

## **“Sanitation 1” description for SuSanA website**

**Child health and sanitation communications and advocacy support in Sub-Saharan Africa  
2015-2018, Speak Up Africa**

### **Purpose**

*To support advocacy and communications efforts around child health in Nigeria and Ethiopia, and sanitation in Senegal.*

From October 2015 to March 2017, the program supported activities to increase the visibility of child health and pneumonia as serious public health issues in Nigeria and Ethiopia, and increase awareness of methods of prevention, diagnosis and treatment with the purpose of reducing the child mortality with an emphasis on pneumonia.

In Senegal, since 2015, Speak Up Africa has been striving to effectively mobilize high-level public and private Senegalese leadership, generating concrete action and improving capacity for improved urban sanitation solutions in Senegal. This project also catalyzes improved awareness among communities of optimal menstrual hygiene.

### **Activities**

#### Child Health in Nigeria and Ethiopia

- Realization of national surveys and analyses of the understanding of child health and pneumonia among influencers and the general public, including questions that offer us perspective as to how the average person receives information, whom they trust to deliver information as well as an understanding of their base line knowledge of pneumonia.
- Elaboration of strategies, campaign approaches and distribution plans based on the surveys data.
- Working closely with strategically chosen media, NGO, private sector, government partners and with a couple of high profile spokespeople to increase the visibility and awareness of pneumonia as public health issue.

#### Sanitation in Senegal

- Support the Ministry of Sanitation and ONAS to generate concrete action and improved capacity for improved sanitation solutions in Senegal.
- Increase the Senegalese public understanding of the problems associated with poor hygiene and sanitation, by maximizing the impact and reach of ONAS’ institutional communication.



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- Involvement of media to increase citizen participation in solving systematic sanitation problems.
- Leveraging the influence of thought leaders to increase citizen engagement, and to use their influence for concrete action : to increase participation in call centers; to increase the automatic emptying of sanitation pits; to enhance public acceptance of treated water as clean; and to facilitate a better understanding of proper menstrual hygiene.
- Creation of an enabling policy and institutional environment including robust financing and the development of local ordinances and regulations to stop open defecation and establish latrine building codes.
- Partnerships with private sector companies to emphasize the fact that investing in improved sanitation, further ensures that businesses have a thriving work force and consumer base, with high levels of productivity for current and future economic growth.
- Creation of an environment for girls and women to comfortably discuss menstruation by creating a lab, in order to raise awareness about the taboos and difficulties surrounding sanitation specifically as it relates to health and girls' and women's menstrual hygiene.

### **Countries of activity (map)**

Senegal, Nigeria and Ethiopia

### **Current state of affairs**

After three successful years of collaboration between Speak Up Africa and ONAS, and because of the good results of the communication campaign and building of capacity, ONAS is scaling up the pilot program through the implementation of the National Program for Sustainable Development of Non-Sewered Sanitation in Senegal (PNDDAA) across the country. To support ONAS in this orientation, Speak Up Africa continues the efforts to strengthen the ONAS' communication capacity, develop news tools (documents and videos) to assist the scaling up and elaborate training session for pit emptiers through Senegal.

Since 2016, Speak Up Africa has organized and overseen dozen of awareness workshops with women, girls, boys, and thought leaders in Dakar peri urban areas, Pikine and Guediawaye. Through the partnership with the sanitary district of Pikine, which help to build capacity of health officers about menstrual hygiene management, more than 10 000 inhabitants of the area have been sensitized and trained.

### **Biggest successes so far**



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- Establishment of a national dialogue to support ONAS and the Ministry of Sanitation's national agenda of improved sanitation, fostering greater synergies among policymakers and private sector stakeholders.
- ONAS' institutional communication capacity is strengthened, for instance messages and briefs are developed to apprise public and private sector leaders of current initiatives developed by ONAS around fecal sludge management.
- Creation of the "Settal Sunu Gox" communication campaign, which :
  - o Promotes the replacement of manual septic tank emptying with mechanical emptying;
  - o Mobilizes key public and private sector players and civil society to launch coordinated actions and fast-track the development of fecal sludge management;
  - o Reinforces knowledge, acceptance and ownership of cost-effective solutions aimed at improving fecal sludge management
  - o Increases significantly the use of a call center introducing competition into the emptying market in order to reduce the average cost of mechanical emptying from 30 000 to 22 500 CFA Francs.
  - o Creates a market for emptying operators : increased sales figures for emptying operators through calls for bidding on emptying.
- Creation of the "No Taboo Periods" campaign, which aims to break the silence around menstruation and raise awareness about the fundamental role that menstrual hygiene management plays in enabling women and girls to reach their full potential. To help the campaign, Speak Up Africa :
  - o Realized two KAP studies on menstrual hygiene management in Dakar peri urban areas : one in 2016 to gather key indicators explaining practices and behaviors about menstrual hygiene, and one in 2017 to complete the results of the first survey.
  - o Created women and girls focus groups and community opinion leaders in Dakar peri urban areas to help create trust and leverage the discourse around the sensitive issue of menstrual hygiene.

### **Main challenges**

- Coordination of all the key stakeholders, aligned behind the same vision, for the improvement of fecal sludge management.
- Collection and dissemination of relevant evidence in order to raise awareness about fecal sludge management as a sustainable and viable solution, and as a market-oriented sector.
- Willingness of the population to talk and discuss about menstrual hygiene management, despite taboo and popular belief.

### **Links, further reading**



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Speak Up Africa's website:

<http://www.speakupafrika.org>

Website of the ONAS Program for fecal sludge management:

<https://www.pnddaa.org>

Facebook page of the ONAS Program for fecal sludge management:

<https://www.facebook.com/onasbv/>