Rural Sanitation and Hygiene: Challenges and Responses

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Water Week 2004
Why Sanitation matters?

- **Health-related benefits**
  - 2 million deaths a year from diarrhoeal disease –
    - A child every 15 seconds
    - Over a third of these could be averted through better sanitation...more with san + hygiene

- **Non-health related benefits**
  - School enrollment and attendance, especially for women and girls –
  - Dignity – Privacy – Convenience – Status/Prestige

- **Investments benefits**
  - Saving of recurrent health cost
  - **Income generation through ecological sanitation**, especially in rural areas
Sanitation and Hygiene: Key Ingredients in MDGs

Goal 1
Poverty & hunger

Goal 2
Primary education

Goal 3
Gender equality

Goal 4
Child mortality

Goal 5
Maternal Health

Goal 6
HIV/AIDS & other infectious diseases

Goal 7
Environment

Goal 8
Global partnerships

Key Rural Sanitation and Hygiene Challenges

- **Rural Context versus Urban context**
  - Less attractive to qualified staff
  - Less likely to attract well educated councilors
  - Lower fiscal power
  - Low population densities
  - Longer distances and fewer transport services
  - Lower literacy rates, less educated public
  - More poverty
  - Weak media
  - Weakly developed private and NGO sectors
  - Under-developed civil society, dominance by traditional social hierarchies
Key Rural Sanitation and Hygiene Challenges

- Challenges related to sanitation and hygiene
  - Dysfunctional Sector
  - Low Priority and Visibility
  - Fragmented Institutional Responsibilities
  - Inadequate Financing
  - Little Coherently Expressed Demand
  - Supply Driven Approaches
  - Inappropriate Technical Standards and Norms
  - Lack of Consensus on Sanitation Approach
### Key Sanitation Promotion Approaches (SPA) and Implementation Models (IM)

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South Africa: Political Response

Key Features of the Masibambane Project

- Large scale operation targeting 2.4 million people in 3 provinces (Kwazulu Natal, Limpopo, and Eastern Cape)
- Financing: RSA and Donor Community: US$ 19 Mio. spent on sanitation, LGs disburse funds
- Implementation: Consulting engineer to supervise, contractors to build 120,000 latrines in 18 months, NGOs to undertake social mobilization and hygiene promotion
- Awareness created amongst LG officials, LGs officers involved and capacitated
- Sanitation is a right

Approach: Improved Health and Hygiene Awareness
implementation: LG and PPP
Challenges: Quality of construction, pit emptying
Benin: Market Economy Response

Key Features of the National Rural Water and Sanitation Project (PADEAR)

- Results (3 years): 800 non subsidized HH latrines built,
- 31% of HH have projects to build latrines,
- 40% of health centers and 25% of schools have hand washing facilities, 56% of toilets built are well maintained, 60% of schools and health centers have a health committee
- Creation of decentralized techno-structures and capacity building of local operators

Sanitation Promotion Approach: Social Marketing –
Implementation: NG Program/ESA Funded/PPP

Challenges

- No strategic marketing plan, lack of coherence (competition of subsidized sanitation – e.g. social funds), weak leading agency for sanitation
Lesotho: Technical and Institutional Response

Key Features of the National Rural Sanitation Project

- Improved rural sanitation coverage from 15% to 45% between 1983 to 2002
- No direct subsidies to HH, Multiple promotional strategies
- Private sector participation and various latrines configurations to suit demands

Sanitation Promotion Approach: Health/Hygiene Awareness
Implementation: NG/PPP

Challenges:

- Affordable solutions of pit emptying
- Meeting the needs of the very poor
India: Social Response

Key Features of the Medinipur Intensive Sanitation Project (West Bengal, India)

- Behavioral change “people’s movement” designed to motivate people to move from open-air defecation
- Implementing agency: Ramakrishna Mission
- Sanitation and Hygiene Promotion
- Wide range of technological options and limited subsidy on hardware
- 1.2 million latrines delivered over a decade

Sanitation Promotion Approach: Incentives and Sanctions/Social Marketing

Implementation: NGO-ESA Funded

Challenges:

- Scaling up, social acceptance of the “Total Sanitation Approach”: peer-pressure to promote compliance
Practical Lessons Drawn from Responses to Sanitation

- Understanding of local motivation for sanitation is essential
- Wide menu of technological, payment and cost options is key
- Sanitation access and coverage must be defined and monitored
- Sanitation should be mainstreamed in Poverty Reduction Strategies
- Subsidies must be targeted to the poorest
- Promotion must be gender-sensitive and gender-inclusive
- Necessary community empowerment requires long term participatory processes
- Sanitation projects should include hygiene promotion
- Sanitation projects need to develop a local “industry” (masons, social marketers, hygiene educators, etc.) to sustain services
Scaling Up Sanitation !!!

- Three Determinants To Scaling Up Sanitation: Reform – Finance – Capacity Building

- Reform
  - Long Term Vision and Consensus on Sanitation Promotion Approach(es)
  - Enabling Environment (lead Institution, Institutional Reform, Decentralization, Cross-sectoral and Inter-institutional Coordination, Role of Civil Society and Private Sector, Capacity Development, M&E)

- Finance
  - Sustainable and Diversified Financing Mechanisms
  - Effective Use and Leverage of Resources
  - Sound Resources Allocation
  - Sustained Investments
Scaling Up Sanitation !!!

Capacity Building

- Articulate Capacity Building to meet needs for:
  - Sanitation Vision and Promotion Approach(es)
  - Policy and Institutional Reform
  - Sustainability of Services and Products
  - Hygiene Promotion
  - Pro-poor Approach
  - Genuine Partnerships

- Develop and strengthen skills at all levels and across functions (builders, engineers, traders, marketers, planners, managers, communicators, advocates, social workers, hygiene specialists, etc.)

- Develop/Share “Knowledge For Action” at All Levels