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**HIP** HYGIENE IMPROVEMENT  
PROJECT

# SUCCESS STORY

## EXPANDING SANPLAT COVERAGE

### Through Marketing and Mason Training HIP Helps Improve Access to and Affordability of Concrete Latrine Slabs



[Photo: Shahbaz Fawbush (HIP)]

*Madame Berthine, owner of a cement business, stands next to her SanPlat display stand, which includes a sample product and WASH literature.*

In rural Madagascar latrine floors are typically made of wood or earth. The resulting floor is not always easy to keep clean and the latrine opening usually lacks a cover. These two factors make the latrine less than hygienic. In 2003 UNICEF introduced the SanPlat, a reinforced concrete latrine slab, to Madagascar as an affordable, durable, and washable latrine option. In 2008 the USAID Hygiene Improvement Project (HIP) launched a campaign to promote the use of SanPlat in the four regions where it works.

To ensure the SanPlat would be widely and sustainably available, HIP targeted masons at local cement workshops and commune (district) engineers with SanPlat production training and then provided the trainees with the molds needed to make the SanPlat. HIP also provided a prominent display stand for vendors to showcase the SanPlat model. The SanPlats are sold to the public for 12,000 Ariary (just under \$6), which generates a profit of 20 percent to 50 percent for the producer over the material costs. This margin has made the production and availability of the SanPlat a sustainable endeavor.

Madagascar now has 21 SanPlat producers and 30 points of sale in the capital Antananarivo, and they cover the major routes leaving the capital. In fact SanPlat latrine slabs are sold in four out of the six principal cities of Madagascar with a total 67 points of sale all over the country.

HIP initially carried out a media campaign to introduce the SanPlat. Now after minimal demand creation, sales of SanPlat slabs are estimated to be 200 slabs every month from all the points of sale established with HIP support.

Madam Berthine runs a cement workshop that is situated on one of the main roads leaving the capital toward the north. She is one of several people who participated in HIP's SanPlat production training and started producing and selling SanPlats six months ago. She says, "My workshop is opposite a bus stop and the prominent SanPlat display stand attracts a lot of attention from passengers and passersby." She adds, "The SanPlat



[Photos: Shahbaz Fawbush (HIP)]

*A HIP-trained mason puts the finishing touches on a SanPlat being made in its mold. The finished product (below) is designed to be affordable and easy to clean.*

model now outsells my original cement latrine model by five to one. It doesn't have a basin like my original model, and it is cheaper and lighter." Her SanPlat customers come from as far as 100 kilometers away.

Madam Berthine understands the importance of good WASH (water, sanitation, and hygiene) practices. She distributes leaflets about the three key WASH messages—safe storage and treatment of drinking water, hand washing with soap, and safe feces disposal—to her customers. She has taken the initiative to introduce the SanPlat to her own native commune of Ambomanga, and plans to introduce the innovation to the community at an upcoming inaugural ceremony. The new public school to be built in Ambomanga will use SanPlats in its latrines. For Madam Berthine and other HIP-trained masons the production and sale of SanPlats are more than just an economic activity, it is a service they willingly undertaken to help people be healthier.

