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HIP HYGIENE IMPROVEMENT
PROJECT

SUCCESS STORY

LATRINE PROMOTION EXPANDS

One woman's vision leads others to follow



[Photo : D. Hervol, HIP]

Above, Chantal (left) of Frère Saint Gabriel, a local NGO, is checking in with Madame Bernadette regarding the status of her toilet and its effects on her family.

Like many people in her neighborhood, Bernadette, who lives with her daughter and granddaughter in Tamatave, Madagascar, had a shallow, unsanitary latrine in her yard that was unpleasant to use. In 2007, Bernadette attended “World Latrine Day” festivities in Tamatave and stopped by the hygiene promotion display set up by the USAID Hygiene Improvement Project (HIP) and the local NGO Frères Saint Gabriel (FSG), which sells various latrine models. There she received information about the importance of using a hygienic latrine and the benefits of having a washable latrine slab called a *SanPlat*. The next month, with the help of loan from FSG, she bought a new slab and paid for the labor for installation of the latrine.

Nearly two years after its installation Bernadette's toilet has had a positive effect not only on her and her immediate family but on her neighbors as well. There are currently 12 individuals regularly using the facility and a constant influx of visitors. Bernadette said that she is aware of two other families in her immediate neighborhood that have installed their own FSG toilet because of the cleanliness, effectiveness, and popularity of her facility. “It is exciting to see that others are wanting to get their own toilet after having seen and maybe even having used my toilet,” says Bernadette.

HIP provided technical training and support to FSG to improve and expand the sale of local hygiene products. Chantal and other hygiene educators from FSG received training from HIP on three key water, sanitation and hygiene (WASH) practices—safe storage and treatment of drinking water, safe feces disposal, and hand washing with soap. They now educate the local community about the importance of proper WASH practices and benefits of using a hygienic latrine. Chantal oversaw the installation of Bernadette's toilet as well as many others in the area. “Currently, 2,339 toilets in the city of Tamatave have been done though my branch of FSG. The effects of hygiene education are starting to show from the number of toilets being purchased and installed in the area,” she said.