

PROJECT CEWOD

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WHAT IS CEWOD?

- ▶ The objective of CEWOD is to contribute to the improvement of the status and position of women in Tanzania through grassroots empowerment.
- ▶ CEWOD focuses on the following:
 - ▶ Promoting women in leadership and decision making,
 - ▶ Human rights
 - ▶ Poverty alleviation
 - ▶ Economic empowerment
 - ▶ Reproductive health



CURRENT SITUATION

- ▶ Most cases CEWOD communicates through word-of-mouth through meetings and community events.
 - ▶ Method has been successful in their community, but not outside of it
- ▶ “Sometimes the meetings are not so consistent or given very few minutes to talk. Sometimes (there is) no information provided that there will be a meeting somewhere, you just come to know when the meeting is over”
- ▶ Most people have access to cell phones.
- ▶ CEWOD wants to improve capacity of networking and working partners regarding human rights, good governance, and poverty alleviation.
- ▶ Planning to expand projects in order to reach more people and make way for new projects.

OUR SOLUTION

- ▶ An SMS service that incorporates FrontlineSMS in order to reach a larger audience.
- ▶ Users can subscribe to a CEWOD group, and receive information and updates
- ▶ Allows CEWOD to send out important information about meetings and events.
- ▶ Allows CEWOD to change the information provided quickly and efficiently when needed.

HOW IT WORKS

- ▶ Uses a laptop, mobile phone, dongle, and SIM card.
- ▶ CEWOD group created in FrontlineSMS
- ▶ Text a keyword to 6094227815 to subscribe to the group
- ▶ Provides the user with a menu of keywords
- ▶ User is able to reply with a selected keyword, and receive information related to that topic.
- ▶ Keyword has to be at the beginning of the reply to ensure it does not pick up the word in the reply itself.

 SMS-based Subscription Join group join,kujiunga,quit,kuacha



 Autoreply to SMS About About, Kuhusu



 Autoreply to SMS Election Election, Uchaguzi



 Autoreply to SMS Event Event, Matukio



 Autoreply to SMS Location Location, Eneo

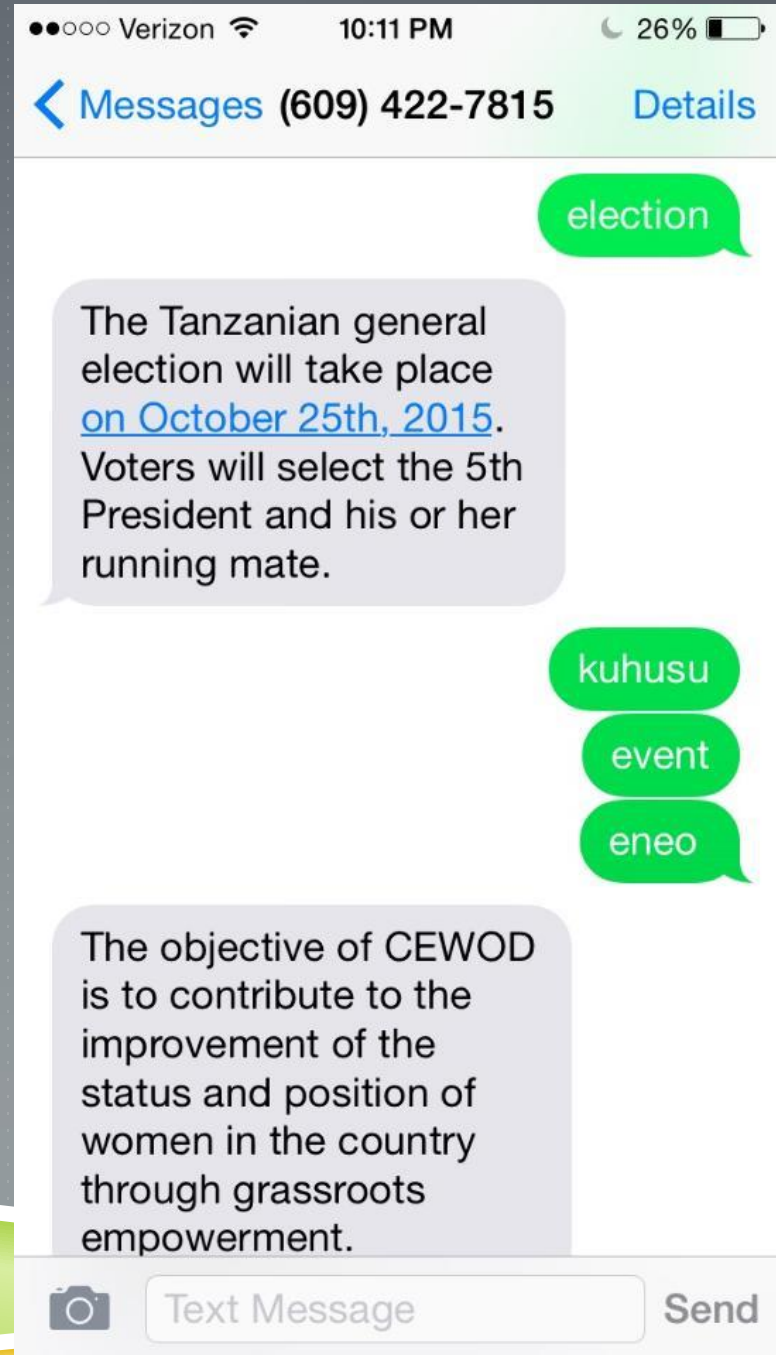


 Autoreply to SMS Contact Contact, Kuwasiliana



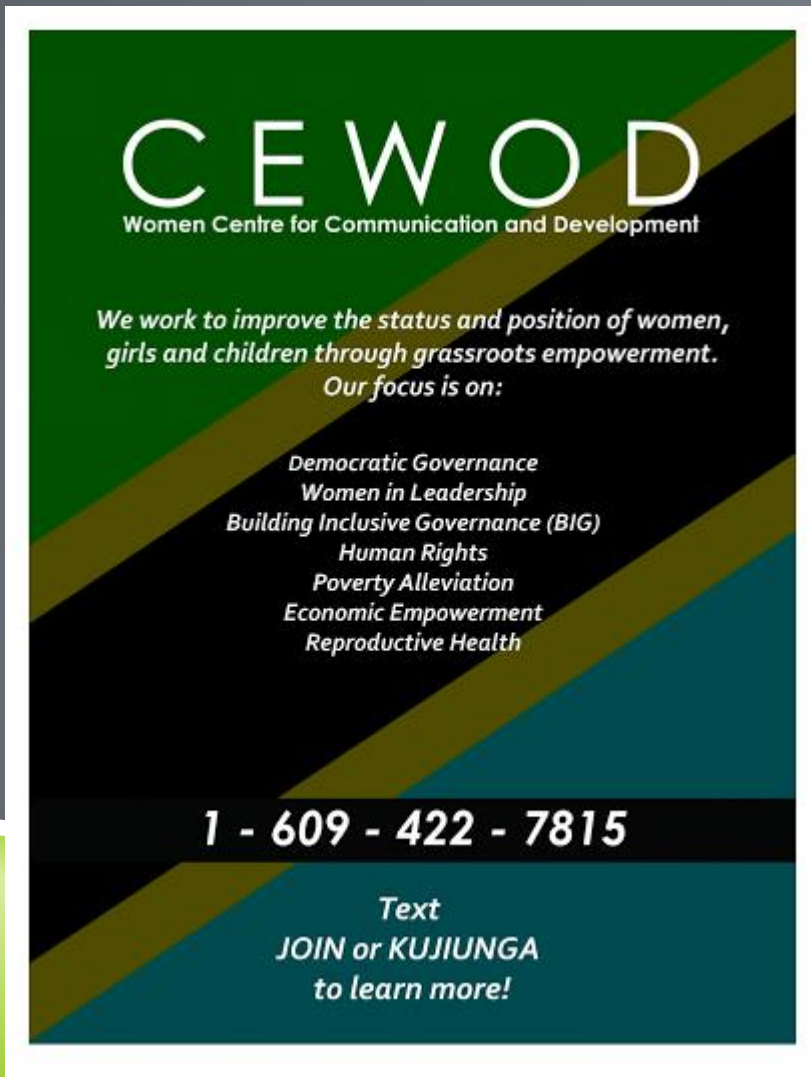
 Autoreply to SMS Menu Menu, Orodha





Keyword Document and How to Guide:

<https://docs.google.com/document/d/162SL7ilMI05c8WbKKNY8Z6cO2FgygQHAYdmhjc8nz6Y/edit?usp=sharing>



CEWOD
Women Centre for Communication and Development

We work to improve the status and position of women, girls and children through grassroots empowerment. Our focus is on:

- Democratic Governance
- Women in Leadership
- Building Inclusive Governance (BIG)
- Human Rights
- Poverty Alleviation
- Economic Empowerment
- Reproductive Health

1 - 609 - 422 - 7815

Text
JOIN or KUJIUNGA
to learn more!



CEWOD | Women Centre for Communication and Development (cewod.org)

1 - 609 - 422 - 7815

Text "Join" or "Kujunga" to learn more!

GET INVOLVED
in the Oct 25th election!

LEARN
how you can choose our 5th president!

DISCOVER
the candidates and

WOMEN: make your voices heard!