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# **Hygiene Improvement Project - End of Project**

## **Experiences and Lessons Learned in Demand-Driven Sanitation Programs**

**August 3, 2010**

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Sarah Fry



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## HIP and Sanitation - Background

- In 2005 HIP conducted Sanitation Sector Assessment –
  - State of the state
- Found that sanitation was a sector in FUNDAMENTAL transition
  - Demand-driven approaches replacing supply-driven approaches
  - BC communication is transitioning from health and hygiene education to marketing and ‘socio-cultural normative’ approaches (social and peer pressure)
  - Funding moving from donor and government subsidy to household responsibility





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## HIP's BIG Sanitation Questions

1. How can we get people to stop open defecation and WANT to use a toilet?
2. How do we help them move from Basic to Better (up the sanitation ladder)?
3. How do we make the paradigm shift from program beneficiaries to consumers? How do we grow a market?
4. How do we ensure a supply of toilets that are
  - Affordable, Appropriate, Available, and Aspirational?
5. What are elements to support sustainable & replicable sanitation programming?

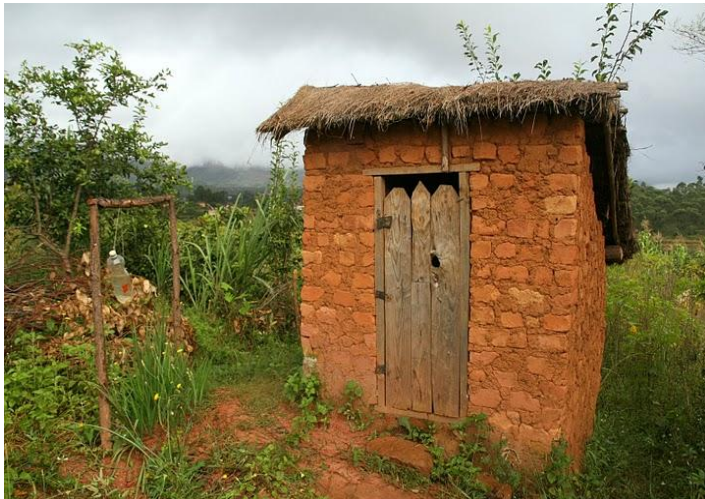


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## HIP Country Activities in Sanitation



- **Uganda**
- **Madagascar**

- **Ethiopia**
- **Peru**

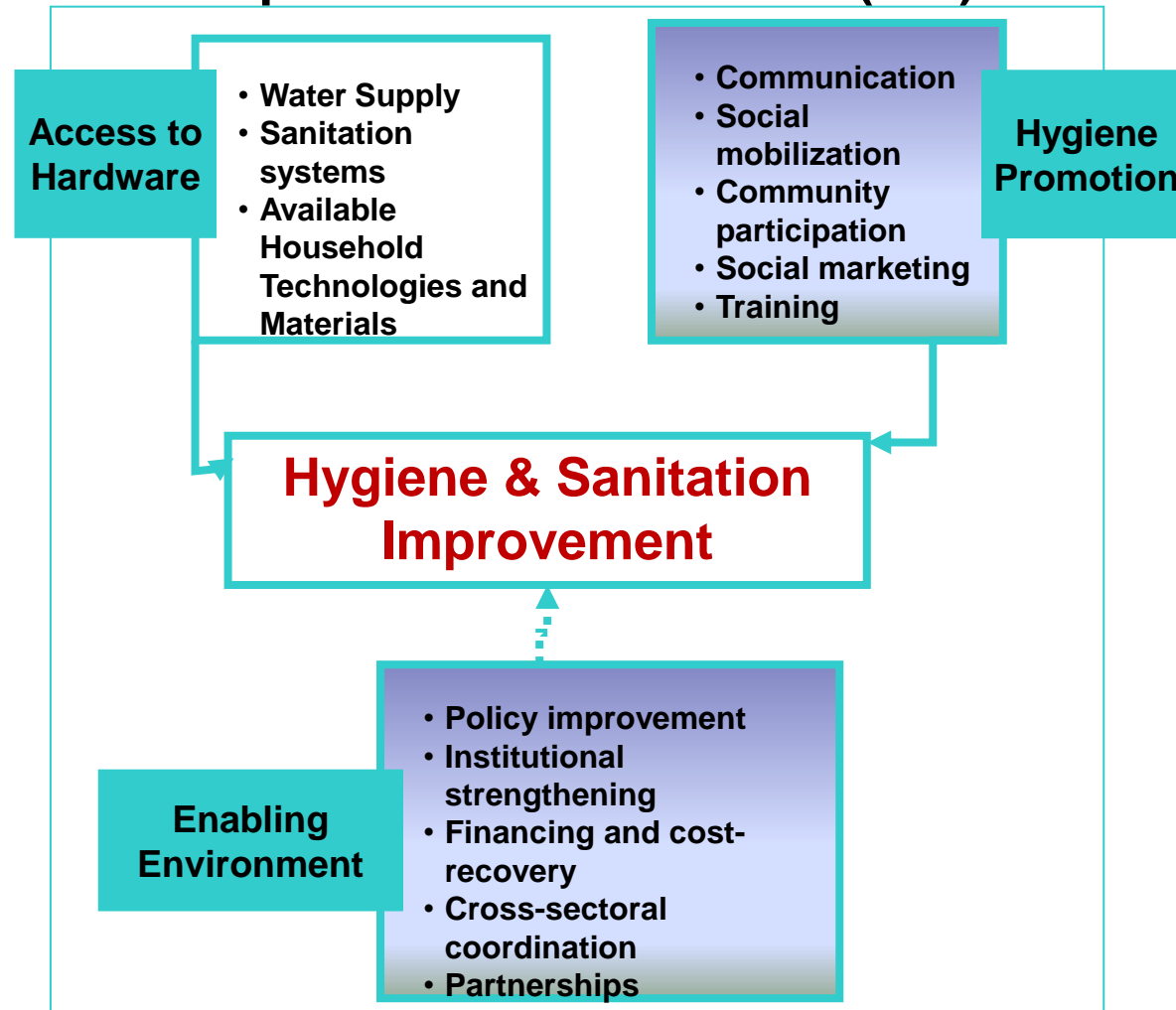




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## The HIP Approach to Sanitation is Grounded in the Hygiene Improvement Framework (HIF)





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# **STOPPING OPEN DEFECATION: ETHIOPIA**





# የምክክር ካርድ

የአባት/የእናት ስም \_\_\_\_\_ የጤና ሰራተኛው ስም \_\_\_\_\_

መንደር \_\_\_\_\_ የጉብኝት ቀናት \_\_\_\_\_

1. እያንዳንዱ ቁልፍ ባህሪያት መካከል ቤተሰቡ ምን እያደረጉ እንደሆነ ይረዱና አሁን እየተገቡ ያለው ላይ በተሰጠው ላጥን ውስጥ ምልክት ያድርጉ::
2. በምክክር ሊሻሻሉ የሚችሉ አንድ ወይም ሁለት ተግባራትን ይምረጡና ለችግሩ መፍትሄ ምን እንደሆነ ከቤተሰቡ ጋር ይወያዩ:: ሁሉንም ነገር በአንድ ጊዜ ለማድረግ አይቻልም:: በመቀጠልም የሚከተሉትን ጥያቄዎች ይጠይቁ::  
- የትኞቹን መዋከር የሚችሉ ይመስልዎታል?  
- እንዴት ቀለል ማድረግ ይቻላል?  
- ከቤተሰብዎ መካከል የሚቃወምዎት ካለ ምን በማድረግ ሊረዳዎት ይችላል?
3. "በቀላሉ ሊደረግ የሚችል" ተግባር ላይ ተስማሙና ምልክት ያድርጉበት:: በመቀጠል ወደ ቀኝ ያለውን ተግባር ላይ ተመክከሩ:: በስተቀኝ ያሉት ተግባራት በስተግራ ካሉት ተግባራት የተሻሉ ናቸው::
4. ቤተሰቡ ለመፈጸም የተስማማበት ተግባር ላይ ምልክት በማድረግ ቃል እንዲገቡ ያድርጉ:: ምን ለመስራት እንደተስማሙ ያስታውሳቸው:: ካርዱንም ግድግዳ ላይ በመለጠፍ ወይም የቤተሰብ ጤና ካርድ ውስጥ በማስቀመጥ በጥንቃቄ እንዲይዙት ይነገሯቸዋል::

"ሚዳ ላይ በመፀዳዳትና ንፅህና በጉደለው ልምድ የሚመጡትን በሽታዎች ማቆም የኛ ጋላፊነት ነው!"

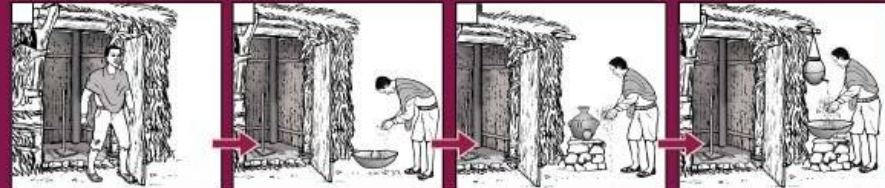
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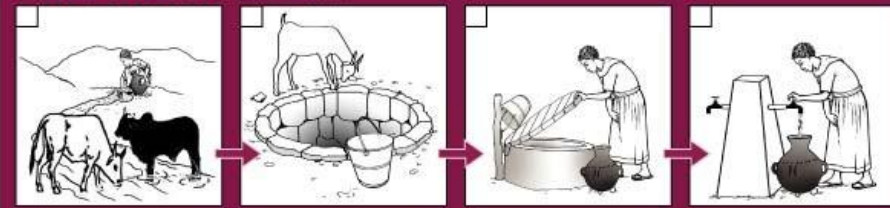
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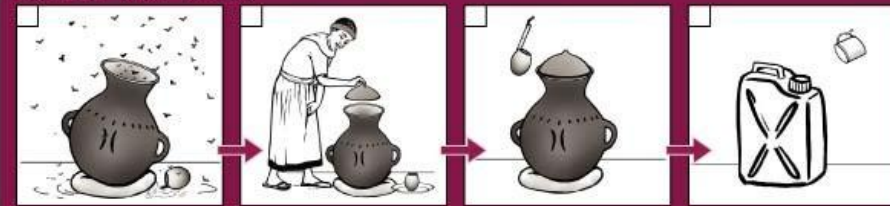
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## መ. የውሃ ምንጮችን ንፅህና መጠበቅ



## ሠ. የውሃ ንፅህና አጠባበቅ



## ረ. የቤት እና የአካባቢ ንፅህና አጠባበቅ



## ሰ. የፊት ንፅህና



## እጅ መታጠቢያ ጊዜያት፣ ሁሉም አስፈላጊ ጊዜያት ናቸው::



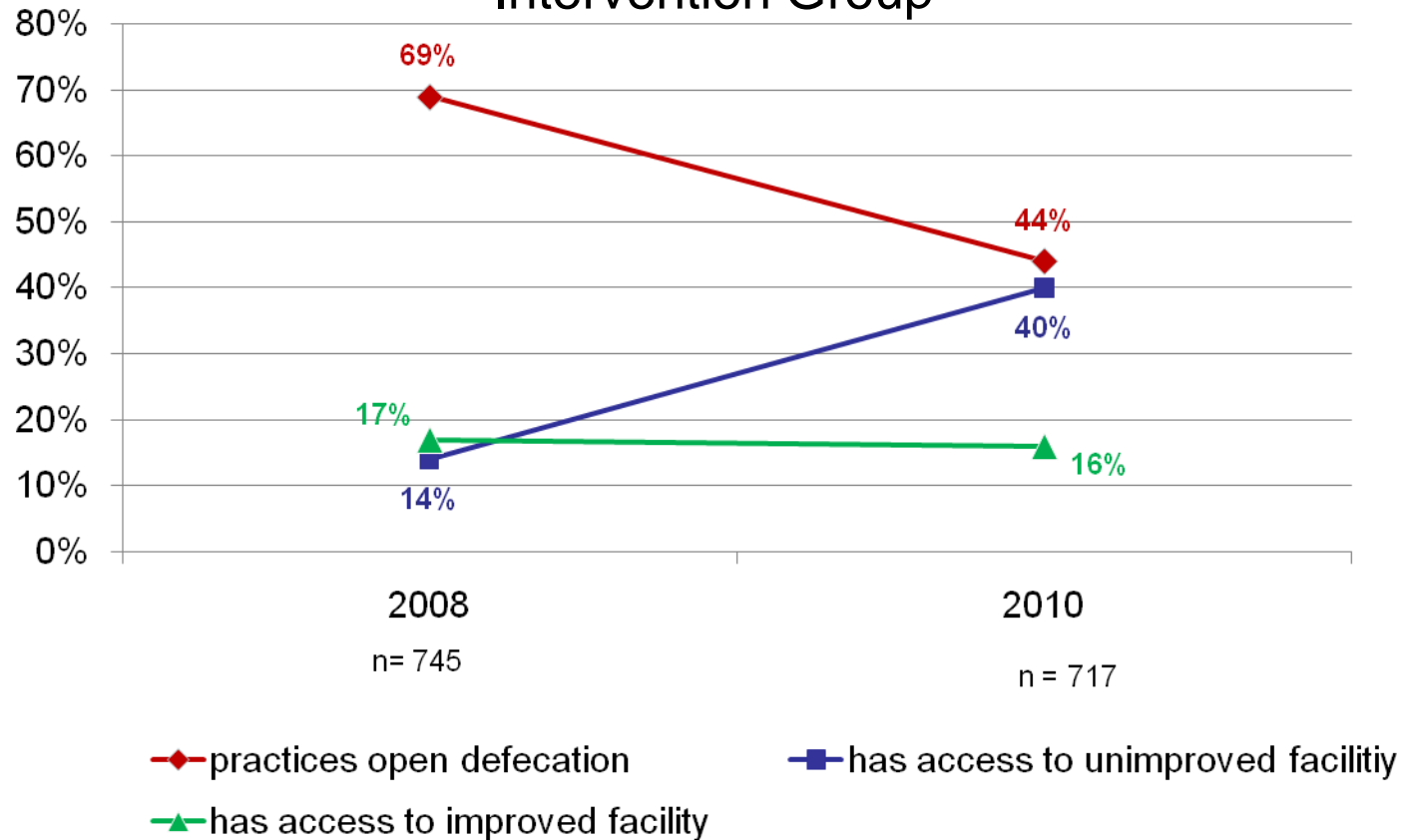


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## ETHIOPIA

### Practices: Access to Sanitation Facilities Intervention Group





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## Considering Quality as well as Coverage

Recent monitoring visit to 10 focus woredas

- Overall latrine coverage at 71% (*56% in random survey*)
- Only about 30% of these meet minimum standards
  - Distance from house or water source
  - Covered
  - Washable plat
  - Superstructure that provides privacy





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# **MOVING FROM BASIC TO BETTER: PERU**



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# Peru Sanitation Marketing

## Objectives

- Establish self-sustaining sanitation markets in target districts
- Coordinate with private sector and the GoP
- Learn how to expand and to replicate sanitation marketing successes

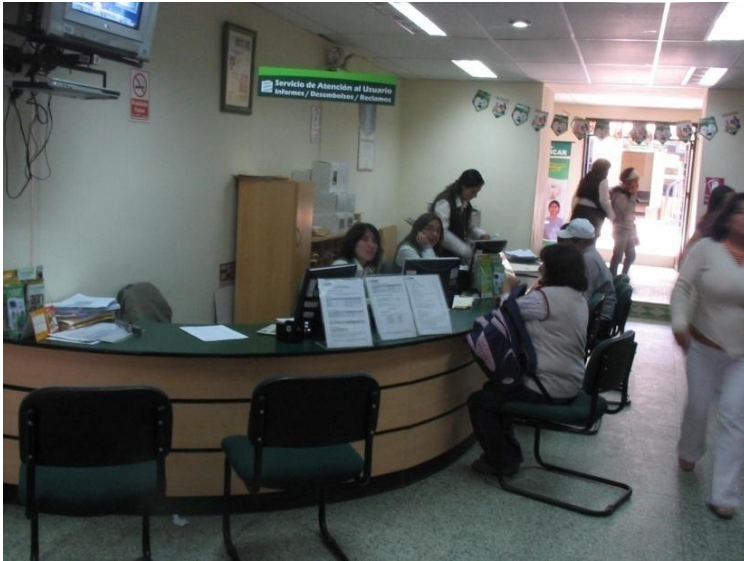




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## Peru Sanitation Marketing



### Context

- Markets more mature than other HIP countries
- Extensive assessment confirms existing demand for “higher-rung” sanitation
- Government resources, processes, and programs are supportive
- NGOs implemented the Initiative in each district



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## Peru Sanitation Marketing

### Key Take-Aways

- Paradigm change (supply side to demand-driven) is costly
- Distinct markets established in 4 of the 5 districts, each market with different characteristics, different actors with different roles





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## Peru Sanitation Marketing

### Key Take-Aways continued...

- Role of enabling environment is critical in providing private sector incentives – sales opportunities
- Replication will require an “external entity”. It does not appear that there are sufficient incentives to drive “organic” replication





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**BENEFICIARIES TO CONSUMERS:  
UGANDA**



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## Context

- Supportive enabling environment (ISH)
- Rural setting
- Previous demand creation through CLTS





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- Systematic approach to program design and implementation with significant market research



- Program implementation focused on sanitation products, esp. the slab



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- Implementation responsive to emerging opportunities
- District-wide implementation through key partnerships
- Developed Sanitation Marketing Strategy for Tororo District as a platform for replicability





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# ENSURING AFFORDABLE, AVAILABLE, APPROPRIATE, ASPIRATIONAL TOILETS: MADAGASCAR

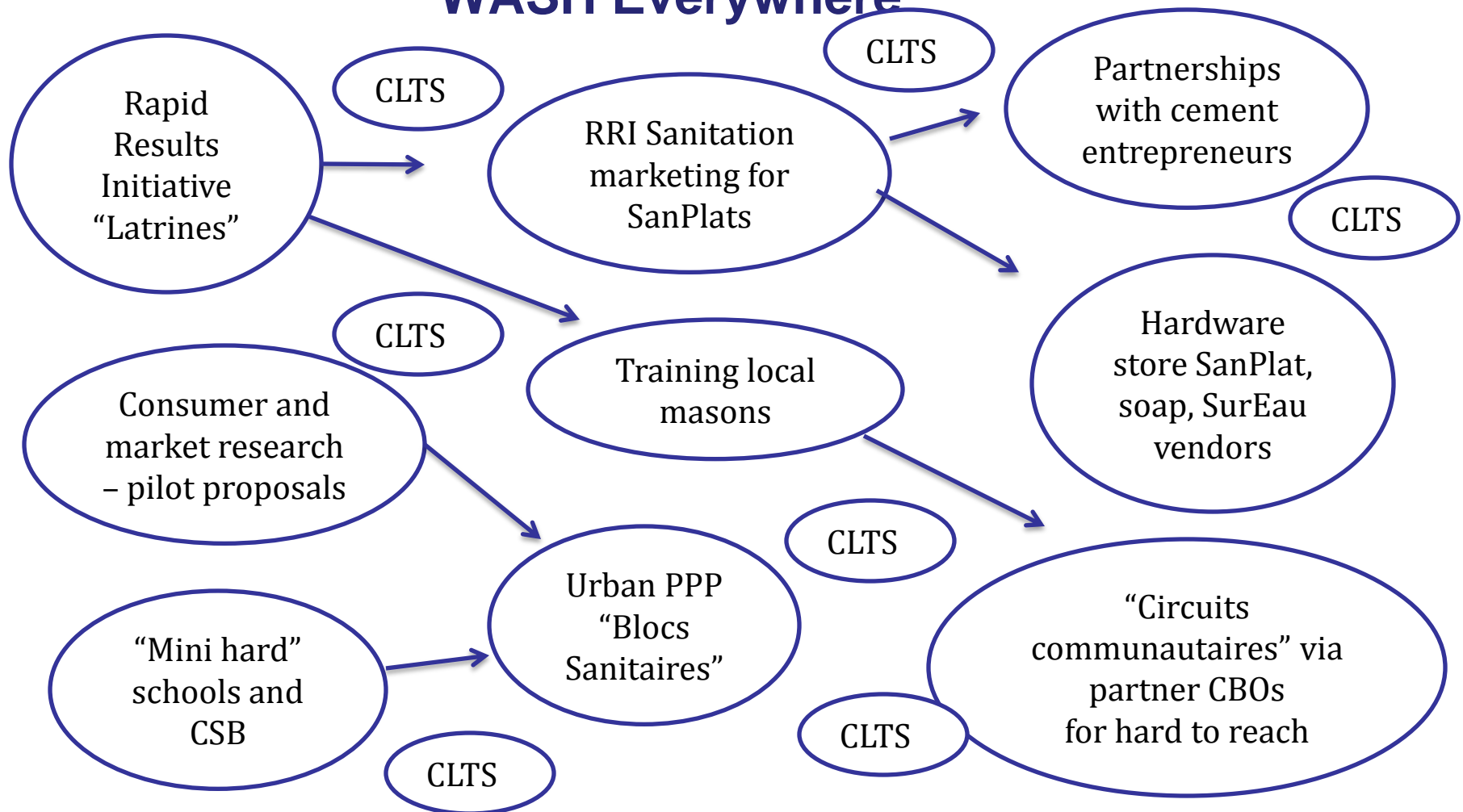




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## HIP/Mada's Sanitation Programming Within WASH Everywhere





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## Affordable...

- Specially priced SanPlats
- Low fees for public toilets





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**Readily available...**



**New fee-for-use highway  
rest stop - idea of local  
women**



**Latrines for  
WASH friendly  
church**

**Improved  
village  
latrines**





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**Appropriate...environmentally friendly...**



HIP construction  
follows USAID  
environmental  
regulations



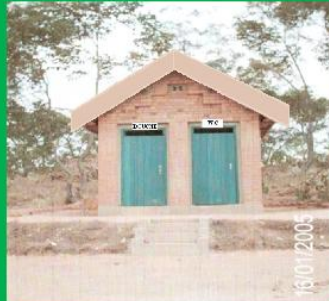
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## Aspirational



MANAMPY ANAO HANANA TRANO FIDIOVANA, LAVA-PIRINGA MANARA-PENITRA, BASSIN FANASAN-DAMBA



**“NY TIA FANDROSOANA NO MAMPIASA NY MANARA-PENITRA”**

Antsoy ny: 020 75 509 13 / 02075 913 59

Innovative credit partnership between cement producer and MFI facilitated by HIP



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## **HIP Madagascar activities will continue for at least one year under a different mechanism**

- Opportunity to learn and grow the new experimental models





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## Significant Take-Aways



- Confirmed findings from 2005 sector assessment
- Demand driven sanitation programming is complex and requires respect, rigor and resources

- Integrated technical options provide multiple points of entry for sanitation programming





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## Challenges Going Forward

- Engendering broader understanding and support of the demand driven approach
- Structuring integrated products that respond to consumer aspirations
- Developing approaches for reaching the poorest and most vulnerable





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## More Challenges

- Effectively engaging the public sector in demand-driven sanitation, including public-private partnerships



- Dealing with urban settings where tenure, space and solids disposal are problematic
- Addressing multiple behaviors through market approaches





Thank you