Responding to the Demand for Sanitation: Building National Capacity for Sanitation Marketing

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AED
Ideas Changing Lives
... the next generation

Hygiene Improvement Project

Supportive Environments
for Health .... SEH
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?
Total Behavior Change in Hygiene & Sanitation in the Amhara Region of Ethiopia
ETHIOPIA

Practices: Access to Sanitation Facilities
Baseline-Endline Comparison: All Respondents

2008 n=2000
2010 n=1378

- red: practices open defecation
- blue: has access to unimproved facility
- green: has access to improved facility

Source: Amhara LBD Evaluation Report, USAID/CHIP-WSP/WB-AF, November 2010
### Predictors of Latrine Ownership

**Endline**

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Factors</th>
<th>Significance</th>
<th>Odds Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intervention Characteristics</td>
<td>Community participated in walk of shame</td>
<td>.00</td>
<td>3.0</td>
</tr>
<tr>
<td></td>
<td>Household visited by health work to improve sanitation</td>
<td>.05</td>
<td>2.5</td>
</tr>
<tr>
<td>Intervention -related Perceptions</td>
<td>Having a latrine contributes to the community’s health</td>
<td>.00</td>
<td>3.6</td>
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<tr>
<td></td>
<td>Having a latrine contributes to the community’s development</td>
<td>.00</td>
<td>1.6</td>
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<tr>
<td><strong>ALL of THESE</strong></td>
<td>.........................................................................................</td>
<td></td>
<td><strong>10.7</strong></td>
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</tbody>
</table>

Source: Amhara LBD Evaluation Report, USAID/HIP-WSP/WB-AF, November 2010
Considering Quality as well as Coverage

Recent monitoring visit to 10 focus woredas

- Overall latrine coverage at 86%
- Only about 30% of these meet minimum standards
  - Distance from house or water source
  - Covered pit
  - Washable plat
  - Superstructure that provides privacy
HANDWASHING PRACTICES

Presence of Latrine HW Stations and Handwashing Supplies
Baseline-Endline Comparison: All Respondents

- 2008 n=685
- 2010 n=832

- 2008 n=108
- 2010 n=137

- 17% in 2008
- 16% in 2010

- Water and Cleansing Agent
IMPROVING QUALITY ...

- Issue of minimum standards – appropriate?
  - e.g. washable plat

- Assumption of climbing up sanitation ladder
  - (how) do the rural poor ‘move up’,
    or spend what they have and stop??
Building national capacity

Not as simple as mason trainings

• Getting the whole system in the room
  ✓ Getting a range of stakeholders on board
• Setting the context
• Assuring adequate policies

• Strengthening/ building the supply chain
  o Certification/seals of quality, consumer practice, bargain prices

• Identifying sustainable capacity building institutions and mechanisms
• Assuring finance for supply chain and consumer
HIP: (Benin and) Uganda
Identifying the Steps * Developing Tools

- Getting Started/ Assembling the Team
- Understanding Supply and Demand
- Bringing it Together: From Research to Strategy Design
- Preparing for Action: Developing Sanitation Marketing Products and Materials
Thank you

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