Message 1 – Sanitation is Vital for Health

Human faeces are the primary source of diarrhoea pathogens. Without sanitation facilities to safely contain and dispose of human faeces, the health of everyone living nearby is put at risk. Diarrhoea disease is a leading cause of under-five child mortality and can be reduced by improved sanitation. Additionally, worm infections impair children's health, nutrition and cognitive development. Children weakened by diarrhoea are more susceptible to other infections, namely respiratory infections, which are another leading cause of child mortality. *Sanitation affects children's development and futures.*

Key Points:

- Reducing diarrheal disease
- Reducing child mortality
- Improving Health
- Improving nutrition
- Improving cognitive development

Supporting facts and figures:

- Daily child deaths under age five from diarrhoea diseases in 2004: 5000 (Progress for Children (PFC) 6, UNICEF 2006).
- % of diarrhoeal deaths related to lack of water and sanitation: 88% (PFC 6).
- % of total under five child mortality due to diarrhoea: 17%, not including neonatal diarrhoea (WHO 2005, CHERG).
- Diarrhoeal related deaths per year of children under 5: 1.5 million (PFC 6).
- Children under 18 without access to improved sanitation: 980 million, 280 million of which are children under five. (UNICEF, 2006).
- Ratio by which improved sanitation and hygiene reduces diarrhoea-related deaths: 2/3 (PFC 5).
- Diarrhoea as proportionate cause of child mortality: 2nd highest single cause after pneumonia (WHO 2005, CHERG).

Contextualize this message in your country using local data such as:

- The percentage of child deaths attributable to diarrhoea caused by poor sanitation, inadequate water supply and poor personal hygiene (see WHO Country Profiles of Environmental Burden of Disease (2007));
- Rates of worm infection in children;
- Rates of respiratory illnesses in children.

Message 2 - Sanitation is a Good Economic Investment

The health impact of inadequate sanitation leads to a number of financial and economic costs including direct medical costs associated with treating sanitation-related illnesses and lost income through reduced or lost productivity and the government costs of providing health services. Additionally, sanitation also leads to time and effort losses due to distant or inadequate sanitation facilities, lower product quality resulting from poor water quality, reduced income from tourism (due to high risk of contamination and disease) and clean up costs.

Finally, increases in female literacy (due to increased school attendance where proper sanitation facilities exist) contribute to economic growth. Every dollar spent on improving sanitation generates economic benefits that far exceed the required sanitation investments. *The cost of inaction is enormous.*

Key Points:

- Lives lost
- Medical costs
- Lost time and productivity
- Lower tourism
- Female literacy and GDP

Supporting facts and figures:

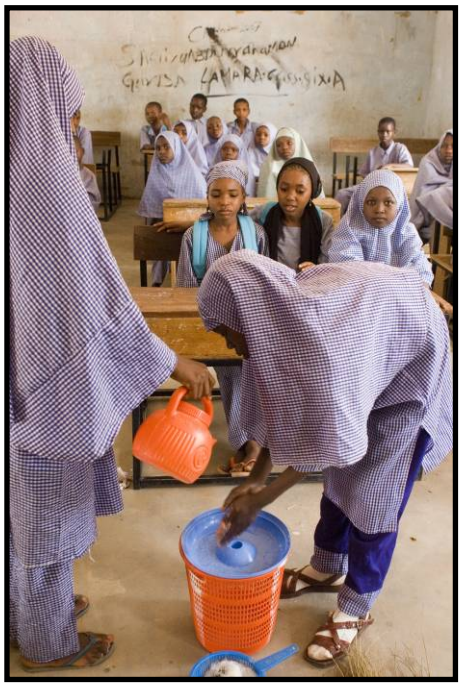
- For every 10% increase in female literacy (due to increased school attendance where proper sanitation facilities exist), a country's economy can grow by 0.3 percent.(Brocklehurst, 2004)
- According to WHO, achieving the MDG for sanitation would result in $66 billion gained through time, productivity, averted illness and death and health expenses (Hutton and Haller, 2004).
- WHO estimates that a 10 year increase in average life expectancy at birth translates into a rise of 0.3-0.4% in economic growth per year.
- Return on a $1 investment in sanitation projects: 9.1$ (Bartram, Hutton and Haller, 2007)

Contextualize this message in your country using local data such as:

- Female literacy rates (correlated to potential GDP increases);
- Annual health costs correlated to diarrhoeal disease;
- Estimates of total national investment into sanitation needed to meet MDGs.

Message 3 - Sanitation Contributes to Social Development

Photo credit: UNICEF/ HQ07-0525 /Christine Nesbitt



The provision of safe water and sanitation facilities is a first step towards a physical learning environment, benefiting both learning and health of children. Sanitation provides women, primary caregivers, greater privacy and support for maintaining children's health and domestic cleanliness. Schools that have sanitation facilities attract and retain students, particularly girls. Menstruating girls are reluctant to attend schools without toilets, and their parents are reluctant to send them. Finally, healthy children attend school more and get more out of it. A lack of clean and private sanitation and washing facilities discourages children, particularly girls from attending school and these missed educational opportunities have a profound effect on human development. *Sanitation affects children's development and futures, especially girls.*

Supporting facts and figures:

- One in four girls do not complete primary school, compared with one in seven boys (Brocklehurst,2004)
- Girls bear the burden of water collection, which can take many hours a day, leaving them with no time or energy for school.
- A study by the Government of Bangladesh and UNICEF (DPHE-DPE-UNICEF, 1994) revealed an 11% increase in girls' enrolment mainly due to the provision of sanitary latrines.
- The WHO estimates that 194 million schooldays, resulting from fewer incidents of diarrhoea, would be gained annually if the MDGs for sanitation were met. (Bartram, Hutton and Haller, WHO 2004.)

Key Points:

- Improved learning and retention
- Human development
- Privacy and dignity
- Gender equity
- Self-respect

Contextualize this message in your country using local data such as:

- The ratio of girls/boys in school;
- Female/male school completion rates;
- Percentage of menstruating girls that stay home during their period;
- The percentage of schools with sanitary facilities;
- The distance that girls have to walk to collect water.

Message 4 - Sanitation Helps the Environment

Photo credit: UNICEF/ Nigeria-00001 /Giacomo Pirozzi

In regions where a large proportion of the population is not served with adequate water supply and sanitation, sewage flows directly into streams, rivers, lakes and wetlands, affecting coastal and marine ecosystems, fouling the environment and exposing millions of children to disease. Particularly in the context of urbanization, domestic wastewater, sewage and solid waste improperly discharged presents a variety of concerns from providing breeding grounds for communicable disease vectors to contributing to air, water and soil pollution.

The results of poor waste management also contribute to a loss of valuable biodiversity. In the case of coral reefs, urban and industrial waste and sewage dumped directly into the ocean or carried by river systems from sources upstream, increase the level of nitrogen in seawater. Increased nitrogen caused overgrowths of algae, which in turn, smother reefs by cutting off their sunlight.

Improved sanitation reduces environmental burdens, increases sustainability of environmental resources and allows for a healthier, more secure future for children.

Supporting facts and figures:

- About 90% of sewage and 70% of industrial waste in developing countries are discharged untreated into watercourses, often polluting the usable water supply (http://www.un.org/events/water/factsheet.pdf)
- Urban to rural ratio of people globally with access to sanitation: 80% vs. 39% (PFC 5)

Key Points:

- Loss of biodiversity
- Water pollution
- Nutrient loading
- Air pollution
- Environmental degradation and unsustainability

Contextualize this message in your country using local data such as:

- Urban sanitation access rates
- Rural sanitation access rates
- Snapshot of current wastewater management: Wastewater and sludge treatment plants in major cities, average household wastewater management systems (i.e. septic tanks vs. sewer lines), quality of discharge from septic tanks, treatment plants, coverage, etc.
- Water quality in major water bodies.

Message 5 - Sanitation is Achievable!

Now is the time to act. Households, communities, local and national governments, civil society, and private companies all need to work together. Media and public opinion around the world can influence political leaders to act now. For the principal target audience of politicians and government officials (particularly aid administrators) the IYS strategy is designed to increase substantive awareness, ideally leading to decisive actions in support of improved sanitation. IYS communication also considers the media, in developed but especially in developing regions, another important audience, as the media have excellent capacities to inform the population and guide their opinions.

Key Points:

- Modest costs, huge benefits
- Many actors
- Media counts
- Get the message out
- Act now

Supporting facts and figures:

- Cost of meeting the sanitation MDGs per year until 2015 $9.5 billion. If sustained, the same investment could achieve basic sanitation for the entire world within one or two decades. (PFC 6)
- This sum is less than 1% of world military spending in 2005 and one-third of the estimated global spending on bottled water.
- Proportion of people without access to improved sanitation in 2004, globally: 2 out of 5 or 40% (PFC 5)

Contextualize this message in your country using local data such as:

- Investment needed to reach MDGs in water and sanitation (equate this to other national expenditures such as military and entertainment, if available)
- Proportion of people without a toilet, nationally.