ON THE ROAD TO RWINKWAVU

- Trip began on dirt roads, through the mountains, on a bus full of strangers
M&E Tasks

- Created a Social Marketing Campaign geared towards community health workers
- Created a theory of change for community health worker cooperatives
- Developed a competition strategy as an incentive for cooperation amongst cooperatives
- Presented deliverable to Partners In Health staff
SOCIAL MARKETING
CAMPAIGN MARKETING MIX
The problem tree is a methodology of three steps for identifying main problems, along with their causes and effects, helping to formulate clear and manageable objectives and the strategies of how to achieve them.
Akagera National Park

- A shot of Akagera, towards the end of the day on a safari
- We were able to take a trip to one of the national parks in Rwanda
MOUNTAIN EXPLORATION
Women’s Center

- Traditional dancing at women’s cooperative center
- We were dressed in traditional garments
Women’s Center

- Traditional Band