IN '000' TSHS)

S/NO.	DESCRIPTION ASSIGNMENT	ESTIMATED COST		
		TOTAL	2006/07	2007/08
1.	<b>ARUSHA UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS			



	& VEOS	30,000	15,000	15,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional Services	60,000	30,000	30,000
<b>2.</b>	<b>DODOMA UWSA</b>			
(a)	Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
(c)	Advertising concept development and placement	15,000	10,000	5,000
(d)	Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>3.</b>	<b>MBEYA UWSA</b>			
(a)	Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
(c)	Advertising concept			

Development and placement	15,000	10,000	5,000
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(d) Promotion and special events			
- Public events			
- Entertainment			
- Water forum			
- Stakeholder workshop and Meeting.			
- Promotion material dissemination	50,000	30,000	20,000
(e) Capacity building			
- Short, medium and long term training meeting with WEOS and VEOS	30,000	15,000	15,000
(f) Communication Information and Data Collection			
- Travel			
- DSA			
- Fuel			
- Report writing and equipments			
- Contracted professional services	60,000	30,000	30,000
<b>4. MOROGORO UWSA</b>			
(a) Communication Cost			
- E-mail			
- Internet access	10,000	5,000	5,000
- Telephone & Fax			
(b) Media Buying			
- Air time			
- News paper space	20,000	12,000	8,000
(c) Advertising concept development and placement	15,000	10,000	5,000
(d) Promotion and special events			
- Public events			
- Entertainment			
- Water forum			
- Stakeholder workshop and Meeting.			
- Promotion material dissemination	50,000	30,000	20,000
(e) Capacity building			
- Short, medium and long term training meeting with WEOS			
& VEOS	30,000	15,000	15,000
(f) Communication Information and Data Collection			
- Travel			
- DSA			

	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>5.</b>	<b>MOSHI UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>6.</b>	<b>MWANZA UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			

	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>7.</b>	<b>TABORA UWSA</b>			
(a)	Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
(c)	Advertising concept development and placement	15,000	10,000	5,000
(d)	Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>8.</b>	<b>TANGA UWSA</b>			
(a)	Communication Cost			
	- E-mail			

	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
(c)	Advertising concept development and placement	15,000	10,000	5,000
(d)	Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>9.</b>	<b>BUKOPA UWSA</b>			
(a)	Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
(c)	Advertising concept development and placement	15,000	10,000	5,000
(d)	Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
(f)	Communication Information and			

	Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>10.</b>	<b>IRINGA UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>11.</b>	<b>KIGOMA UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			

	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>12.</b>	<b>SONGEA UWSA</b>			
(a)	Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
(c)	Advertising concept development and placement	15,000	10,000	5,000

	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>13.</b>	<b>BABATI UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			



	- Contracted professional services	60,000	30,000	30,000
<b>14.</b>	<b>LINDI UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>15.</b>	<b>MTWARA UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000

	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>16.</b>	<b>MUSOMA UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>17.</b>	<b>SHINYANGA UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			

	- News paper space	20,000	12,000	8,000
(c)	Advertising concept development and placement	15,000	10,000	5,000
(d)	Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>18.</b>	<b>SINGIDA UWSA</b>			
(a)	Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
(c)	Advertising concept development and placement	15,000	10,000	5,000
(d)	Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			

	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>19.</b>	<b>SUMBAWANGA UWSA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>20.</b>	<b>DAWASA</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access	10,000	5,000	5,000
	- Telephone & Fax			
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	12,000	8,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and			

	Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000
<b>TOTAL..</b>		<b>3,700,000</b>	<b>2,040,000</b>	<b>1,660,000</b>

(c) **BWO'S ( BUDGET IN '000' TSHS)**

S/NO.	DESCRIPTION ASSIGNMENT	ESTIMATED COST		
		TOTAL	2006/07	2007/08
<b>1.</b>	<b>WAMI RUVU BASIN</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access			
	- Telephone & Fax	15,000	10,000	5,000
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	10,000	10,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	80,000	40,000	40,000
	(f) Communication Information and Data Collection			

	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	-Contracted professional services	60,000	30,000	30,000
	<b>TOTAL...</b>	<b>225,000</b>	<b>120,000</b>	<b>105,000</b>
2.	<b>RUFIJI BASIN</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access			
	- Telephone & Fax	15,000	10,000	5,000
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	10,000	10,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	80,000	40,000	40,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	-Contracted professional services	60,000	30,000	30,000
	<b>TOTAL...</b>	<b>225,000</b>	<b>120,000</b>	<b>105,000</b>
3.	<b>LAKE VICTORIA BASIN</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access			
	- Telephone & Fax	15,000	10,000	5,000
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	10,000	10,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			

	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	80,000	40,000	40,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	-Contracted professional services	60,000	30,000	30,000
	<b>TOTAL...</b>	<b>225,000</b>	<b>120,000</b>	<b>105,000</b>
<b>4.</b>	<b>LAKE RUKWA BASIN</b>			
(a)	Communication Cost			
	- E-mail			
	- Internet access			
	- Telephone & Fax	15,000	10,000	5,000
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	10,000	10,000
(c)	Advertising concept development and placement	15,000	10,000	5,000
(d)	Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	80,000	40,000	40,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments	60,000	30,000	30,000
	-Contracted professional			

	services			
	<b>TOTAL...</b>	<b>225,000</b>	<b>120,000</b>	<b>105,000</b>
<b>5.</b>	<b>LAKE NYASA BASIN</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access			
	- Telephone & Fax	15,000	10,000	5,000
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	10,000	10,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	80,000	40,000	40,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments	60,000	30,000	30,000
	-Contracted professional services			
	<b>TOTAL...</b>	<b>225,000</b>	<b>120,000</b>	<b>105,000</b>
<b>6.</b>	<b>INTERNAL DRAINAGE BASIN</b>			
	(a) Communication Cost			
	- E-mail			
	- Internet access			
	- Telephone & Fax	15,000	10,000	5,000
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	10,000	10,000
	(c) Advertising concept development and placement	15,000	10,000	5,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material			



	dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	80,000	40,000	40,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments	60,000	30,000	30,000
	-Contracted professional services			
	<b>TOTAL...</b>	<b>225,000</b>	<b>120,000</b>	<b>105,000</b>
<b>7.</b>	<b>PANGANI BASIN</b>			
(a)	Communication Cost			
	- E-mail			
	- Internet access			
	- Telephone & Fax	15,000	10,000	5,000
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	10,000	10,000
(c)	Advertising concept development and placement	15,000	10,000	5,000
(d)	Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	80,000	40,000	40,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments	60,000	30,000	30,000
	-Contracted professional services			
	<b>TOTAL...</b>	<b>225,000</b>	<b>120,000</b>	<b>105,000</b>
<b>8.</b>	<b>LAKE TANGANYIKA BASIN</b>			
(a)	Communication Cost			
	- E-mail			

	- Internet access			
	- Telephone & Fax	15,000	10,000	5,000
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	10,000	10,000
(c)	Advertising concept development and placement	15,000	10,000	5,000
(d)	Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	80,000	40,000	40,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments	60,000	30,000	30,000
	-Contracted professional services			
	<b>TOTAL</b>	<b>225,000</b>	<b>120,000</b>	<b>105,000</b>
<b>9.</b>	<b>RUVUMA BASIN</b>			
(a)	Communication Cost			
	- E-mail			
	- Internet access			
	- Telephone & Fax	15,000	10,000	5,000
(b)	Media Buying			
	- Air time			
	- News paper space	20,000	10,000	10,000
(c)	Advertising concept development and placement	15,000	10,000	5,000
(d)	Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	50,000	30,000	20,000
(e)	Capacity building			
	- Short, medium and long term			

	training meeting with WEOS & VEOS	80,000	40,000	40,000
(f)	Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments	60,000	30,000	30,000
	- Contracted professional services			
<b>TOTAL...</b>		<b>225,000</b>	<b>120,000</b>	<b>105,000</b>

**(d) LGA'S (BUDGET IN '000' TSHS)**

S/NO.	DESCRIPTION ASSIGNMENT	ESTIMATED COST		
		TOTAL	2006/07	2007/08
1.	(a) Communication Cost			
	- E-mail			
	- Internet access			
	- Telephone & Fax	20,000	10,000	10,000
	(b) Media Buying			
	- Air time			
	- News paper space	20,000	10,000	10,000
	(c) Advertising concept development and placement	25,000	15,000	10,000
	(d) Promotion and special events			
	- Public events			
	- Entertainment			
	- Water forum			
	- Stakeholder workshop and Meeting.			
	- Promotion material dissemination	60,000	30,000	30,000
	(e) Capacity building			
	- Short, medium and long term training meeting with WEOS & VEOS	30,000	15,000	15,000
	(f) Communication Information and Data Collection			
	- Travel			
	- DSA			
	- Fuel			
	- Report writing and equipments			
	- Contracted professional services	60,000	30,000	30,000

<b>TOTAL 129 DISTRICTS</b>	<b>27,735,000</b>	<b>14,190,000</b>	<b>13,545,000</b>
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