

Presentation

Presentation from the 2009 World Water Week in Stockholm
©The Author(s), all rights reserved

WORLD
in Stockholm,
August 16–22, 2009 **WATER**
WEEK



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Who gives a @#!&? We doo...

Lessons Learned to Improve Basic Sanitation Practices



Merri Weinger , USAID

World Water Week 2009



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

The Hygiene Improvement Project (HIP) is:

- A **6-year** project (2004-2010) led by AED in partnership with ARD, the Manoff Group, and IRC Netherlands
- To achieve **at-scale** hygiene improvement in at least **2 countries** (Madagascar & Ethiopia)
- With **selected, strategic activities** in 7 other countries
- With targeted focus on WASH in schools, integration of WASH into HIV/AIDS care and support and sanitation marketing
- Centered on **3 key hygiene practices**: hand washing with soap, household water treatment and safe storage, safe disposal of feces



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT



Safe Feces Disposal



Hand Washing



Safe Storage & Treatment of Water



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Focus on Lessons Learned

1. Must “get real” and start where people are
2. Health benefits are rarely a motive
3. CLTS is the spark, but must be supported by solid programming
4. Sanitation marketing: Need for paradigm shift among local actors-NGOS and community
5. Economic status does not necessarily determine sanitation aspirations
6. Importance of sanitation promotion through WASH-friendly health centers and schools
7. Potential adverse environmental impacts of successful sanitation marketing





USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Lesson #1

We must “get real” and start where people are

- Find out what people can really do, what is feasible in their resource context
- Promote
SMALL DOABLE ACTIONS
... and help people up the sanitation ladder



የምክክር ካርድ

የአባት/የእናት ስም _____ የጤና ሰራተኛው ስም _____

መንደር _____ የጉብኝት ቀናት _____

1. እያንዳንዱ ቁልፍ ባህሪያት መካከል ቤተሰቡ ምን እያደረጉ እንደሆነ ይረዳና አሁን እየተገበና ያለው ላይ በተሰጠው ሳጥን ውስጥ ምልክት ያድርጉ።
2. በምክክር ሊሻሻሉ የሚችሉ አንድ ወይም ሁለት ተግባራትን ይምረጡና ለችግሩ መፍትሄ ምን እንደሆነ ከቤተሰቡ ጋር ይወያዩ። ሁሉንም ነገር በአንድ ጊዜ ለማድረግ አይቀጥሩ። በመቀጠልም የሚከተሉትን ጥያቄዎች ይጠይቁ።
 - የትኞቹን መጥክር የሚችሉ ይመስልዎታል?
 - እንደት ቀለል ማድረግ ይቻላል?
 - ከቤተሰብዎ መካከል የሚቃወምዎት ካለ ምን በማድረግ ሊረዳዎት ይችላል?
3. "በተላላ ሊደረግ የሚችል" ተግባር ላይ ተስማሙና ምልክት ያድርጉበት። በመቀጠል ወደ ቀኝ ያለውን ተግባር ላይ ተመስክሩ። በስተቀኝ ያሉት ተግባራት በስተግራ ካሉት ተግባራት የተሻሉ ናቸው።
4. ቤተሰቡ ለመፈጸም የተስማማበት ተግባር ላይ ምልክት በማድረግ ቃል እንዲገቡ ያድርጉ። ምን ለመሰራት እንደተስማሙ ያስታውሳቸው። ካርዱንም ግድግዳ ላይ በመለጠፍ ወይም የቤተሰብ ጤና ካርድ ውስጥ በማስቀመጥ በጥንቃቄ እንዲይዙት ይነገሯቸው።

"ጣዳ ላይ በመጻፍትና ንጹህና በጉደለው ልምድ የሚመጡትን በሽታዎች ማቆም የኛ ኃላፊነት ነው!"

ሀ. አይነ ምድርን ማስወገድ



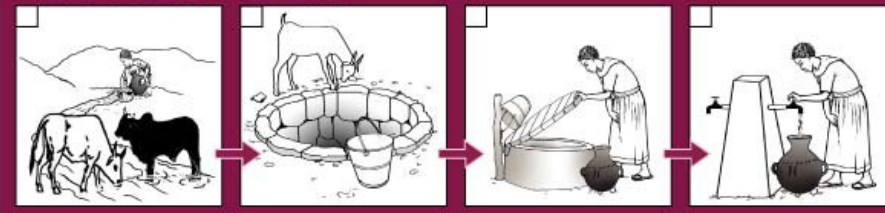
ለ. የልጆች እይነ ምድርን በጥንቃቄ ማስወገድ



ሐ. ከተጻፍን በኋላ እጅ መታጠብ



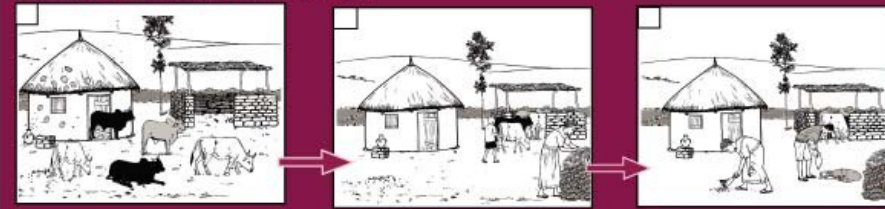
መ. የውሃ ምንጮችንን ንጹህና መጠበቅ



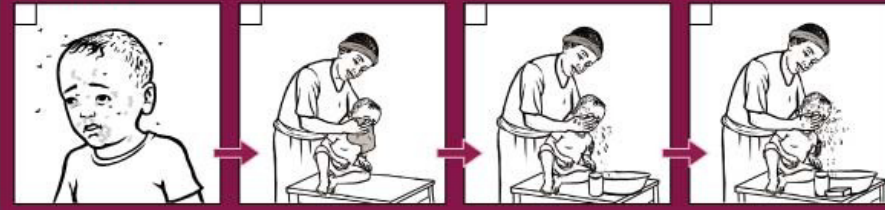
ሠ. የውሃ ንጹህና አጠባበቅ



ረ. የቤት እና የአካባቢ ንጹህና አጠባበቅ



ሰ. የፊት ንጹህና



እጅ መታጠቢያ ጊዜያት፣ ሁሉም አስፈላጊ ጊዜያት ናቸው።





Eau
Assainissement
Hygiène

ELIMINATION DES EXCREMENTS

Outil de négociation

Où est-ce que les adultes font leurs besoins ?



Dans la nature



Dans un trou qu'ils recourent ensuite de terre



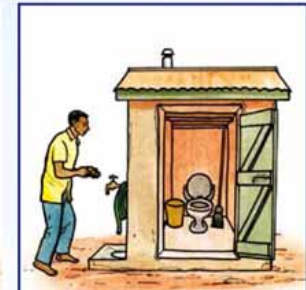
Dans une latrine à plancher artisanal en terre battue ou en bois, sans toit ni porte



Dans une latrine à dalle artisanale en terre battue ou en bois, munie d'une porte, de murs, d'un toit et d'un dispositif LMS



Dans une latrine lavable munie d'un toit, d'une porte et d'un dispositif LMS



Dans une latrine lavable et nettoyée munie d'une chasse d'eau et d'un dispositif LMS

PRATIQUE OPTIMALE

Où est-ce que les enfants font caca ?



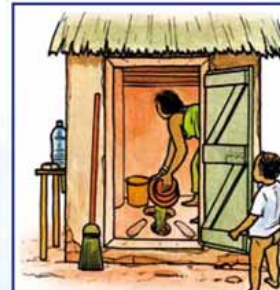
Dans la nature



Dans une couche en toile ou leur culotte. Les excréments sont ensuite jetés dans la cour.



A l'intérieur d'un pot pour enfant. Les excréments sont ensuite jetés hors de la maison.



Dans une couche en toile ou dans un pot pour enfant. Les excréments sont ensuite jetés dans une latrine, puis la couche ou le pot est lavé(e) au savon.



PRATIQUE OPTIMALE



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Lesson #2

Health benefits are rarely a motive!! Find out what people really care about and build programs around those motivations

Diarrhea prevention matters,
but

- dignity,
- privacy,
- safety,
- cleanliness
- can be stronger motivators
for action





USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Lesson #3

CLTS is the spark, but it must be supported by solid programming





USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

All comes together as... **Community-led Total Behavior Change in Hygiene & Sanitation**

- Embedded in a national and regional process
- Built around Health Extension Program
- Regional Behavior Change Strategy including:
 - Advocacy, community ignition, household visits ---ODF
 - Multiplying the message with communication and media
 - Promotion of HW and safe water handling
 - School WASH





USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Lesson #4

Sanitation Marketing: Need for paradigm shift among local actors

- Subsidized sanitation programs are not having positive sanitation impacts in poor communities
- Include the private sector in marketing sanitation solutions to all customer segments





USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

HIP Madagascar's sanitation marketing activities include:

- Consumer and market research
- Demand creation through multi-channel hygiene promotion (HIP, NGOs and community health agents)
- Range of hygiene and sanitation products developed and sold through local vendors
- Privately leased/managed public toilet/shower/laundry facilities with public support
- Partnerships with banks for sanitation upgrade loans for salaried urban dwellers



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Because one size does not fit all!!



- Marketing of hygiene/sanitation products brings choice to consumers



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Lesson #5

Economic status does not necessarily determine sanitation aspirations





USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Integrated communication & marketing strategy



SOLUCIONES ALTERNATIVAS PARA EL SANEAMIENTO



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Lesson #6

Importance of sanitation promotion through WASH-friendly health centers and schools





USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Lesson #7

Environmental impact of a successful regional or national sanitation marketing may pose significant risk to country's surface water





USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

HIP Sanitation Improvement Approaches

- CLTS Hybrid – focus on behavior, not just coverage
- CLTS linked to sanitation marketing and household hygiene promotion
- Sanitation marketing through private sector
- Public-private partnerships
- WASH-friendly approach – schools, health centers, communities, marketplaces, transportation hubs etc.



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

For further information:

Merri Weinger

USAID/Bureau for Global Health

Washington, DC USA

mweinger@usaid.gov

1-202-712-5102

USAID/Hygiene Improvement Project

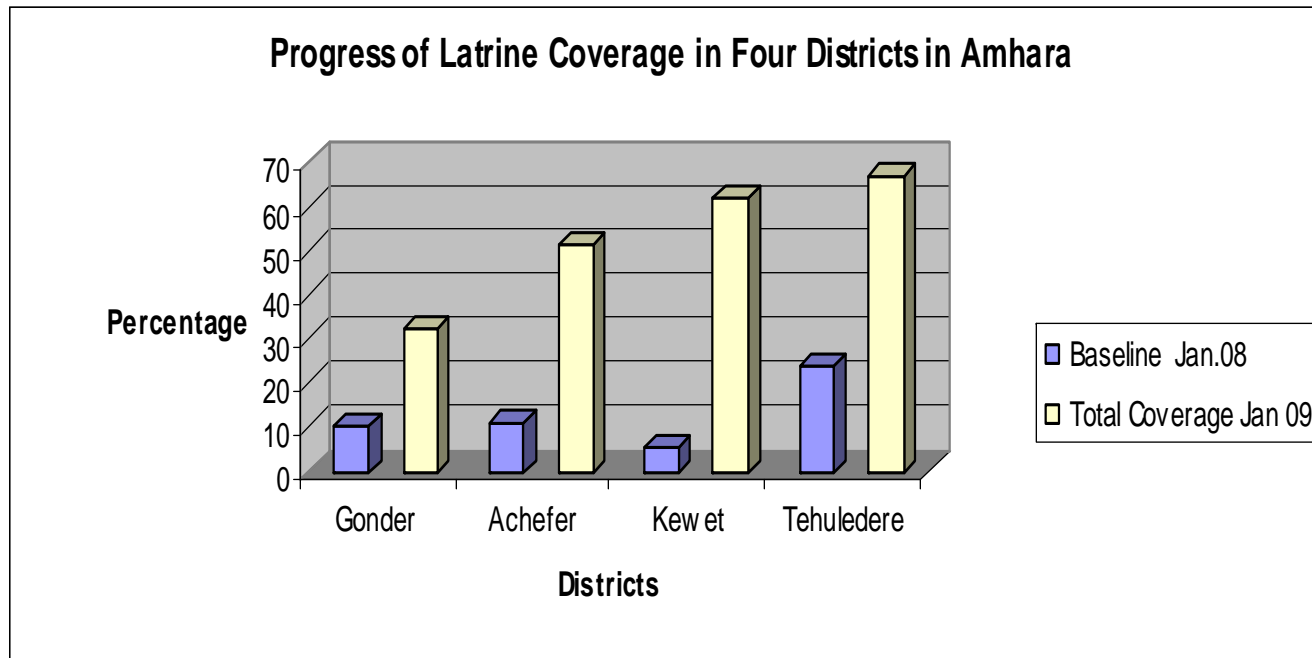
<http://www.hip.watsan.net>



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Progress Results - Ethiopia





USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Progress Results - Madagascar

Comparison between 2007 and 2008
Program Outcome Monitoring (%):

Component	Variables	2007	2008
Sanitation Access	Open defecation	39	18
	Flush toilets or latrines with Slabs	3	7
	Simple latrines with no slab or bucket latrines	58	75



USAID
FROM THE AMERICAN PEOPLE

HIP HYGIENE IMPROVEMENT
PROJECT

Progress Results - Madagascar

Comparison between 2007 and 2008
Program Outcome Monitoring (%):

Component	Variables	2007	2008
Sanitation Access	Open defecation	39	18
	Flush toilets or latrines with Slabs	3	7
	Simple latrines with no slab or bucket latrines	58	75