Indonesia has achieved significant progress on basic drinking water coverage, yet access to safely managed drinking water remains low primarily due to fecal contamination. While provision of piped water remains a challenge, more than a third of the population rely on self-supplied drinking water source mainly from groundwater, which is more vulnerable to contamination from poor onsite sanitation. The WASHActs-6 highlights UNICEF efforts to accelerate provision of safely managed water and sanitation services in Indonesia and includes youth engagement as change agents to advance the attainment of the national Sustainable Development Goal (SDG) 6 targets.

Summary support:

UNICEF supported World Water Day (WWD) commemoration to raise awareness on safely managed drinking water with focus on groundwater, the theme of WWD this year. This included social media challenge (157 submissions and 3,172 Instagram likes) for youth and general public to develop social media content in photo, illustration, and short video format, Instagram post (1,097 likes) and policy brief publication about safely managed self-supply groundwater.

Nearly 4,400 youth responded to the U-Report poll on safe drinking water issues, highlighting critical knowledge gaps in relation to drinking water safety. (see key results in Bahasa and English)

UNICEF supported a hi-level safely managed drinking water roadmap consultation, resulting in an agreement on the national definition and targets for safely managed water by 2030.

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Raising public awareness on safely managed drinking water

**World Water Day (WTD) Celebration (March 22nd – April 8th, 2021)**

UNICEF, in collaboration with Ministry of Health (MoH), Ministry of Planning (Bappenas), and Ministry of Public Works and Housing (MoPWH) carried out a series of activities with following objectives; (a) to raise awareness of the importance/value of groundwater as one of the commonly used drinking water sources in Indonesia, and (b) to promote protection of groundwater from contamination, especially poorly managed onsite sanitation facilities.

**WASH social media challenge & social media engagement:**

In collaboration with MoH, Bappenas and MoPWH, Universitas Indonesia, Institut Teknologi Bandung, and LPDP Water Professionals, UNICEF led a social media ‘challenge’ event covering topics of groundwater protection, safely managed sanitation, gender equality in WASH, and WASH in emergency. The challenge aimed at raising awareness among youth and general public by developing contents to address selected issues. Over 150 contents covering photos, illustrations, and short video formats were submitted to UNICEF Instagram, Facebook, Twitter, Tiktok, and YouTube accounts. Fifteen of those were awarded and the selected entries were published on the UNICEF Instagram account starting 18th April. UNICEF also raised awareness through a social media post, highlighting the importance of groundwater safety, reaching more than 500,000 followers. The post emphasized the interlinkages between safely managed sanitation and groundwater quality, as well as promoting safely managed sanitation campaign for actions via Cekidot campaign link (www.cekidot.org).

**Youth engagement**

Towards fostering greater youth engagement and understanding on WASH among youth, a U-Report poll was conducted on groundwater (nearly 4,400 responses). The poll highlighted: (1) perceived safety of groundwater (40% responded that groundwater is always clean), (2) a lack of understanding in terms of relative risks between shallow and deep tube wells (52% responded that unprotected shallow tube wells have lower risks of fecal contamination than protected deep tube wells have), and (3) limited understanding on potential source of contamination of household drinking water through dirty hands (30% do not consider handwashing with soap before treating and serving water can improve household drinking water quality at home). See more details in Bahasa and English.

**Policy brief publication**

In celebration of WWD, a policy brief, entitled “Self-supply for safely managed water: To promote or to deter?” was published in collaboration with Universitas Indonesia and University of Technology Sydney. The policy brief presents findings and recommendations from a synthesis of a review of current regulations, national data analysis and ongoing self-supply research in selected districts in Indonesia, to ensure a sustainable future for safely managed self-supply drinking water. See the policy brief here.

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Raising public awareness on safely managed onsite sanitation

**Poor onsite sanitation could contaminate groundwater and surface water by discharging human waste without proper treatment posing grave public and environmental health risk, especially to children under 5. More than half of onsite sanitation facilities in Indonesia were estimated to not safely contain human waste (UNICEF, 2020). Despite the scale of issues and potential adverse impacts on child health, the lack of public awareness is a key barrier to move forward. UNICEF in partnership with the Government initiated the #WaktunyaCekidot campaign to galvanize public around safely managed sanitation. The campaign uniquely prepared a thriller mini-series. The series follows the main character’s discovery of fecal contamination in daily water sources (the full video series available in Bahasa and in English, subtitled version). The campaign was formally launched through a national webinar, “Sudah Amankan Sanitasi di Rumahmu?” on 7 February with 380 participants.

With a key behavior change objective, the campaign proposes actionable solutions to individuals willing to act on the issues. The campaign provides practical and concrete actions that homeownes can take such as desludging their septic tank; upgrading their septic tank from an unsafe facility; driving people to www.cekidot.org to improve their knowledge and get information on sanitation service providers. Cekidot.org is a mobile and online platform with information and content on locating desludging services nearby through geo-localization, How-to videos on how to install, repair or change septic tanks, and How-to articles on ways to improve household sanitation.

The campaign (and hashtag) has successfully drawn attention from public as measured by media and social media coverage. The media covered ranged from well-established outlets such as KOMPAS and CNN to more digital news websites such as Vice. On social media, the campaign has generated significant coverage with 9.4 million video views and 250,000 visits to the www.cekidot.org website (as of April 12th).

Throughout the year, the campaign will highlight key government-led milestones, such as the Sanitation and Water for All (SWA)’s Sector Ministers Meeting (SMM), and also efforts by the Government and other stakeholders in taking the sanitation agenda forward. Leveraging the national campaign, efforts are underway in Aceh and South Sulawesi to amplify the sanitation issue and to increase access to safely managed sanitation by closely collaborating with local institutions, community groups, youth groups and MoH, MoPWH, and Ministry of Home Affairs. The discussions resulted in agreement on the national safely managed drinking water target of 45% by 2030 and incorporate climate resilience, equity, and gender considerations.

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