



#CLAIMYOURWATERRIGHTS

Realising Rural Communities' Rights To Safe Water In Tanzania



On February 13, Media for Community Empowerment (MACS) aired a radio show on Pambazuko FM, which is based in Kilombero, Tanzania. This marked the beginning of our #ClaimYourWaterRights campaign, in which we used local radio to raise awareness of people's human rights to water and sanitation.

MACS produced and aired five radio shows in five different villages, one of which was Kikwawila. We met Alfonse Michael Gwawa, a 72-year-old man who since 1982 had been using dirty water from a well he dug himself.

Alfonse said water is scarce, especially in the dry season, forcing him to wait until spring. Even then the water he uses is not clean or safe. He drinks it with his family because they have nowhere else to get water.

"I'm so disappointed and I'm not sure if I will ever drink clean water from the tap. I have asked the government so many times to bring us water but nothing has happened. My age is gone, I am too old. I might die without drinking clean water", he said.

In response, the village's chairman Hamadi Kondo Magengele admitted water scarcity in his village. He had also called on the government to solve water challenges as many rural citizens walk long distances to access unclear, unsafe water.

Now six months after airing the radio show, the local government at Kikwawila village has managed to drill water for their citizens.



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What happened?

On October 19, MACS visited the village after being informed by Mr. Kondo Magengele that the village now has a well that is ready for people to use. During the interview, Mr Hamadi said that they had successfully dug a well after allocating village government funds, following a discussion at the village assembly.

He said that, three days after the radio show aired, village residents started bothering him by asking when the local government will dig a well as they realised that water is their human right after listening to our radio broadcast.



The chairperson said that 37 households are benefiting from the well while the village government tries to secure further funds to dig more wells in sub-villages.

He congratulated the journalists who came to the village and conducted interviews with the people and raised their voices concerning the water crisis. He said their arrival has helped them as leaders to solve the water crisis.

"Your arrival and amplifying the voices of the citizens made us leaders remember our responsibility to the people we lead. It is as if you came to wake us up. No one knew that water is the right of the people, so I personally felt bad. That's why I took action".

Elizabeth Sandali is one of the villagers we interviewed. She says she is happy to see the village government listening to its people's problems and finding solutions.

Other villages where we recorded and broadcast programs include Lungongole, Luhonji, Minepa and Limaumau. We hope that local leaders will take similar action to solve the water crisis for their citizens.

Through End Water Poverty's #ClaimYourWaterRights campaign, Media for Community Empowerment has been broadcasting a series of Sauti Yangu ("My Voice") election specials to remind politicians that it is the governments responsibility to guarantee peoples human rights to safe water and sanitation.

Claim Your Water Rights Capacity Building: An Example Of Collaboration Within The Coalition

From 30 June to 1 July, Media for Community Empowerment delivered media training to staff at Tanzania League of the Blind (TLB) in Morogoro. TLB is a registered non-governmental organization committed to improving quality of life for people with visual impairment in Tanzania through lobbying, research, education, awareness raising, vocational training and economic empowerment.



The training was organized by Mohammed Hammie and Godfrey Omari, TLB chairperson, and funded by End Water Poverty as part of the Claim Your Water Rights campaign, which aims to inform people of their rights and how to claim them. The objective was to teach TLB how to produce interactive content that enables people to express themselves and demand their rights.

The training sessions covered:

- Preparing topics radio programs
- Preparing strategic questions
- Recording 10-minute topical sound clips
- Documenting the radio shows
- Reflecting on the radio shows
- The objective of #ClaimYourWaterRights
- #ClaimYourWaterRights interview guidelines

Preparing topics for radio programs

In this session staff learned how to prepare an interactive radio program by analyzing:

- The water issues in their area
- How many people are affected
- What impact does this have on the local community



Preparing strategic questions

Staff learned how to prepare strategic questions that enable citizens express themselves confidently. The following interview guidelines were formulated by Media for Community Empowerment and End Water Poverty:

1. How does the water/sanitation crisis affect your life?
2. How does the water/sanitation crisis affect your family or community's lives? Ask follow-up questions.
3. Do you know that access to safe water and sanitation is one your human rights?
4. Do you know that it's the government's responsibility to realize your human rights to safe water and sanitation?
5. What action has the government taken to address these issues?
6. What action have you or your community taken to resolve these issues?

Recording 10-minute topical sound clips

In this session staff learned how to prepare a 10-minute topical sound clip with communities facing water and sanitation challenges. This included:

- How to utilize different sources of information
- Professional recording technique

Documenting the radio shows

In this session staff learned how to document important information during the radio show, such as:

- How many calls received?
- How many text messages received?
- Names of texters/callers?
- Location of texters/callers?
- Key points from the calls and texts

Reflecting on the radio shows

- What went well?
- What did not go so well?
- Why did it not go so well?
- What helped?
- What hindered?
- What to improve?



After two days of training, we practiced airing a radio show so TLB can broadcast further programs without supervision. The following show aired on 2 July:

- **Topic:** 'Water accessibility challenges for people with disabilities and how they can protect themselves against COVID-19'
- **Radio Station:** MUM FM Radio.
- **Location:** Morogoro

We received the following texts in response to the program:

No:	Name of caller/Texted	Gender	Village	Full comment
1	Abeli Msuya	M	Kilongo	No water, as far as I know people with disabilities suffer so much. Although corona virus protection facilities are challenging, most facilities are not friendly to them. It is easy to get infected.
2	Jibu Jumanne	F	Minala Mitatu	People with disabilities are very isolated, for example you will find a blind person. You think she or he will be able to wash hands to protect from COVID-19 disease. But you will also find that there is no water for washing hands.
3	Hawa Ally	F	Kihonda	They are suffering. The government provides education for its people but it forgets that there are disabled people, some have no hands, no equipment.
4	Hamisi Bakari	M	Kiegea	Our government is not serious in fighting the corona virus. The disabled people are completely forgotten. They would provide free water for all so we could wash our hands, or they would reduce the water bill.
5	Mwakalinga Mjata	M	Mgudeni	I have felt bad after hearing there is a water challenge for disabled people. My call to the government, help those people so that they can avoid corona virus infections.
6	Hanifa Kadogo	F	Msamvu	I think water should be available 24 hours for all people

Learning from participants

On the last day of the session we asked the participants what they learnt from the training:

Mr. Athumani Mohammed Kiambwe: "I never knew that water is my right, I will use the skills acquired here to educate others. Many people know that water scarcity is a common problem but they should also know to claim their rights from government officials."

Mr. Fadhili Selemani: "I am really excited to learn new skills on how to produce radio shows that attract a wide audience. I loved the exercise of recording citizens' voices as the reality is that their voices are often not heard by government officials."

Mr. Christopher Mkumbi: "I have learnt so many things over these two days of training."

Ms. Nemanja Kizungu: "Today is the first time I heard that water is a human right. I'm sure most people don't know that water is their right, but through this training we will educate them. People are suffering a lot from the water crisis."

Tanzania Government Pledges 500 Million USD To Address The Rural Water Crisis After Media For Community Empowerment Journalists Air Villagers' Concerns.

The announcement came two weeks after Media for Community Empowerment, a non-governmental organisation dedicated to amplifying citizens' voices through local radio and other media, aired the concerns of villagers in Mswaha on Korogwe-Tanga's Voice of Africa Radio and Morogoro's Planet FM.

Speaking to journalists on 27 September 2019 in Mandela, Korogwe district, Tanzania's deputy water minister Jumaa Aweso said:

"The government realises the challenges of accessing water in rural areas, especially in the districts of Korogwe, Muheza, Handeni



and Pangani. We have a fund from the Indian government worth 500 million USD and we are allocating this fund to these four districts. It is my hope that when this project is done, many villagers will benefit from the availability of water. People from Mswaha village, we heard your cries and the government is now taking action"

Media for Community Empowerment broadcast Mswaha villagers' complaints four times between 2-19 September as part of their flagship program Sauti Yangu (My Voice), which provides a platform for Tanzanians to explain how the water crisis affects their community and call for government action.

MACS journalists interviewed villagers who walk up to 5km to collect water that is often dirty, dangerous and disease-ridden. In many cases, villagers are left with no choice but to pay for overpriced water from private providers as government water supplies are often unavailable or inaccessible.

The Chairperson of Mswaha village, Korogwe district, Mr. Ibrahim Musa said:

"It affects us so much - we get diseases such as diarrhoea, and typhoid. When you hear cholera has erupted in Korogwe, people tell you it has been caused by using water from Pangani River. Another challenge in collecting water from Pangani River is the presence of crocodiles. In 2016, an old man's leg was eaten by a crocodile when he was fetching water. Now he is walking on one leg. In 2017, a woman was eaten by a crocodile. She was lost. We later came to find her palm. In 2017, in our neighbour's village Mwenga, a young man was also eaten by a crocodile."



According to WHO/UNICEF, only 57% of Tanzania's 57 million population have access to basic water services, while only 25% have access to safely managed sanitation. In rural communities, water shortages are acute.

Media for Community Empowerment's director Sharifa Bakari Nyanga said:

"We are pleased the government has listened to citizens' complaints. This pledge shows admirable commitment to addressing the rural water crisis. We hope this is the started a concerted effort to fulfil every Tanzanian's human right to safe water and sanitation. We look forward to broadcasting radio programmes from other districts to further amplify citizens' voices."

Using Local Radio To Empower Communities On The Human Rights To Safe Water And Sanitation In Tanzania

According to WHO/UNICEF, only 57% of Tanzania's 57 million population have access to basic water services, while only 25% have access to safely managed sanitation. In rural communities, water shortages are acute. This forces people - particularly women - to spend a significant amount of time traveling long distances in search of water.

These journeys can be life-threatening. In Korogwe district, for example, we heard several stories of people being crippled or killed by crocodiles when fetching water from unprotected rivers, while outbreaks of disease such as cholera, diarrhoea and typhoid are common.

What do we do?

Media for Community Empowerment believe local radio can play a key role in improving rural governance and water availability. From 22-26 July 2019, we aired a one-minute advert on Morogoro's Planet FM Radio that requested residents to text or call a special number regarding water shortages in their village.



After running the advert for one week, we received 215 text messages. After removing messages that did not convincingly demonstrate evidence of a chronic water crisis, we identified 173 messages that indicated the need to improve water governance. Though the crisis disproportionately affects women, we found that men were equally dissatisfied with water services in their village. Of the 173 texts, 87 came from men while 80 came from women (six

people did not specify their gender). Here are some examples of the messages we received:

- "We are experiencing a water crisis as we only have one water well that does not satisfy the needs of all the villagers. We request the government to provide us with water services." – Lugono village, Mlali ward.
- "Water is a serious crisis in our area. We have taps but the water is very salty. We cannot even drink – it is chronic suffering. Well-water is sold for 300 shillings per 20 litres. We do not even know where it comes from or if it is safe and hygienic. Government to assist us." – Mkambarani village, Mkundi ward.
- "We have a water crisis here - the crisis is chronic. We fetch water 20-30 kilometres from here. We also buy 20 litres for 500 shillings. Our Ward Councilor promised to drill water wells but there are none to date." – Makole village, Dakawa ward.

After contacting respondents to ask if they would be happy to host us, our journalists visited multiple villages to conduct interviews. We then used these interviews to launch Sauti Yangu ("My Voice") – a radio program broadcast on local stations.



The program has a consistent format. We start by accompanying a villager on their journey to fetch water to give listeners a sense of just how long it can take. We ask questions along the way before returning to the village to ask family members how the water crisis affects them. We then hold a discussion between three or four men and women from the same village. They explain the challenges of living without water, who they think is responsible and the government's effort to fix the situation. For balance, we include a one-to-one interview with the village chairperson, village executive office or ward councillor. (*What will they do in the future to help solve the water issue?*).

As well as broadcasting the interviews on local radio stations, we shared citizens' concerns with local governments so they could escalate the matter with central government.

What did we learn?

- After receiving a large number of text messages, we realised that citizens are aware of their right to water.
- Many citizens have insufficient access to safe, affordable water, sanitation and hygiene (WASH), and rely on unsafe water supplies that endanger their health.
- Some local leaders are indifferent to their communities' access to safe water services.

Airing Concerns: How Radio Raises Community Voices In Tanzania

Between 13 February and 20 March, Media for Community Empowerment aired #ClaimYourWaterRights radio shows in Morogoro and Zanzibar, Tanzania. MACS's work is part of End Water Poverty's international mobilisation campaign, which aims to awaken people to the injustice of water shortages and spur them to claim their human rights to safe water and sanitation.

We believe local media plays a crucial role in delivering credible, helpful information to people suffering from water crisis in rural areas. Critically, local media also gives communities a voice to communicate their concerns to local authorities and express solidarity with one another.

We have established a radio program called Sauti Yangu ("My Voice"). This unique and powerful show engages citizens, amplifies their voices, and enables them to hold the government accountable for guaranteeing people's human rights to water and sanitation.



In order to get the real voices of people who suffer from water crises, MACS sends journalists directly to communities in areas where water availability is limited. Community members often have to fetch water from wells, ponds, or springs. We conduct interviews with local citizens based on interview guidelines that we formulated with EWP so that we can explore the reality of rural citizens' lives.



We also talk to village leaders to understand what actions they are taking to resolve the local water crisis, as well as what will they do in the future.

Interviewing citizens

During the #ClaimYourWaterRights campaign we managed to interview 100 people for ten radio shows. Five shows were aired by Pambazuko FM in Ifakara, Morogoro, while the other five were aired by Mtegani FM in Makunduchi, Zanzibar.

We interviewed 60 men and 40 women. In each recorded radio show with a magazine format, we included six men and four women. The sub-format of the radio show is: profile story interview, group discussion interview, vox-pop, local leaders interview and government officials interview.

How many people did we reach?

According to Mtegani FM, the station covers an estimated population of 260,000 people, while Radio Pambazuko's most recent audience survey shows the station has 580,000 listeners in Ulanga and Kilombero districts. This means the #ClaimYourWaterRights radio campaign has reached approximately 840,000 people so far.

We also managed to make the campaign visible through our social media pages. MACS has a strong social media presence, including 10,000 followers on Instagram, Facebook, Twitter and Youtube. We posted photos and audio clips from radio recordings to our social media accounts.



About Our Organization

Media for Community Empowerment (MACS), is a non-governmental organization which was founded in 2018 and was legally registered in 2019 with the Reg. No. 00NGO/R/0044 under the NGOs Act No. 24 of 2002, section 11 (1) and 17 (2) Tanzania Laws. The Organisation is based in Tanga urban district in Tanga region.

The organisation focuses on facilitating, promoting, inspiring and empowering the community through media especially community radios that help citizens to identify societal challenges and amplify their voices by broadcasting their views, enabling to ask their government response and transform their livelihood.

Our organization is made of a combination of Journalists and Certified Facilitators of Organization Learning and Development who have experience in areas such as Strategic Media for Development, Training and coaching using Emotional Intelligence approach, Investigative Journalism and Digital Media.

MACS has an experience of working on various projects that empowered the communities such as Water Crisis, Unemployment issue, Health and Education, team building, writing for Development, theatre and film for development. The organization also advocates against harmful traditional practices such as teen pregnancies, early marriages, Violence against Women and Girls (VAWG), Violence against Children (VAC), Intimate Partner Violence (IPV), and Gender Based Violence (GBV).

SautiYangu (My Voice) Radio show is one of our important project that enabled access to water in Morogoro, Mtwara, Tanga, and Dodoma. This unique and powerful show aim to engage citizens, amplify their voices and asking for the government response for solving water crisis in rural areas. The 30 minutes program explore rural citizen's water, sanitation and hygiene (WASH) facing Tanzania.

NGO A - Form No. 3A


THE UNITED REPUBLIC OF TANZANIA

THE NON GOVERNMENTAL ORGANIZATIONS ACT, 2002
Made under Section 11 (1) and 17 (2) of Act No. 24 of 2002

No. 044

CERTIFICATE OF REGISTRATION

I HEREBY CERTIFY that **MEDIA AVAIL ON COMMUNITY SUSTENANCE**
..... of P.O.Box **2264 TANGA** has
this **12** day of **JULY** 20**19** been duly registered under the Non Governmental
Organizations Act, 2002 with Registration No. **00NGO/R/044**
This certificate is subjected to the following conditions/directions:
.....
That the aforesaid Organization shall operate in Tanzania Mainland
That the aforesaid Organization shall operate in accordance with its governing Constitution and the Laws of Tanzania
That this certificate shall be valid for a period of ten (10) years from the issuing date

Date of Issue **12** Day of **JULY** 20**19** Expiry Date **11** Day of **JULY** 20**29**


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Organization's Success Stories

1. One of our story aired by Voice of Africa radio in Korogwe district, led the government allocate the fund of 500 million US Dollar to solve water crisis in Mswaha village where we produced the radio show. Now the project will not only benefit the people of Mswaha, but also other 600,000 villagers from districts of Pangani, Muheza and Handeni.
2. The village government at Mkuranga where we produced a radio show has successfully drilled a well. This happened after the villagers raised their voices about the water crisis that existed for over a decade. The project was funded by End Water Poverty through their campaign 'Claim Your Water Rights'.
3. Six months after aired the radio show at Lukobe and Mkundi villages in Morogoro region, the government heard the citizen's voice and initiated a water project which is worth the amount of 620 million Tanzanian shillings. The project started in January 2020, and can be completed by June, 2020. It's expected that the project will benefit 45,000 households. Other villages which will benefit from the project are Mguru wa ndege, Makunganya and Kihonda Kaskazini.
4. Seven months after airing the radio show at Kikwawila village in Ifakara Tanzania, the local government has managed to drill water for their citizens, Mr Hamadi who is the village chairperson said, they had successfully dug a well after allocating village government funds, following a discussion at the village assembly. He said that, three days after the radio show aired, village residents started bothering him by asking when the local government will dig a well as they realised that water is their human right after listening to our radio broadcast.

Our partnership projects in 2019-2020:

Project Partner: Sanitation and water for all

Project: COVID-19 Radio show

Project objective: To create awareness on COVID-19 and deepen citizen's knowledge through the media on the centrality of hand washing with soap and water as a critical step to staying safe among others. To capture the voices from the field on challenges being faced by the community in accessing the WASH services.

Ongoing project partner: End Water Poverty

Project: Claim Your Water Rights

Project objective: A global mobilisation campaign that aims to awaken people to the injustice of their situation and spur them to claim their human rights to safe water and sanitation.

Organization Partners:

- End Water Poverty (EWP)
- Sanitation and water for all (SWA)
- Voice of Community Transformation Organization (VOCTO)
- Tanzania Women Empowerment in Action (TAWEA)
- Tanzania League of the Blind (TLB)



Our Journey:

The organization has been deeply involved in promoting water access in rural Tanzania, but the journey has just started! Our aim is to reach all over the Tanzania. Every region, every district, every ward and every village. The voice of everyone from everywhere must be heard.

We believe that Sauti Yangu (My Voice) – This is unique and powerful show that engage citizens, amplify their voices and asking for the government or institutions response for solving water crisis in rural areas.

Safe water and sanitation for everyone.

Join us now:



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MacsTanzania



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