



SANITATION PROMOTION CONSIDERATIONS





Poor drainage



(<http://waterjournalistsafrika.wordpress.com>)



ISSUES TO DISCUSS

- ◆ Washers and wipers, sitters and squatters
- ◆ Subsidy led sanitation
- ◆ Market led or sanitation marketing
- ◆ Community health clubs
- ◆ Community led total sanitation



Washers and wipers

- ◆ Need to be considered when promoting sanitation and hygiene i.e. wipers and hand washing facilities, washers & ecosan
- ◆ Also important in ecosan latrines. Water and papers used may affect decomposition and pathogen survival
- ◆ Is washing more hygienic than wiping? 5



Subsidy led sanitation

- ◆ Involves development planners deciding sanitation needs of a community and supporting them with materials and other incentives while the community contribute nothing or labour, etc, the top-down approach
- ◆ Subsidy-based approaches viewed sanitation as a private household good rather than a social responsibility, often assuming communities were unwilling or unable to invest in sanitation



Subsidy led sanitation

- ◆ Subsidies – whether funds, hardware or other forms – should not be given directly to households.
- ◆ Community rewards, subsidies and incentives are acceptable only where they encourage collective action in support of total sanitation and where they facilitate the sustainable use of sanitation facilities i.e. community sanitation clubs, village competitions
- ◆ Problems: non use and misuse of sanitation facilities



Market led sanitation

- ◆ Aims at creating demand for social goods just like commercial marketing
- ◆ Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society. Has been used in contraceptives, ORT, condoms
- ◆ Primary focus is on consumer--on learning what people want and need rather than trying to persuade them to buy what we happen to be producing



Focus on “market mix”

- ◆ Market mix refers to decisions about
 1. The conception of a Product, (target group segmentation, surveys, etc)
 2. Price,
 3. Place (Distribution), and
 4. Promotion.

These are often called the "Four Ps" of marketing. **Social marketing** also adds a few more "P's." These include: Publics (internal and external people), Partnership, Policy, Purse strings (money to develop program)

- ◆ Research is key to shape the “P”s and properly mix them



Social marketing discussion point

Can marketing concepts and techniques be effectively applied to the promotion of social objectives such as safe driving, smoking, condom use and family planning?

Social causes can be advanced more successfully through applying principles of marketing analysis, planning, and control to problems of social change.



Community Led Total Sanitation (CLTS)

- Sanitation marketing involves creating demand and addressing the demand.
- CLTS is a component of sanitation marketing aimed at behaviour change and creating demand for sanitation (bottom – up approach) and hygiene



Let's Talk About shit?



What is CLTS? Community-Led Total Sanitation

- ◆ A “Participatory and Learning Action” approach based on stimulating a collective sense of **disgust, shame and fear** among community members as they confront the crude reality about mass open defecation *and* its negative effects on the entire community.



Underlying Assumptions of CLTS

- ◆ No one can stay unmoved once they discover they are ingesting other people's or their own faeces;
- ◆ High sense of shame and disgust hold the power to ignite people to take action and use their resources (not subsidy) to stop open defecation and be totally sanitised;



CLTS is

- ◆ **Community-led:** They lead and everyone in the community is involved;
- ◆ **Total: 100%** elimination of open defecation & practice of good hygiene;
- ◆ **Sanitation:** Beyond construction of toilet;
- ◆ **Collective action:** Often locally decided and not dependent on external subsidies and prescriptions of solutions.

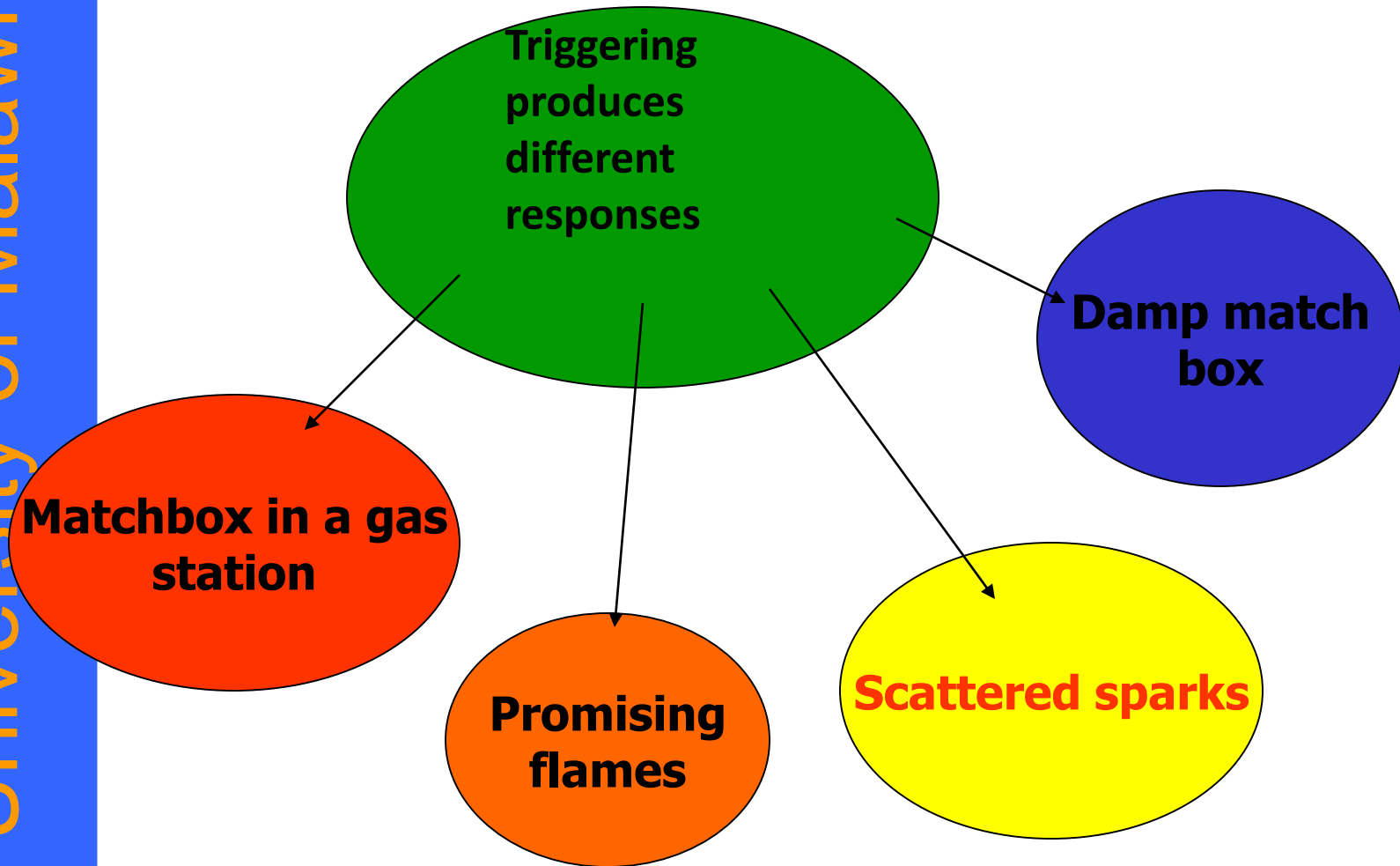


CLTS: Sequence of Key Steps

- ◆ **Pre-triggering:** buy-in, selection of sites, training, introduction and building rapport;
- ◆ **Triggering:** Sanitation profile –mapping-calculation of quantities-transect walk- flow-channels-effects-costs-ignition moment-action planning;
- ◆ **Post-triggering:** implementation of Action plans, follow-up, monitoring and documentation.
- ◆ **Scaling up:** Going beyond CLTS...what next?



Triggering Responses

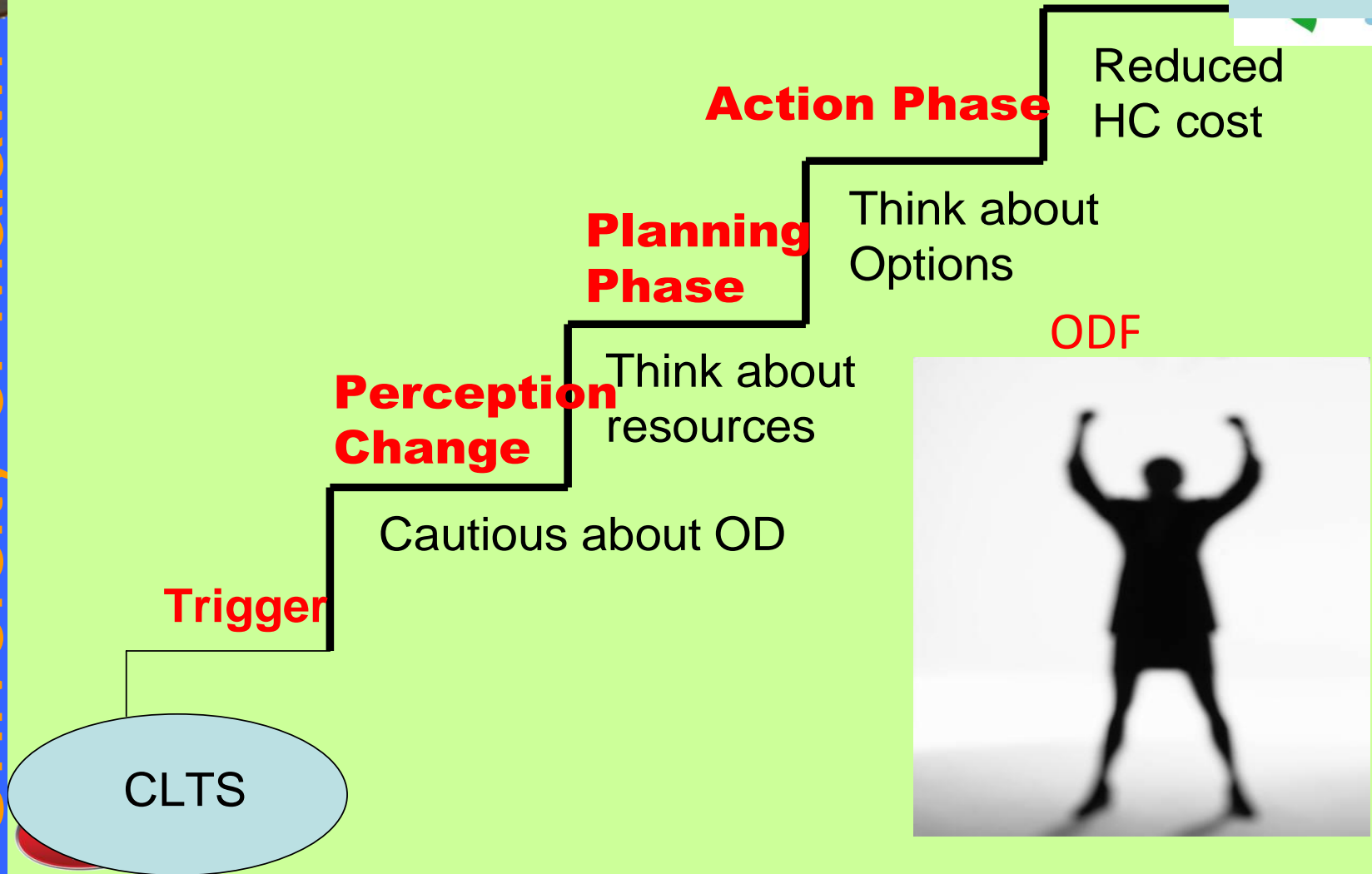




Behavioural change after CLTS

ILC&U + BC

Developed
Sanitation





Challenges

- ◆ Uptake slow/not the same in the different areas
- ◆ Conflicting approaches by different agencies in the sanitation sector.
- ◆ The allowance culture: Some are in it but are not passionate or committed;
- ◆ Doubt and scepticism among sanitation professionals
- ◆ Lack of willingness to let go our professionalism
- ◆ Weak M&E and reporting within the mandated institutions;



Challenges – cont'd

- ◆ **Dependency syndrome** in some areas emanating from previous approaches;
- ◆ **Finding good facilitators**
- ◆ **Triggering without adequate mechanisms** for follow-up and support;
- ◆ Private sector inability to come-up with affordable technological **innovations**



Future

- ◆ Citizen Led Total Sanitation
- ◆ Urban CLTS
- ◆ Sanitation Marketing/Sanitation Financing-what options for urban informal settlements and small towns



Community health clubs

- ◆ Help to promote this culture of health - people meet regularly to learn and discuss ways to improve hygiene.
- ◆ The meetings are properly organized sessions with a registered membership, which should represent at least 80% of households in the community. Private behaviour then becomes a public concern, ensures that all individuals are discouraged from poor hygiene behaviour in favour of agreed and accepted standards and norms.
- ◆ Weekly meetings of CHCs can address up to 30 different topics over a six month period.



Community health clubs

- ◆ Promote a 'culture of health' which means that healthy living becomes highly valued, and in this way brings about behaviour change, through peer pressure and the desire to conform to social norms.
- ◆ Benefits are wide ranging, including increased learning, social status, especially for women, and opportunities for income generation.
- ◆ Can use radio listening clubs



Sanitation as Business

- ◆ Increasing the market opportunities in sanitation through CLTS, sanitation marketing, community health clubs
- ◆ Businesses could include:
 - Operating pay latrines or toilets
 - Selling faecal sludge from wastewater treatment plants, EcoSan latrines
 - Production and selling of biogas
 - Selling of san-plats etc



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THANK YOU