CATS at a Glance: BANGLADESH

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>19m</td>
<td>17.67m</td>
<td>19m</td>
</tr>
<tr>
<td>Urban</td>
<td>2.5m</td>
<td>1.02m</td>
<td>1.1m</td>
</tr>
<tr>
<td>Total Population</td>
<td>21.5m</td>
<td>18.69m</td>
<td>20.1m</td>
</tr>
</tbody>
</table>

Profile of Your Sanitation Program

1. Total number of certified Open Defecation Free (ODF) communities by country
   SHEWAB (GOB-UNICEF) project has been implementing demand driven community based approach (principles are similar to that of CATS) in 19 districts (68 sub-districts). To achieve the goal of eliminating open defecation through interventions that are rooted in community demand and leadership, focused specifically on behavior and social change, and committed to local innovations. So far, 8 sub-districts have been declared as ODF.

2. Total number of triggered but not yet certified communities
   As to date, SHEWAB project is being implemented in 68 sub-districts (630 unions which is lowest administrative tier) having 5,670 functional watsan committees and 10,000 community hygiene promoters are acting as a catalyst for triggering the whole communities for improved sanitation and hygiene behavior.

3. Estimated population reached by CATS to date
   Twenty million people have been reached under the project; an additional 10 million people will be reached next year through mass media.

4. Number of Countries with Sanitation Marketing activities and brief description of activities
   To improve behavior related to water, sanitation and hygiene, access to child, gender and people with disability friendly WASH facilities in schools and community, social marketing activities have been initiated in Bangladesh which specifically includes the followings:
   - Locally appropriate latrine, hand washing device production and mass use
   - Public private partnership for HWWS
   - Promotion of menstrual hygiene management
   - Promotion of appropriate technology for people with disabilities

5. Handwashing promotion activities (If Yes, please provide estimated number of people reached by the activities).
   Hand washing promotion is the key element of SHEWAB project. Therefore, all efforts have been given to improve the hygiene behavior especially on hand washing practice at critical times. Twenty million people have been reached for hygiene promotion.

6. Any specific research, analysis or evaluations done at country level on sanitation. Who are the main stakeholders and partners?
   Under SHEWAB project, ICDDR-B has conducted a Health Impact Study (HIS). In June 2010 a formative research (FR) on hand washing practice is conducted by London School of Hygiene and Tropical Medicine (LSHTP) with the support of GOB-UNICEF project.

Main Challenges & Emerging Opportunities

- Challenge of quality facilitation and participation
- Behavioral change focusing on HWWS; with greater integration with Education (and Health) programme of Govt/UNICEF

From the Field

Observed behavior practice versus reported behavior. The discrepancy between the reported behavior and observed behavior is enormous and this has open our eyes to work more on this area.

The project encourages local innovation of hand washing devices. The process has ensured community empowerment to take joint decisions on the range of technological choices offered according to the geo-hydrological conditions, family and community preferences, cost of components and village conditions.
CATS at a Glance: Bolivia

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>3,333,000</td>
<td>51.6% (1,733,160)</td>
<td>35.7% (2006)</td>
</tr>
<tr>
<td>Urban</td>
<td>6,361,000</td>
<td>10.2% (631,000)</td>
<td>59.8% (2006)</td>
</tr>
<tr>
<td>Total Population</td>
<td>9,694,000</td>
<td>2,383,160</td>
<td></td>
</tr>
</tbody>
</table>

Div. de población ONU. Proyecciones de población mundial. Rev. 2008 ENDSA, 2008

Please note that these national coverage indicators are different from the one provided by the JMP, as for many countries.
### Profile of Your Sanitation Program

Bolivia is characterized by a high dispersed population in the rural areas (2.8 mil. inhabitants out of 10 leave in communities less that 500 inhabitants). The Government of Bolivia faces major difficulties to scale up the sanitation coverage and Bolivia is not on track to meet the MDGs.

The UNICEF sanitation programme in Bolivia was focused, until 2008, on the construction of ecological toilets, despite of a first attempt to introduce CLTS. After an anthropological study that showed the misuse of ecological toilets (only 30% were used adequately) or a simple refusal for social and cultural reasons, UNICEF Bolivia changed its strategy and focus on the following themes:

1. Building-up of municipal capacities so that the Municipal Governments can ensure the construction / supervision of sanitation facilities and water supply systems as well as the component of the community development;
2. Development of a CLTS strategy to promote the sanitation ladder approach at community level. Between 2006 and 2009, 119 communities, in 5 departments were triggered and 47 of them were certified ODF, which is a limited results but must be contextualized (see main challenges and emerging opportunities).
3. Construction of sanitation facilities associated with institutional strengthening and hygiene promotion / infrastructures in schools, kindergartens, health centers, focusing on an intersectorial approach;
4. Adaptation of the sanitation strategy to climate change
5. Support of the Ministry of Water and Environment to develop a programmatic approach that includes lessons learnt from the CLTS into a new strategy for rural sanitation;
6. Monitoring of sanitation coverage indicators in the rural areas, proposing to the Government an harmonization of the household based surveys and a better alignment with the JMP indicators.

### Main Challenges & Emerging Opportunities

**Challenge:**
UNICEF introduced CLTS in Bolivia in 2006 to scale up sanitation coverage in the 28,000 rural communities. Several bottlenecks appeared: 1) the paradigm within the Ministry of Water and Environment that sanitation for the poorest rural communities should be subsidized to ensure a right based approach, 2) the lack of a scale-up strategy, 3) the perception from the professionals of the sector on the international consultant. In 2009, UNICEF strongly advocated for CLTS using evidences that a classical technical-subsidized approach could not provide the expected results and was not economically feasible. Successful CLTS show cases in rural and urban areas that had empowered communities were developed. UNICEF succeeded to convince the Minister, an anthropologist who was receptive to capacity building at community levels, to build up a CLTS pilot strategy, which lessons will be instrumental for the development of a new sanitation strategy for the rural Bolivia. The current challenge consists in implementing the pilot and providing sufficient evidences that the method can be applied at scale in Bolivia and be included into a rural sanitation strategy. So far, the results are encouraging.

**Opportunity**
Monitoring missions recognized the added value of CLTS and the synergy that is achieved between ODF communities and the set up of strong community water and sanitation committees. It is possible to associate the CLTS with an intersectoral communication strategy in the framework of the National Programme to fight against under-nutrition. Finally, CLTS could be included into a national rural sanitation strategy in a short period of time.

### From the Field

The capacity building at municipal level has been instrumental to provide sanitation services and develop CLTS.
CATS at a Glance: CAMBODIA

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>10,781,655</td>
<td>Approx 2,750,000</td>
<td>Approx. 2,500,000</td>
</tr>
<tr>
<td>Urban</td>
<td>2,614,027</td>
<td>Data not available</td>
<td>Data not available</td>
</tr>
<tr>
<td>Total Population</td>
<td>13,395,682</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Profile of Your Sanitation Program

Cambodia has been implementing CLTS since 2006. 1140 villages have been triggered and approximately 400 villages have declared ODF. Certification process is not yet in place. Approximately 1 million people have been reached by CLTS to date. Sanitation Marketing activities have been promoted in 3 provinces with support from WSP and Lien Aid; Handwashing promotion activities have been conducted since 2007, approximately 1.5 million people have been reached through Handwashing campaigns and community level activities. Approximately 7.5 million people have been reached through mass media campaigns WSP has conducted a series of studies on sanitation. An external evaluation of CLTS was conducted in 2008. MRD (Ministry of Rural Development) is leading rural sanitation improvement with support from UNICEF, WSP, ADB and a number of International NGOs.

Main Challenges & Emerging Opportunities

Challenge: sustaining homemade toilets in areas affected by seasonal flooding. Opportunities: scaling up sanitation marketing.

From the Field

Good progress is being demonstrated in sanitation marketing pilots which involve extensive technical support from the implementing agencies i.e., International NGOs. Their replicability has yet to be tested.
### CATS at a Glance: COTE D’IVOIRE

<table>
<thead>
<tr>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
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<tbody>
<tr>
<td>Rural</td>
<td>9,300,000</td>
<td>14,000</td>
</tr>
<tr>
<td>Urban</td>
<td>8,850,000</td>
<td></td>
</tr>
<tr>
<td>Total Population</td>
<td>18,150,000</td>
<td>14,000</td>
</tr>
</tbody>
</table>

### Profile of Your Sanitation Program

- **Programme set-up**: introduced July 2009. Combines CLTS with award scheme.
- **Results 2009**: 25 communities triggered, 5 ODF in 1 district.
- **Results 2010**: 135 communities triggered, 36 ODF in 6 districts
- **Pop. Reached**: 54,500 triggered: 14,000 living in ODF communities, 16,000 accessed sanitation in other triggered villages
- **Hand-washing**: combined with CLTS + to Aquatabs promotion in 2 districts. 3 ODF (100% HWWS) communities in 2010, 3,900 people practice HWWS
- **Stakeholders**: Lead—Ministry of Construction. Involvement of MOH and of MOE. 5 implementing NGOs financed by UNICEF (of which, 3 local) and 2 partner NGOs (IRC and MAP)
- **Evaluations**: evaluation with focus on scaling-up + impact on equity planned for 2011
- **Way forward**: national strategy for scaling-up + reflection on moving up the ladder

### Main Challenges & Emerging Opportunities

#### Opportunities
- High government buy-in (Minister of Construction personally launched 2010 edition and is advocate of MOH involvement) and active involvement of local leaders, both traditional ones and elected ones, can be leveraged for scaling-up.

#### Challenges
1. Political instability affects influence of locally elected leaders on communities and peers.
2. Low capacity of decentralized government affects quality of follow-up.
3. Focus on urban sanitation and low interest in rural sanitation impacts funds availability

### From the Field

The CLTS programme is at an early stage: in 2010 it focused mainly on building the case that CLTS can work in different cultural, religious contexts. Reflection on moving up the ladder is planned for early 2011. A strategy is necessary, as ODF communities are anxious to improve on their status: 1 ODF community slipped back into OD, as their leader pushed every HH into building cement slabs that they could not all afford.
CATS at a Glance: ETHIOPIA

<table>
<thead>
<tr>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
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</thead>
<tbody>
<tr>
<td>Rural</td>
<td>65,206,654</td>
<td>4,816,336</td>
</tr>
<tr>
<td>Urban</td>
<td>12,605,582</td>
<td>-</td>
</tr>
<tr>
<td>Total Population</td>
<td>77,812,236</td>
<td>4,816,336*</td>
</tr>
</tbody>
</table>

*Kebele is Peasants Association with members of about 1,000 households. Average family size is 5 persons/hh

L: Progress in Handwashing- but a long way to go!
R: 32,000 Health Extension Workers have greatly expanded the ‘reach’ of hygiene and sanitation promotion in Ethiopia!
**CATS at a Glance: ETHIOPIA**

CLTS in Ethiopia: Government of Ethiopia and Partners – Estimated Joint Implementation Status

<table>
<thead>
<tr>
<th>CLTSH Achievements</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of Woredas</td>
<td>Population</td>
</tr>
<tr>
<td>159 (of 802)</td>
<td>17,192,375</td>
</tr>
</tbody>
</table>

According to FMoH sanitation coverage at present is 60%
CATS at a Glance: ETHIOPIA

Profile of Your Sanitation Program

CLTSH (hygiene) is nationally sanctioned approach. Hygiene component should include handwashing and HWTS. Sanitation Marketing activities are being conducted, but in a limited fashion and not well coordinated or tracked. UNICEF/MOH have just completed handwashing formative research. WSP is planning to introduce a Sanitation Marketing programme in ETH in near future. GOE and UNICEF are moving forwards on the following strategic initiatives in the coming year:

- Revision of the national WASH “Universal Access Plan”
- Revision of the WASH National Programme Implementation Manual;
- Development and publishing of ETH CLTSH guidelines, training manual, and ODF protocol;
- Rollout of the “National WASH Inventory” which will catalogue WASH facilities nationwide;
- Recent completion of a Water and Sanitation Design and Construction Manual for Primary Schools
- Development of a National Hygiene and Sanitation Action Plan; and are working
- Preparing a national handwashing strategy and campaign aimed at school children.

Main Challenges & Emerging Opportunities

- Key challenges include insufficient monitoring (lack of verified data) and lack of systematic post-triggering follow up.
- Key opportunities include strong enabling environment and drive for sector results from GOE. National WASH Inventory a major step in right direction.
- However, on-budget commitments to the sector need to increase significantly if MDG sanitation targets to be met.

From the Field

Sorry – too soon in Ethiopia to contribute to this – we will be listening carefully!

Stakeholders and partners include the National Hygiene and Sanitation Task Force; WASH Movement, other ‘umbrella’ groups, faith based organizations; as well as Federal, Regional, and District Gov’t. NGOs and INGOs play critical roles ranging from field implementation to systematic capacity building.
CATS at a Glance: GHANA

<table>
<thead>
<tr>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
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</thead>
<tbody>
<tr>
<td>Rural</td>
<td>13,873,308</td>
<td>51,886</td>
</tr>
<tr>
<td>Urban</td>
<td>10,812,293</td>
<td>0</td>
</tr>
<tr>
<td>Total Population</td>
<td>24,685,601</td>
<td>51,886</td>
</tr>
</tbody>
</table>

Ghana Map showing areas implementing CLTS.

Previous Subsidy program (1995-2008) covered the entire country and resulted in the construction of 45,685 household latrines and no ODF communities. In 2009, 69 communities were assessed ODF and a total of 1390 household latrines were constructed in 237 communities that had undergone CLTS pilot projects over a two year period.

Profile of Your Sanitation Program

Number of certified ODF communities – 69 (out of this 8 in Northern Region)
Number of communities triggered but not yet certified - 58 in Northern Region
Estimated population reached by CATS to date -
Sanitation Marketing in country – Sanitation Markets have been established in four regions but their contribution to latrine construction is not yet known. In one Area, a local bank provided a loan to 13 persons to acquire latrines using an artisan attached to the DAWA Sanimart. The Sanimart showcases different sanitation options and has access to a core of trained artisans in the district.

Handwashing promotion activities: According to a recent C4D survey, 99% of people were aware of the critical times for handwashing in the country although actual practice was low about 60%. UNICEF is sponsoring HWWS campaigns through SHEP in 100 schools and 298 communities

Main Challenges & Emerging Opportunities

Opportunities: Sanitation policy accepts CATS as one of the strategies for scaling up rural sanitation. Communities are receptive to CLTS facilitation and to becoming Open Defecation Free. There are trained latrine artisans and masons in most communities. The government is providing substantial funding for sanitation through Sanitation and Water for All initiative. The decentralization policy is providing opportunity for empowerment of districts.

Challenges: There are limited sanitation technology options and financing schemes to promote the climb up the sanitation ladder. The quality of facilitation from district level to community level needs improvement.

From the Field

If there is any subsidy for sanitation, it is best introduced in communities which have already achieved ODF and are seeking improvements to move up the sanitation ladder.
India has kept pace with the increase in population since the year 2000 and yet more than 600 million population still defecate in open

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### India – National trends in sanitation by wealth quintiles

Prepared by UNICEF Statistics and Monitoring Section, May 2010
CATS at a Glance: INDIA

Profile of Your Sanitation Program

Sanitation programme in India: The National flagship programme is called the Total Sanitation Campaign. 22618 village Panchayats (approx. 9%) out of a total of 250834 Panchayats, have turned Open Defecation Free and have been awarded the Nirmal Gram Puraskar Award instituted by the GoI.

No. of triggered but not yet certified: 21815 village Panchayats (approx. 8.6%) are in the process of declaring themselves ODF (applied for NGP)

Sanitation marketing activities:
- Rural Sanitary Marts (RSM) and Production Centers- ensuring the supply chain through 5839 functioning RSMs and Production Centers (ddws.gov.in)
- Demand creation through hygiene promotion activities
- Social marketing techniques- low cost options, messages of privacy, dignity, convenience etc.

Hand washing:
55% population washes hands with soap after defecation. 22% population washes hands with soap before food. (Nirmal Gram Panchayats Assessment, 2008, UNICEF-WSP).
80 million school and anganwadi children reached through Global Hand washing Day campaign in 2009. HW being promoted through schools and anganwadis, as a part of SSHE, at community level through community radio, folk media etc., and through celebrating through Global Hand Washing Day.

Studies and Research:
- Nirmal Gram Puraskar Panchayats: A status study (UNICEF and WSP, 2008)
- Joint Monitoring Programme, 2010 (UNICEF and WHO)
- Preparation of Strategic Plans for Drinking Water and Sanitation, 2022, by GOI.
- Other studies like KAP study by UNICEF.

Stakeholder and partners in Sanitation programme
- Government of India
- UNICEF, WSP, DFID
- International and National NGOs
- Panchayats and Municipal Bodies

Main Challenges & Emerging Opportunities

Challenges: A conflicting policy environment offering subsidy for toilet construction to BPL families, which undermines the spirit of collective action.

Challenge of positioning sanitation primarily as a public good issue, to be managed by communities themselves acting as lead actors engaging in self analysis and collective local action.

Opportunity: A growing interest in CLTS which affirms the perceived efficacy of the approach in terms of its potential to get faster and more sustainable results. Increasing focus on flexibility in use of the BPL subsidy as incentives for the community. UNICEF supporting states to roll over to CATS approach, through relevant capacity inputs and management support.

From the Field

Factors impacting CLTS success- one that is internal to training and triggering, including champions; two that is external to CLTS and are rooted in the larger operating environment including policy environment and institutional arrangement.

(Synopsis of the PPT presentation needs to be inserted here)
CATS at a Glance: MADAGASCAR

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rural</strong></td>
<td>5’542’190</td>
<td>72’133</td>
<td>500’000 (estimate all programs)</td>
</tr>
<tr>
<td><strong>Urban</strong></td>
<td>13’568’810</td>
<td>0</td>
<td>200’000 (estimate all programs)</td>
</tr>
<tr>
<td><strong>Total Population</strong></td>
<td>19’111’000</td>
<td>72’133</td>
<td>700’000 (estimate all programs)</td>
</tr>
</tbody>
</table>

JMP 2010 Pop; UNICEF Madagascar, Monitoring report 2010

On the tree it is clearly mentioned: defecation here leads to penalty.

Profile of Your Sanitation Program

CLTS is introduced in October 2008 in the Country. 116 traditional leaders have been identified after triggering 326 villages. As of October 2010, 134 villages are Open Defection Free, not yet certified as the certification process is going on. More than 72’113 people reached by CATS and 1789 additional latrines constructed among which 50% met JMP standard. The Sanitation Marketing with NGO Frere Saint Gabriel (FSG) with focus in urban areas. Different ranges of option are available in the sani market and professional masons trained support households for the construction of the desired option of the Households latrines. Sani-market is growing and another shop is being open in other district. The masons and social workers promote hand washing in the triggered areas and in the entire country. With GHD 3.5 million people are reached every year. An evaluation of the different approaches used in WASH program in Madagascar was conducted earlier 2008 and this emphasis on the need to couple CATS with sani-market. This study was shared with different partners including, Ministry of water, Ministry of health, Health Improvement Project, WaterAid, Santenet 2USAID, CRS and other NGOS who are part of CATS networks.

Main Challenges & Emerging Opportunities

As the CATS approaches are becoming popular in the country, the need to better monitor the ODF villages is increasing as well as the certification of the ODF villages to avoid re-triggering of the sites that are already triggered and ensure quality not the quantity.

One of the opportunities of the CATS is the openness of the partners to use the approach countrywide to increase sanitation coverage. Global Sanitation Fund (GSF) has adopted CLTS as one of its key approach to improve sanitation.

From the Field

The lessons learnt in the field include: 1- a proper identification of the sites according to the CATS guidelines; 2- households have access to basic sanitation facilities that fulfill JMP standard if they are informed on available options thus to make an informed choice.
CATS at a Glance: MALAWI

<table>
<thead>
<tr>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>11,073,851</td>
<td>220,020</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Population</td>
<td>13,077,160</td>
<td>220,220</td>
</tr>
</tbody>
</table>

WASH districts Malawi

900 – 30,000 use open defecation
31,000 – 60,000 use open def
61,000 – 200,000 use open de
CATS at a Glance: MALAWI

Profile of Your Sanitation Program

About 11% (1.4M of people in Malawi practice open defecation; the Population density is 139 per sq km ranging from 36 to 579 people

CLTS was initiated in June 2008 with training on CLTS by Kamal Kar.

To-date a total of 1,233 villages have been triggered with 415 attained ODF. 220,020 people now live in ODF environment. Using the CLTS approach, over 43,577 new basic latrines have been constructed. Peer groups have emerged which advance use of latrine both in schools and communities rural areas. In peri-urban, self-starters produce san plats of varies sizes costing $5-15. Sanitation Marketing activities in country and brief description of activities; Hand washing promotion initiatives activities piloted through child care centre has proliferated the availability of HWF with Soap and water in HH whose children attend the targeted CBCC. (If Yes, please provide estimated number of people reached by the activities); An evaluation on use of ante-natal care system for promotion of three key hygiene practices showed that knowledge and practice diffused to close friends of ante-natal’s who were exposed to the 3 key hygiene practices. (Anandi 2010). The WASH sector is mainly supported by UNICEF, WB, AfDB, DFID, Water Aid, Plan Malawi, CPAR, Govt ministries – MoH, MoIWD, MoE, MoGCD,

Main Challenges & Emerging Opportunities

Challenges
- Inconsistence in following up plans from triggered villages

Emerging Opportunities
- National Sanitation Policy 2008 has incorporated CLTS approach
- MoH committed to scaled up CLTS in the remaining 14 district using SWAP funding
- Partner ships enhanced with NGOs

From the Field

Challenge and opportunity in Social marketing sustaining your CATS program

Challenge - Low disposal income for most rural households which inhibit HH to prioritize sanitation.

Opportunities - the high enthusiasm to act on managing human waste provides a better platform for introducing available sanitation technology options including enhancing local initiatives.
CATS at a Glance: MALI

<table>
<thead>
<tr>
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<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>9,381,280</td>
<td>3,002,000 [32%]*</td>
<td>442,000 / year</td>
</tr>
<tr>
<td>Urban</td>
<td>4,414,720</td>
<td>4,238,131 [4%]**</td>
<td>269,000 / year</td>
</tr>
<tr>
<td>Total Population</td>
<td>13,796,000</td>
<td>7,240,141 [52%]</td>
<td>711,000 / year</td>
</tr>
</tbody>
</table>

* Source: Government of Mali / ** Source: JMP 2010 report

Pictures:
- Latrine construction, CLTS Programs in Koulikoro Region
- Demonstration of Hand Washing With Soap By the President of the Republic of Mali

Profile of Your Sanitation Program

CLTS Program started in March 2009:
- Villages triggered: 261
- Total population: 252,496
- ODF villages: 201
- Latrines built/rehabilitated: 8,920
- Persons trained: 294

Sanitation Marketing:
- Study ongoing on Sanitation Marketing opportunities
- Promotion of sanplat slabs in ODF villages to climb the sanitation ladder (no subsidy)

National campaign for the promotion of hand washing with soap:
- Massive mobilization at political, artists, medias levels, it is a national cause
- 70% of the population touched by national/local Medias and each year;
- Around 200,000 people touched by direct interpersonal communication activities

M&E for Hygiene and Sanitation:
- Country Status Overview report produced in 2010
- Impact evaluation study on CLTS planned for 2011-12
- CLTS program evaluation ongoing at regional level.

Main stakeholders: 4 Ministry (Environment and Sanitation, Education, Health and Water and Energy), national NGO networks (Traditional communicators, women associations, community health), INGOs (Save the Children, Oxfam, Care, WaterAid, ACF, Eau Vive, Handicap International)

Main Challenges & Emerging Opportunities

- Main Challenge: Human resources for the scaling-up of CLTS at all level: Governmental counterparts, NGOs, UNICEF... The absorption capacity is a bottleneck compared to the potential of CLTS in Mali
- Main Opportunities: strong appropriation of the development process by the national partners, especially the sanitation sector; strong community cohesion favoring empowerment for improved hygiene and sanitation.

From the Field

Working on pride and dignity, valuation of community mobilization through continuous media coverage, appropriate follow-up by institutions form local/central levels and large celebrations in communities reaching the ODF status proved to be very efficient in the context of Mali. It creates a sense of competition/rivalry among villages and among families within a village which is a strong incentive for consistent and sustainable behavior change.
CATS at a Glance: MOZAMBIQUE

<table>
<thead>
<tr>
<th>Population*</th>
<th>Population ODF*</th>
<th>Population Targeted by Sanitation Programmes**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>14,133,000 (63%)</td>
<td>565,000 (4%)</td>
</tr>
<tr>
<td>Urban</td>
<td>8,249,000 (37%)</td>
<td>3,135,000 (38%)</td>
</tr>
<tr>
<td>Total Population</td>
<td>22,383,000</td>
<td>3,700,000 (17%)</td>
</tr>
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*Data source: JMP **UNICEF “One Million initiative”

Profile of Your Sanitation Program

-UNICEF Mozambique implements CLTS since 2008. Today over 185 Communities (605,000 people) are declared ODF, all within a few months after triggering and with most households constructing traditional (unimproved) latrines. Another 608 communities are triggered will be evaluated in November 2010 during the National ODF Evaluation Campaign;

-New Sanitation Marketing strategy to be implemented from 2011 onwards;

-Handwashing promotion activities are incorporated in the social mobilization component through contracts with NGOs in all 18 target UNICEF districts, reaching 1.2 million beneficiaries;

-Annual Sustainability Check in target districts looks at ODF continuation after recognition. A mid-term impact study is being finalized in 2010, including analysis of the impact of sanitation interventions on health, education and socio-economic parameters. A cholera mapping exercise is due in 2011 to see impact of ODF communities on cholera prevalence.

Main Challenges & Emerging Opportunities

-Development and implementation of a National Strategy for Rural Sanitation under the new SWAP will be the big challenge for 2011.

From the Field

-To increase the sustainability of the programme, and to assist households to climb up higher on the Sanitation Ladder, Demonstration Centres (DCs) in each programme district were established with a range of technologies on display and for sale. Because of the enormous demand, and difficulties to transport slabs from the DC to the communities, it has been proposed to train community artisans in construction of latrines. This will help solving the problem of transportation as well as strengthen the role of the local private sector in sanitation marketing. In order to improve sequencing, the range of services offered by DCs is being reviewed, with suggestions to include more promotion services as well as piloting of credit facilities, complemented with a more comprehensive promotion of the DCs in the CLTS programme.
CATS at a Glance: MYANMAR

<table>
<thead>
<tr>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>33,207,000</td>
<td>332,700</td>
</tr>
<tr>
<td>Urban</td>
<td>16,356,000</td>
<td>0</td>
</tr>
<tr>
<td>Total Population</td>
<td>49,563,000</td>
<td>332,700</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3,580,000 (UNICEF)</td>
</tr>
</tbody>
</table>

Water and Sanitation coverage from 2005 KAP Study.

Comparison of health and WASH data for ASEAN +2 countries (Source SOWC 2009 and JMP 2010).
CATS at a Glance: MYANMAR

Profile of Your Sanitation Program

Myanmar does not have a structured CATS programme at present. UNICEF and the Government of Myanmar have implemented two interlinked programmes which promote improved sanitation and good hygiene practices. The sanitation week, started in 1998, takes place in the spring of each year, is a weeklong event which promotes good sanitation practices throughout the country. It is led by the Ministry of Health (MoH) and has support from the highest levels of government. The 4 Cleans campaign is an ongoing hygiene promotion movement organized by the MoH aiming at four basic habits; clean food, clean water, clean toilet and clean hands. It has been going since 1990, and has had considerable impact in many parts of the country.

Main Challenges & Emerging Opportunities

One of the main challenges in Myanmar is the reliability of the data. The JMP figures, taken from national surveys, indicate ODF of only 1%. Observations in the field and comparisons to other countries with similar health conditions indicate that open defecation in Myanmar is much higher than 1%.

From the Field

The availability of plastic pipes and latrine pans across the country is seen as a direct result of the 4 cleans and annual sanitation week campaigns, creating demand in a country where the private sector is reasonably strong.
CATS at a Glance: Nepal

<table>
<thead>
<tr>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>23.95 million</td>
<td>630,000</td>
</tr>
<tr>
<td>Urban</td>
<td>4.1 million</td>
<td>?</td>
</tr>
<tr>
<td>Total Population</td>
<td>28.05 million</td>
<td>with 92 VDCs and more than 550 school catchment areas are ODF</td>
</tr>
</tbody>
</table>

DACAW Districts – (23)

Distances Covered by SLTS project

Trend of sanitation coverage by rural and urban areas

- Rural coverage in %
- Urban coverage in %
- National coverage in %
- Linear (National coverage in %)
CATS at a Glance: NEPAL

Profile of Your Sanitation Program

CATS has been adopted as a guiding principle and SSHEP, SLTS, CLTS, NAW, GHD and CASH as the key implementation approaches with following key results:

- So far 92 VDCs with more than 550 school catchment areas have been declared as ODF.
- SSHEP is being implemented in 1731 schools having functional child clubs with 39,700 members who act as catalyst for triggering the community for improved sanitation and hygiene behavior. More than 150,000 children and more than 1250 communities have been triggered for contributing to district/ VDC and community ODF with UNICEF support.
- So far, the coverage of sanitation in the country is 43% covering 12.8 million populations.
- SLTS is a complete package for school and community sanitation and hygiene that aims at 100% ODF school catchment areas. It plays on the crucial role that both children and schools can play as change agents and focal points for improved sanitation within a community.
- SLTS approach has been replicated by the government of Nepal as a standalone SLTS programme throughout 75 districts of Nepal with specific budget for ODF initiative.
- Sanitation marketing activities include sanitary pad production by Women Federation of Tanahu district who carried out market research, held focused group discussion with potential users especially school girls, started producing sanitary pads for Menstrual Hygiene Management. The other marketing initiatives include promotion of locally made bio-sand filters targeting schools and promotion of Kanchan filters for Arsenic mitigation. Also public private partnership has been initiated for HWWS/POU. Moreover, efforts have been made to promote locally viable toilet designs for mass production and use.
- UNICEF has its partnership with the government of Nepal, INGOs including OXFAM and IRD, wide range of local NGOs including NRCS for CATS. The major stakeholders involved in CATS promotion in Nepal include the government agencies, UN agencies, I/NGOs, community, civil society including media, community, schools, children, young people and women.

Main Challenges & Emerging Opportunities

- One of the major challenges in sustaining CATS is the widespread fragmentation in the sector with project approach lacking uniform standards and limited funding.
- However the opportunity for a coherent and sustained effort is visualized in the Joint Sector Reform process which provides a forum for performance assessment, policy guidance, coherent approach to planning and budgeting. It is expected to bring together all stakeholders in a single platform on an annual basis to discuss key challenges that the sector faces, review the progress made and establish key objectives and targets to meet MDG and national goals.

From the Field

“Aligning for Action to Make Diarrhoea Outbreaks a History” - Following a diarrhoea epidemic and some cases of cholera outbreak in the hilly districts of Mid and Far Western Regions of Nepal claiming about 360 lives during June-October 2009, an urgent action was sought from WASH stakeholders for improved sanitation and hygiene behavior. In response to the call, a Comprehensive and Accelerated Sanitation and Hygiene promotion program was designed as a focused intensive programme under government leadership and together with partners to sustainably improve hygiene and sanitation situation in the Far and Mid West regions through CATS approaches. The initiative is based on intensive coordination and harmonisations of approaches to more effectively work for the common goal of improved sanitation and hygiene status in the most poorly covered and diarrhoeal outbreak prone area of Nepal.

The key principles of the initiative are:
- Government leadership and coordinated partner support; Working through the existing institution set up – holding everybody accountable; Systematic work through the “multiples” - Multi sectoral, Multi partner & Multi level; District wide and VDC wide approach and not driven by projects; focus on behavior change and changing stakeholders’ mind set; good enabling environment and minimum facilitation support to communities and school children who can do miracles.

Key Achievements:
- Common understanding on key principles of a joint approach and next steps to roll out the program through local declarations; Joint WASH plans, manual for comprehensive MToT, communication strategy for behavior change has been jointly finalized by all stakeholders.
## CATS at a Glance: NIGERIA

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>78,630,240</td>
<td>425,000</td>
<td>78,630,240</td>
</tr>
<tr>
<td>Urban</td>
<td>72,581,760</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Population</td>
<td>151,212,000</td>
<td>425,000</td>
<td>78,630,240</td>
</tr>
</tbody>
</table>

### Legend
- CLTs_Implementation_States
- Non_CLTs_States
## CATS at a Glance: NIGERIA

### Profile of Your Sanitation Program

- **Sanitation Program – CLTS**
- **No. of Certified ODF Communities – 425**
- **No. of Triggered but not yet certified communities – 2,229**
- **Estimated population reached by CLTS – 2,654,000**
- **Sanitation Marketing activities in country – NONE**
- **Handwashing promotion activities – Implemented as a major component of CLTS. Hand washing promotion activities are ongoing in all the triggered and ODF communities in the country. Estimated number of people reached with hand washing activities as part of CLTS implementation is 2,654,000.**

### Main Challenges & Emerging Opportunities

The major challenge is mobilizing adequate resources from governments to support the ongoing scaling up of CLTS in the country. Most of the CLTS activities in the country are presently being funded by external support agencies such as UNICEF, DFID and EU.

Due to the high impact of interventions within a very short period, CLTS provides the opportunity of scaling up sanitation development towards meeting both the national and global targets with more subscriptions from governments, external support agencies and donors.

### From the Field

We would like to share and present experiences on LGA wide implementation of CLTS including in rural communities and small towns.

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### From the Field

- **No. of Certified ODF Communities – 425**
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#### Study:

- Appropriateness of Ecological Sanitation for Riverine areas of Nigeria. (Ongoing)
- Sanitation solutions for challenging environments in Nigeria (Ongoing)

#### Main Stakeholders and Partners:

- Communities
- Community Based Organizations
- NGOs
- Local Government WASH Units/Departments
- State Rural Water Supply and Sanitation Agencies
- National Task Group on Sanitation (Comprising of all Government Ministries, Departments and Agencies; NGOs; Donors; External Support Agencies working on Sanitation and Media)
- UNICEF
- DFID
- EU
- WSSCC
- WaterAid
CATS at a Glance: Uganda

<table>
<thead>
<tr>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>27,100,000</td>
<td>18,970,000 (70%)</td>
</tr>
<tr>
<td>Urban</td>
<td>4,700,000</td>
<td>4,230,000 (90%)</td>
</tr>
<tr>
<td>Total</td>
<td>31,800,000</td>
<td>23,200,000</td>
</tr>
</tbody>
</table>

There are marked differences between districts and region in sanitation coverage ranges from 2 per cent to 95 per cent.

Dark red color with more than 70% and white color with less than 20% sanitation coverage.

Profile of Your Sanitation Program

CLTS (commonly used name in Uganda and well adopted by Government as well) in Uganda was introduced in year 2002 (?) as a pilot project. Currently it has commenced in a 9 districts and 192 district extension workers have been trained, 675 villages were triggered of which 25% have been declared ODF, with about 170,000 population. Sanitation Marketing is been piloted in few districts with the support from USAID and WSP to sustained improvements in Sanitation. The main activities carried out are mostly focusing on 4Ps, specifically product development and testing, training of masons and TOT for Masons; Decreasing trend of sector funding and given less priority from government to hand washing promotion, the sustained Hand washing practice still a big challenge in Uganda. The national average of access to hand washing facilities after using toilets is at 21%. A recent survey of tippy taps in ten districts showed that only 1% of households had functional tippy taps therefore the rates of effective hand washing appear to be much lower than reported.

Main Challenges & Emerging Opportunities

- Involving the corporate and private sector to develop and market affordable sanitation hardware to meet the demand created through CLTS
- Networking and building alliances for advocacy to promote and scale up CLTS initiative
- Serious unlearning is entailed, and then continuous learning, adapting, improvising and innovating to enable CLTS to become a movement.

From the Field

“Seeing is believing”, when I was with WaterAid seconded to Plan International in East Timor and pioneered the CLTS approach for the very first time, received lots of resilience from government, local staffs, local leader, district administrator and community. Through lots of our efforts and time, finally government recognize that CLTS is one of the means to scale up the sanitation coverage and include in sanitation policy.
CATS at a Glance: ZAMBIA

<table>
<thead>
<tr>
<th>Population</th>
<th>Population ODF</th>
<th>Population Targeted by Sanitation Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>215,000</td>
<td>161,000</td>
</tr>
<tr>
<td>Urban</td>
<td>176,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Total Population</td>
<td>391,000</td>
<td>186,000</td>
</tr>
</tbody>
</table>

A map of the Zambia UNICEF sanitation program.

The UNICEF WASHE districts of 6 Provinces:
1. Southern Province (Siyavonga, Mazabuka, Monze, Choma & Kazungula),
2. Copperbelt (Masaiti, Mpongwe & Lufwanyama),
3. Luapula (Chiengi, Nchelenge, Mansa & Milenge),
4. Eastern (Katete, Petauke & Nyimba),
5. North West (Chavuma, Zambezi, Mwinilunga & Solwezi), and
### CATS at a Glance: ZAMBIA

#### Profile of Your Sanitation program

Zambia is implementing CATS in the form of CLTS; 1,212 communities have been triggered since Nov 2001. Number of certified ODF communities are 910; Number of triggered but not yet certified communities 302; Estimated population reached by CATS to date is 391,000; Masons are trained and equipped with tools to construct latrines, promotion of handwashing facilities is also done. The Zambian CLTS has been used to promote behavior change and open defecation free communities have been promoted.

The motto for CLTS in Zambia is “One Family, One Toilet; One Toilet, One handwashing Facility.” This motto was coined by Chief Macha, the CLTS Patron in Zambia. The CLTS activities include pre-trigger selection of villages, the trigger itself and the post trigger follow up including the training of the Sanitation Action Groups at community levels; Handwashing promotion (with soap or ash), household cleanliness as well as solid waste management are included. An estimated 215,000 people in the rural areas have been reached by the activities.

Analysis of the pilot phase was done by the country office and a three country comparison of CATS in ESARO (including Zambia) was done by the Regional office. Currently, the Government of Zambia has adopted CLTS as one innovative approach for scaling up sanitation. The government plans to expand CLTS from the current 9 districts to all 72 districts in the country using the 6th National Development Plan (SNDP 2011~2015). The main stakeholders and partners, for CLTS in Zambia are government departments, NGOs, the media, some traditional leaders and elected civic leaders (councilors).

#### Main Challenges & Emerging Opportunities

1. One challenge we face in sustaining our CATS program in Zambia is to find and train dedicated CLTS Champions and facilitators (to monitor & motivate, collect and disseminate data, etc.), in the new districts outside of Choma as we expand our CLTS. We are currently training a number of facilitators.

2. One opportunity for our CLTS in Zambia is the interest we have from traditional rulers to be involved in the promotion of CLTS in their areas.

#### From the Field

If we were to share with the group one innovation, insight or lesson from our program on marketing and moving up the sanitation ladder; it would be the use of enforcement of the public health act to ensure sustainability of CLTS in urban settings. We are now creating community action groups known as Legal Enforcement Groups.