



United Republic of Tanzania






## Usafi wa Mazingira Tanzania (UMATA)

Peoples' Development Forum (PDF)   

Usafi wa Mazingira Tanzania (UMATA) is part of the National Sanitation Campaign designed and implemented by the Government of Tanzania. It seeks to increase access to and use of improved sanitation facilities and with changed sanitation behaviors at scale.

Launched in 2013, Not-for-profit, Hygiene, Sanitation, Water Storage, East Africa: United Republic of Tanzania

Partners: Plan International; Catholic Relief Services (CRS); Maji na Maendeleo Dodoma (MAMADO); Sanitation and Water Action (SAWA); Community Development and Relief Trust (CODERT); and Social Economic Development Initiative Tanzania (SEDIT).

  <http://www.pdfz.org>  [pdfz.co@gmail.com](mailto:pdfz.co@gmail.com)

### Problem Addressed

In Tanzanian schools, the ratio of pupils per improved school latrine varies from less than 20 to more than 200 per latrine drop hole or no latrines at all. A recent school WASH mapping exercise in 16 districts conducted by MoHSW indicates that only 2% of schools with hand washing facilities have soap and only 8% have functional hand-washing facilities with water. This situation is partly attributed to the fact that S&H in Tanzania has suffered much neglect. Communities lack access to sanitation product and services in rural areas, and entrepreneurs haven't been exposed to sanitation as a business they can invest in. Many households lack demand to improve their sanitation facilities. Studies indicate a lack of sufficient masons/artisans capable of constructing improved latrines. The situation was worse in the three Districts of Chamwino, Bahi and Kongwa of which UMATA program had to be implemented in these districts considered to be affected with poverty and low sanitation compared with others in the country. Same districts are among the bottom twenty districts with high under five mortality rate in the country. Community in these districts suffers from poor sanitation, hygiene and unsafe water supply related diseases causing high mortality for under five children.

### Innovative Approach

The Peoples' Development Forum (PDF) focuses on empowering poor households in Tanzania to achieve improved sanitation in their homes, which includes ensuring an affordable, appropriate technology; considering pro-poor policies in program design; and including culturally-specific considerations, such as the willingness of families to support others in need. If a family is unable to finance their own toilet, PDF facilitates a meeting in which the community or family members can choose to contribute.

### Program Solution

The Usafi wa Mazingira Tanzania (UMATA) program utilizes three integrated approaches: Demand Creation, Sanitation Marketing and Microfinance. Demand Creation ignites communities to the need of improving household sanitation

facilities. Sanitation Marketing strengthens the supply chain of sanitation products and services (including training of Community Health Workers and Village Local Artisans) and facilitates existing entrepreneurs to invest in sanitation products. UMATA also improves households' access to microfinance and credit which enable poor families to purchase hygiene products or finance improvements of household sanitation facilities.

This program is contributing to poverty reduction through – facilitating better health for the communities which lowers health expenses; increasing productive time for communities; improving attendance in schools which results in improved performance; improving dignity and privacy, especially for women and girls; and improving more broadly the immediate environment of the household, school, health facility and community in general.