

WOTTAZELA 5.0

ENDLINE REPORT

Radio Advocacy Campaign for
Improved Water, Sanitation &
Hygiene Services Delivery in
the Rwenzori Region

DECEMBER 2020



HEWASA
HEALTH THROUGH WATER AND SANITATION



Supporting water sanitation
and hygiene services for life





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ACKNOWLEDGEMENTS

Caritas - HEWASA is grateful for the support of the Dutch Ministry of Foreign Affairs and IRC, Simavi, Wetlands International and Akvo which enabled them to undertake the Watershed Empowering Citizens Programme in Uganda. We acknowledge the technical partnership with TRAC FM in conducting the polls which formed the talking points for the effective talk-shows. We wish to also thank the radio host and guests at Jubilee Radio for the informative and interactive debates with the listeners.

1.0 INTRODUCTION

In fulfilment of the contract between TRAC FM and Caritas - HEWASA Fort Portal considering Wottazela 5.0, the former presents this report under the objectives to; 1) prepare a final report, including infographics and 2) share findings with the client and other stakeholders as may be deemed necessary by the client.

1.1 BACKGROUND

Watershed empowering citizens programme, a strategic partnership between the Dutch Ministry of Foreign Affairs and IRC, Simavi, Wetlands International and Akvo. Watershed delivers improvements in the governance and management of water, sanitation and hygiene services as well as of the water resources on which they draw. The programme does this at the international level and in Kenya, Uganda and four additional countries by strengthening the capacity of national civil society to lobby government and other WASH duty bearers. This is leading to measurable improvements in the quality and sustainability of WASH services in these countries.

Caritas - HEWASA is an implementing partner of the Watershed empowering citizens Programme in Uganda. TRAC FM worked closely with the Caritas - HEWASA to create effective talk-show formats and at the same time prepared short radio scripts to guide the radio host and guests on the issues. In order to do this in the most effective way, independent research was undertaken on the issue(s) of interest by Caritas - HEWASA, in addition to identifying the key messages that needed to be covered. TRAC FM then guided the process of translating the messages for advocacy through a series of clear radio shows informed citizens and also provided Caritas - HEWASA with relevant feedback on listeners' perspectives.

1.2 THE ISSUES

Recognising that national civil society capacity to engage in these issues is limited, Watershed, through its local partners, is investing in strengthening the capacity of CSOs to engage and participate in dialogue and dissent about governance and policy. To this end, the partnership assesses, develops and implements a suite of tools and approaches for building CSO capacity for evidence-based lobbying and advocacy. Sustainability of WASH services is the ultimate goal of Watershed, where water insecurity threatens or coincides with weak WASH service.

Soliciting community voices in priority setting for the 2020/21 Budgeting Process is important to their inclusion and participation in the way the way leaders respond to their needs. Wottazela literally means the "Voice of Water". It is an innovative way of raising the voices of the voiceless, the marginalised and socially excluded through providing a platform on which they can privately and or publicly participate and have their voices heard and counted in decision making.

“ When water comes from improved and more accessible sources, people spend less time and effort in physically collecting it, meaning they can be productive in other ways. It can also result in greater personal safety by reducing the need to make long or risky journeys to collect water. Better water sources also mean less expenditure on health, as people are less likely to fall ill and incur medical costs, and are better able to remain economically productive

World Health Organisation

For Wottazela 5.0 to make a meaningful impact on the people of the Rwenzori sub-region, the listeners needed to be taken from passive to active engagement about water, sanitation and hygiene activities including the making of the budget. Wottazela 5.0 goal was soliciting community voices into priority setting for the 2020/21 Budgeting Process. In order to realise it, one of the aims was to amplify citizen voices by promoting the key talking points important to the community including the radio listeners, poll participants, district leaders, civil society and religious leaders among other stakeholders.

By raising citizen awareness of the poll results, it was assumed that citizens will be inspired to achieve better WASH facilities – enough to better their livelihoods. The polls empowered Caritas Fort Portal – HEWASA participation and advocacy since they will have more knowledge of the facts, the ability to use the poll information and the reinforcement of the poll data messages on the key aspects of WASH. During the debate, the listeners had the opportunity to phone-in to demand for WASH priorities in the budget which they deem important to their livelihoods. Radio Jubilee moderated the debate based on the poll results and accurate information - in effect activating passive citizens into active participants in public debate through interactive radio.

1.3 TALK SHOWS

The main theme of the talk shows was soliciting community voices to set priorities for the 2020/21 Budget process. More specifically, this poll and programme aimed to gain insights into It is therefore an innovative way of raising the voices of the voiceless, the marginalised and socially excluded through providing a platform on which they can privately and or publicly participate and have their voice heard and count. The process involved developing poll questions on an issue, running them on radio for a specified period to gather responses from listeners through free text messages by phones. Views were collected on the dashboard, analysed and interactive talk shows were organised to respond to highlighted issues. Listeners participated in debates during the talk shows. Then infographics were drawn and used for advocacy and lobbying.

In terms of hygiene, the talk shows prepared the community to plan and prevent prevalence of COVID-19 and waterborne diseases such as cholera, by promoting hand-washing with soap before eating and boiling drinking water to avoid illness. The discussions included the benefits of improved hygiene to be discussed include the reduction in the spread of intestinal worms, schistosomiasis and trachoma, which are neglected tropical diseases that cause suffering for millions; reducing the severity and impact of malnutrition; promoting dignity and boosting safety, particularly among women and girls; promoting school attendance: girls' school attendance is particularly boosted by the provision of separate sanitary facilities; and potential recovery of water, renewable energy and fertilisers from fecal waste.

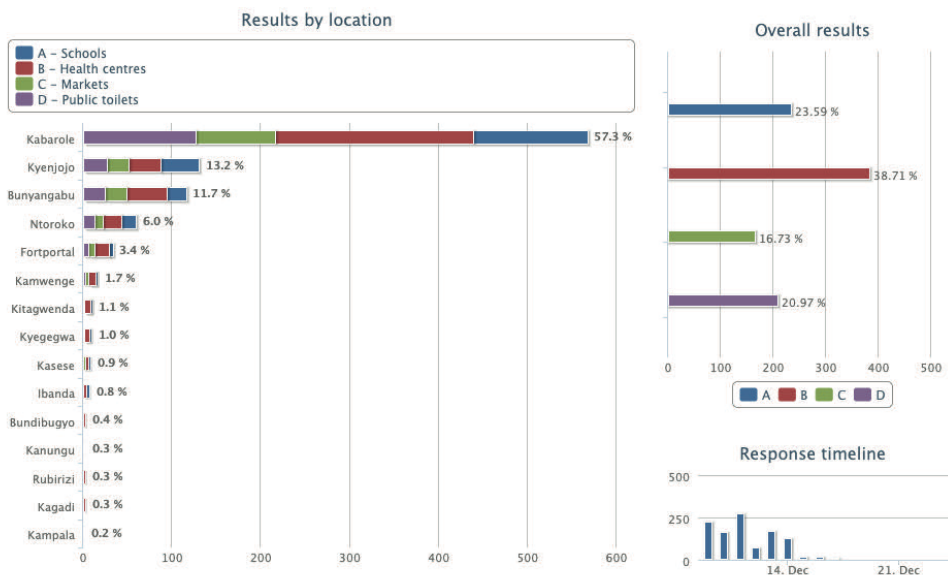
The conversation then moved on to how the citizens and district authorities could give priority to spending preferences involving key decision-makers at the districts in Fort Portal. Bundibugyo, Ntoroko among others in the Rwenzori Sub region; cost estimates and expected deliverables; identification of investment items from the suggested options in the poll and mapping of priority geographical areas for WASH facilities.

The process involved developing poll questions on the WASH issues, running them on radio for a specified period to gather responses from listeners through free text messages by phones. The views were collected on the dashboard, analysed and 2 talk shows organised to respond to the highlighted issues. Listeners participated in the debates during the talk shows. Then infographics were drawn to be used for advocacy and lobbying.

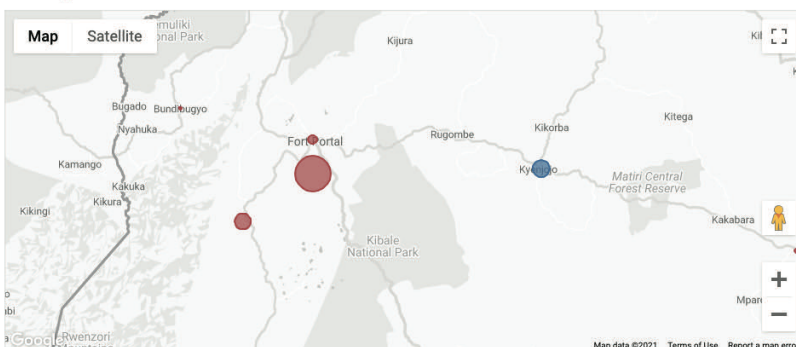
1.4 TECHNICAL BACKSTOPPING

During the implementation, Radio Jubilee staff were instructed on how to conduct and monitor the poll questions using the TRAC FM dashboard. On 23 November 2020, Wottazela 5.0 was launched at a talk show on Radio Jubilee.

Chart 1: Real-time dashboard of poll results



Geo-mapped data



2.0

THE RESULTS

2.1 DESIGN AND CONDUCT OF POLL 1 QUESTION

The poll question was crafted to ease understanding by listeners of Radio Jubilee. This was important in eliciting the needed audience responses because citizens ought to move in tandem with Wotazzela 5.0 objectives for its successful implementation. TRAC FM selected gender as the secondary variable of analysis and interpretation of WASH in the community. Additionally, a backgrounder was developed as indicated below:

Qn1 Districts in Uganda are in the process of developing their annual plans and budgets for the financial year 2020/21. Water, Sanitation and Hygiene are integral parts in the livelihoods of every community and citizens should be involved in the decision making of what aspects should be prioritised. We would like to get your opinion on what community issues should be given importance while planning and budgeting.

The question was posed to listeners stating;

Which of the following services does your district need most? Four options were given in order to keep the listeners focused on the issues under research i.e.

- a) protection of the environment;
- b) access to safe and clean water;
- c) promotion of household hygiene and sanitation and;
- d) community waste disposal.

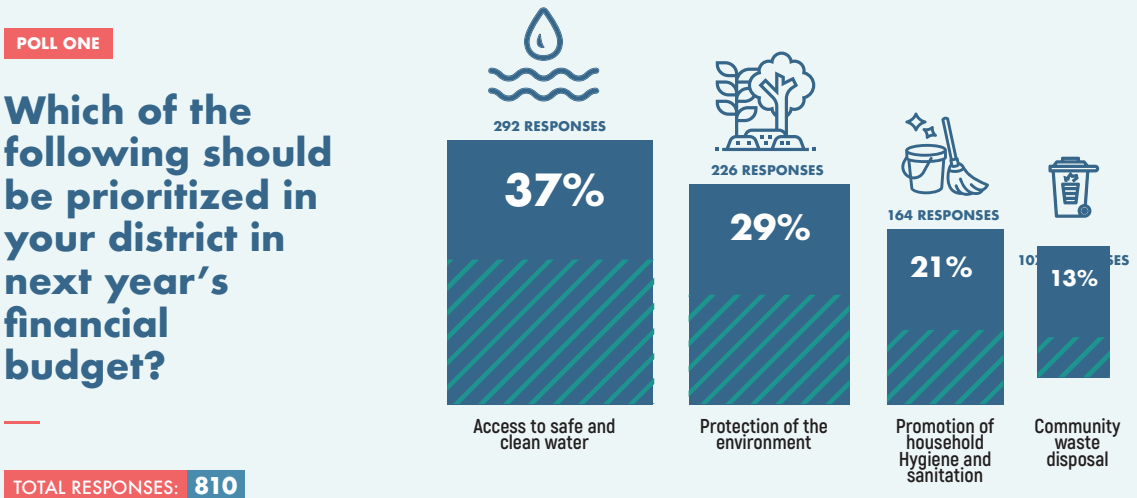
Then instructions were given on the to the listeners;

Go to messages on your phone & type JUBILEE (SPACE) GENDER (F or M) (SPACE) ANSWER (a, b, c or d) and Send your message to 8881. This SMS is totally FREE of charge. I encourage women and girls to participate.

2.2 POLL 1 ANALYSIS

During the period under report, Poll 1 ran from 23 November to 30 November 2020 on Radio Jubilee in Fort Portal and generated 810 responses from the listeners which are captured in the Chart 2 hereinafter.

Chart 2: District service priorities for water, sanitation and hygiene



- Most (37%) listeners who responded wanted access to safe and clean water; 28.6% chose the protection of the environment; 20.8% selected the promotion of household Hygiene and sanitation while community waste disposal (13.6%) came last in the choices.
- More (56.1%) males (43.9%) responded to the question than females.

2.2.1 Implications

A. Protection of the environment

In order to protect the environment, access to clean water is critical to the health of citizens, the environment, and the economy. Ecosystems¹ such as rivers, lakes and streams provide usable freshwater, while the remaining water comes from underground water tables. Indeed, when local governments protect the environment including forests, marshlands and water bodies they contribute to the preservation of natural habitats on a sustainable basis.

1. <https://www.nema.go.ug/projects/environmental-laws>

Local governments need to develop capacities in the management and funding for designing, adapting and applying appropriate training tools to manage the environment. This will enable local governments to take up their role in biodiversity conservation more firmly in legal and institutional frameworks. Local governments need also to communicate the challenges and benefits of local protected areas and other conservation mechanisms and their conservation action to specific target groups for key sector forums.

B. Household hygiene and sanitation

Good household hygiene protects families and communities from getting illnesses such as the coronavirus COVID-19, the common cold and gastroenteritis. Therefore, washing hands with soap and the use of sanitary detergents² removes germs that can make people ill. This is particularly important during the current COVID-19 pandemic which threatens to spread to populations across the Rwenzori region if local governments do not act on promoting hygiene in households and the community.

C. Community waste disposal

Proper waste collection and disposal protects the environment and the health of the community. This is because rubbish and waste particularly rotting garbage can cause air and water pollution can cause breathing problems in people.

D. Gender outlook

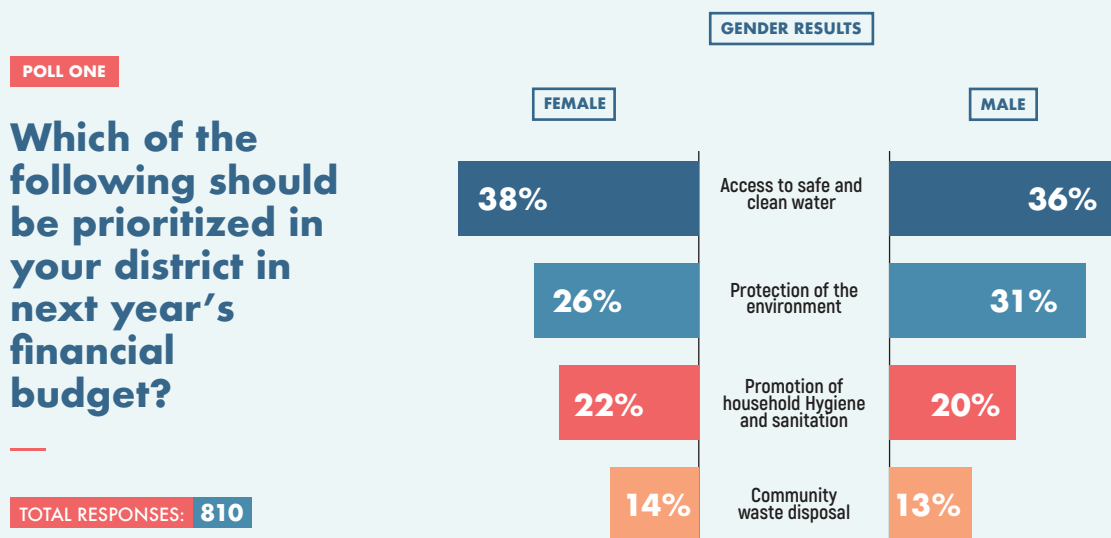
Men and women responded with varied choices on the services which they thought their district needed most. This is because of the way their qualities, behaviour and identities are determined through the process of socialization in many communities due to historical, religious, economic and cultural realities. Undeniably, because women tend to be home keepers, they are more likely to be looking after children to be associated with sanitation. Women are also most likely to bear the risk of disease due to pathogens as a result of their exposure to wastewater.

“ Women are also more likely to be exposed to pathogens and toxins when it comes to reusing wastewater for growing food. ³

The United Nations⁴ reports that it has become increasingly accepted that women should play an important role in water management and that this role could be enhanced through the strategy of gender mainstreaming.

The poll 1 results indicate that more women (38%) than men (36%) said access to safe and clean water was needed most by districts in the Ruwenzori sub-region. Studies have concluded that fetching water is part of the gender inequality. For instance, women in Uganda are estimated to spend up to 5 hours walking an average of three-and-a-half miles every day simply to collect water which impacts on their productivity. Young girls compared to boys also spend more hours walking long distances as part of their daily chores instead attending school to receive an education hindering their economic thrift and prosperity.

Chart 3: showing results of genderised priorities in district budgets



2.2.2 Looking forward

There is a need for WASH actors to increase their programme design and budgets to improve access to safe and clean water and protect the environment and; the promote household hygiene and sanitation in the community including waste disposal.

Local government planners need to put more effort to engender programmes in order to support women inclusion and equality in the availability, access and delivery of Water, Sanitation and Hygiene services. This will augment the fight against the Corona COVID-19 virus and preserve communities in the Rwenzori region.



2.3 POLL 2 ANALYSIS

Poor sanitation is linked to transmission of diseases such as cholera, diarrhoea, dysentery, hepatitis A, typhoid and polio and exacerbates stunting. Therefore, it is important to make sure that places such as schools, health centres, markets and public toilets are kept in a clean environment for good health. Having access to clean water enables everyone in the community to avoid being exposed to infectious diseases and Jubilee – Wottazela wish to ask the listeners:

2.3.1 Design and conduct of poll 2 question

Therefore, TRAC FM and Caritas-Heweasa designed the following question to solicit the opinion of listeners at Jubilee FM in Fort Portal:

Qn2 Poor sanitation is linked to transmission of diseases such as cholera, diarrhoea, dysentery, hepatitis A, typhoid and polio and exacerbates stunting. Therefore, it is important to make sure that places such as schools, health centres, markets and public toilets are kept in a clean environment for good health. Having access to clean water enables everyone in the community to avoid being exposed to infectious diseases and Jubilee – Wottazela wish to ask the listeners:

Which of the following do you think is in most urgent need of better water, sanitation and hygiene services in your district?

- A. Schools
- B. Health centres
- C. Markets
- D. Public toilets

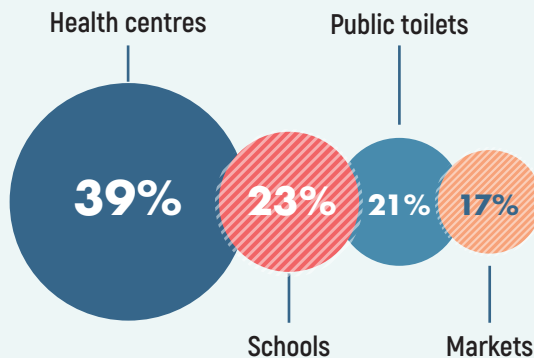
Then instructions were given on the to the listeners;

Go to messages on your phone & type JUBILEE (SPACE) DISTRICT (SPACE) ANSWER (a, b, c or d) and Send your message to 8881. This SMS is totally FREE of charge. I encourage women and girls to participate.

Chart 4: Institutions with most need of wash facilities

POLL TWO

Which of the following is in most urgent need of better water, sanitation & hygiene services?



TOTAL RESPONSES: 1,020

The Results

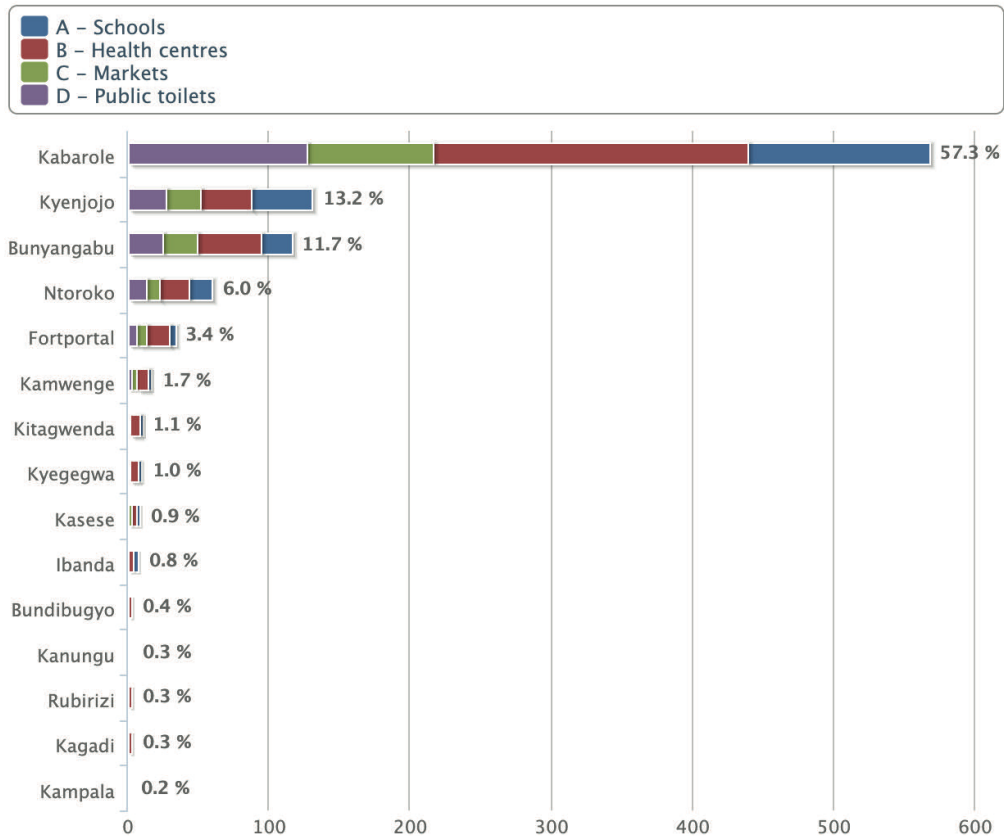
The results in Chart 4 above reveal that most (39%) respondents among listeners wanted health centres to be provided with WASH facilities followed by schools (23%); public toilets (21%) and markets (17%).

Regional Data

Geographic inequalities in access to improved water, sanitation and hygienic facilities may be exacerbated due to poor planning, limited resources. Therefore, it is important for local governments to direct the available resources to where they are needed most.

The results hereafter clearly show that the top 5 responses by listeners of Jubilee radio came in from Kabarole (57%) followed by Kyenjojo (12%) then Bunyangabu (11%) next was Ntoroko (6%) and Fort Portal at 3.5%.

Chart 5: Most needy institution for WASH services at the district



2.3.2 Implications

According to the World Health Organisation,⁵ lack of access to adequate water and sanitation facilities can have a negative impact on school attendance and educational achievement in schools. Besides, it also makes it impossible to deliver quality health care services without reliable access to safe water and sanitation facilities. People may avoid going to schools, healthcare centres, markets and public toilets when the spaces are dirty with excrement, have no running water and there are no soaps for hand washing after using the services.

2.3.3 Talk show

Caritas-HEWASA staff including Steven and Ken Rubuzi participated in the talk based on Poll 2 results on Tuesday 15 December 2020 between 7.00p.m and 8.00p.m at Radio Jubilee. See Annex 1 for the script which was jointly designed to effectively deliver messages to audiences in the Rwenzori sub-region.

3.0

MONITORING AND EVALUATION

The results were reported and monitored in real time at the established dashboard at <https://tracfm.org/p/view/3078/> and were reproduced in the charts as shown in the preceding analysis. A review of the site at <https://jubileeradiouganda.com/our-shows/> indicated that the Wotazzela 5.0 media campaign was not featured on the website which could have generated attention and engagement beyond the polls and talk shows.

3.1 Lessons learned

- ① Caritas - HEWASA publics require that local governments provide WASH facilities at hospitals and schools. This is especially significant given the COVID-19 pandemic and the expected return to school by learners at institutions in early 2021.

3.1 Recommendations

① Protection of the environment

a. Local governments in Kabarole, Kyenjojo, Bunyangabu, Ntoroko and Kamwenge need to protect the environment in order for citizens to access clean water and improve the health and economy of communities.

b. In order to take up biodiversity conservation, local governments need to develop capacities in the management and funding for the design, adaptation and application of training tools of managing the environment.

② Household hygiene and sanitation

Local governments have to promote hand washing with soap in order to avoid germs that cause disease in particular, COVID-19, the common cold and gastroenteritis.

③ Community waste disposal

There is a need for local authorities to promote proper waste collection and disposal in order to protect the environment and the health of the community. This is because rubbish and waste particularly rotting garbage can cause air and water pollution can cause breathing problems in people.

④ Gender outlook

a. WASH should prioritise women because they tend to be associated with sanitation, home keeping, risk exposure to waste water and are more likely to be looking after children.

b. There is a need for decision makers to address historical, religious, economic and cultural barriers which determine gender qualities, behavior and identity by equally involving both boy child and girl child in roles such as the fetching of water, cooking and home keeping.

c. Local government planners need to put more effort to engender programmes in order to support women inclusion and equality in the availability, access and delivery of Water, Sanitation and Hygiene services. This will augment the fight against the Corona COVID-19 virus and preserve communities in the Rwenzori region.

⑤ **Geographic inequalities**

Local councils need to improve access to water, sanitation and hygienic facilities through better direction, planning and budgeting of limited resources to where they are needed most.

⑥ Caritas - HEWASA have to **increase the visibility of Wotazzela media campaign** by promoting and sharing the poll results on the website at <https://jubileeradiouganda.com/our-shows/> in order to generate more attention and engagement by audiences beyond the polls and talk shows.



Annex 1

WOTTAZELA RADIO TALK SHOW SCRIPT

TOPIC: Ensuring that places such as schools, health centres, markets and public toilets are kept in a clean environment for good health.

Poll Number: Wottazela 1.2

Name of station: Jubilee

Contact person: Steve & Ken Rubuzi

Time of show: 7.00-8.00p.m, Tuesday 15 December 2020

Overview:

Today's show is about the need for better water, sanitation & hygiene services at institutions in the community. The key message of the show is to promote safe access to safe and clean water. We also want to understand why some leaders serve some communities and not others when it comes to provision of water services.

This script will guide the conversation but you are free to add any information you deem necessary and relevant to the discussion. The poll results that you will discuss during the talk show are based on the poll question below:

Which of the following is in most urgent need of better water, sanitation & hygiene services?

- The results for this poll question have already been collected (see below) and are based on over 927 respondents. These results will be discussed in detail during this talk show.
- The majority (39.47%) chose B saying that Health Centres needed better water, sanitation & hygiene services.
- These were followed by A: 23.61% who said that Schools needed better water, sanitation and hygiene services.
- Others chose D: 20.37%, saying that Public Toilets needed better water, sanitation and hygiene services.
- Last but still important, listeners chose C: 16.55% - preferring instead, that Markets needed better water, sanitation and hygiene services.

THE SCRIPT STARTS (for both HOST and GUESTS)

General Introduction:

HOST:

Welcome to the Wottazela talk show brought to you by Caritas HEWASA Fort Portal, IRC, TRAC FM and Radio Jubilee.

Wottazella means the sound of water and the purpose of these talk shows is to promote universal access to water and sustainable hygiene and sanitation.

Through these radio programs, we want to make the voices of citizens heard to strengthen governance and accountability on water, hygiene and sanitation services in your area. We invite you to participate in our weekly Wottazela poll questions, and make your voice heard.

Poor sanitation is linked to transmission of diseases such as cholera, diarrhoea, dysentery, hepatitis A, typhoid and polio and exacerbates stunting. Therefore, it is important to make sure that places such as schools, health centres, markets and public toilets are kept in a clean environment for good health. Having access to clean water enables everyone in the community to avoid being exposed to infectious diseases and Jubilee – Wottazela wish to ask the listeners:

First I will share some information by the World Health Organisation regarding water, hygiene and sanitation:

- Poor sanitation is linked to transmission of diseases such as cholera, diarrhoea, dysentery, hepatitis A, typhoid and polio and exacerbates stunting.
- Poor sanitation reduces human well-being, social and economic development due to impacts such as anxiety, risk of sexual assault, and lost educational opportunities.
- Inadequate sanitation is estimated to cause 432 000 diarrhoeal deaths annually and is a major factor in several neglected tropical diseases, including intestinal worms, schistosomiasis, and trachoma.
- Poor sanitation also contributes to malnutrition.

Source: World Health Organisation

HOST:

Today we are going to talk about access to water and the role of leaders and communities. In

the studio today we have - ASK GUESTS TO briefly introduce themselves (Name, Where Guest Works and Designation).

GUESTS:

Introduce themselves

HOST:

Health officials have advised that washing hands regularly with water and soap is one of the sure ways we can all contribute to reducing the spread of coronavirus. However, access to water, sanitation and hygiene facilities is still a challenge to many people in this area. Can you briefly comment on this? Why is access to water still a challenge?

GUESTS:.....

HOST:

In a poll question we have ran on this radio station this past week we found that when it comes to the provision of WASH, some institutions are in dire need of clean water, water tanks and hand washing facilities. What aspects of public institutions need to be given priority - schools, hospitals, markets or public toilets?

GUESTS:.....

HOST:

Last week, we asked our radio listeners to tell us: Why do some leaders favour some areas over others when it comes to provision of water services?

Here is what the listeners said:

- The majority (39.47%) chose B saying that Health Centres needed better water, sanitation & hygiene services.
- These were followed by A: 23.61% who said that Schools needed better water, sanitation and hygiene services.
- Others chose D: 20.37%, saying that Public Toilets needed better water, sanitation and hygiene services.
- Last but still important, listeners chose C: 16.55% - preferring instead, that Markets needed better water, sanitation and hygiene services.

HOST:

Are these results surprising to you or not? Why? Make a brief comment.

GUEST: Respond appropriately and make the response brief.

HOST:

Do we have any laws concerning the provision of WASH facilities? Does it concern public health aspects or, does it even include the budget making process? What does the law say?

GUEST: Answer appropriately

HOST:

(To our guest who works with the government): Are the public health laws being enforced? If yes, how come many institutions have improved toilets? If not, why are they not being

enforced?

GUEST: Answer appropriately

HOST:

(To our guest from civil society): What is your comment on the planning and budgeting for water, sanitation and hygiene facilities?

GUEST: Answer appropriately

HOST:

I want to give our listeners an opportunity to join this conversation - to ask a question or to inform us about water, sanitation and hygiene in their area.

[OPEN PHONE LINES* - Allow at least 5 minutes for callers.**

Balance the discussion ENCOURAGE WOMEN TO CALL IN.]

HOST:

Ask guests to respond/ react to questions and issues raised by callers.

GUESTS: React to issues/ questions raised by callers.

HOST:

Any concluding remarks?

GUEST: Give concluding remarks.

HOST ends with a message.

When water comes from improved and more accessible sources, people spend less time and effort in physically collecting it, meaning they can be productive in other ways. It can also result in greater personal safety by reducing the need to make long or risky journeys to collect water. Better water sources also mean less expenditure on health, as people are less likely to fall ill and incur medical costs, and are better able to remain economically productive – World Health Organisation

Therefore, water, Sanitation and hygiene are very important facilities at public institutions including schools, hospitals and markets. We all need it not just to serve basic needs but also, our health greatly relies on it. Therefore, it is important that we keep our water sources clean.

Don't forget to tune in for our next talk show.

SIGN OUT.

END



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