



# Scaling-up and Strengthening Community Approaches to Total Sanitation



**Sanitation Partners  
Workshop  
Bill & Melinda Gates  
Foundation**

*January 2015 Hanoi*

# Community Approaches to Total Sanitation

## What is CATS?

- CATS is an **umbrella term** developed by UNICEF to encompass a wide range of community-based sanitation programming (including CLTS, SLTS, TSC).
- Community Approaches to Total Sanitation (CATS) aims to **eliminate open defecation** in communities around the world.
- Sanitation Marketing is being integrated into UNICEF CATS programmes to help people continue to move up the sanitation ladder.

# Global CATS Theory of Change

## (1) Inputs

### Pre-intervention

Enabling environment /  
Training / Resources

### Intervention

Identification of potential communities / regions  
Pre-triggering / Triggering / Advice / Hygiene Promotion  
Recognition / Certification / Celebration

### Post-intervention

**Follow-up support**  
Advice, Monitoring of usage &  
quality

## (2) Process of change: achieving a new Social Norm (SN) of ODF

### OD

(cultural  
practice)

Pre-existing  
normative  
beliefs and  
attitudes

Awareness  
New  
behavioural  
expectations

Change in  
collective /  
individual  
preferences  
Collective and  
individual action

**ODF**  
New  
Social  
Norm  
(fragile)

Reinforcement of  
Social Norm  
(from fragile to  
stable)

Stabilizing /  
normalizing  
the Social  
Norm

## (3) Outcome & indicators

**Core outcome:** *Changing societal and individual expectations about open defecation*

**Core Principles of CATS**  
adopted throughout the  
process

**Key indicator: ODF status** achieved through  
family/individual action to build latrines, adopted by the  
whole community

**Secondary indicators:** *Hand washing (after  
defecation); Use of safe, hygienic latrines*

# Project Summary

**4 year project:** November 2012 – November 2016

## **Overall objective:**

To contribute to international efforts to increase access to sanitation through the delivery of sustainable sanitation programmes at scale in two countries.

## **Specifically the project will seek to:**

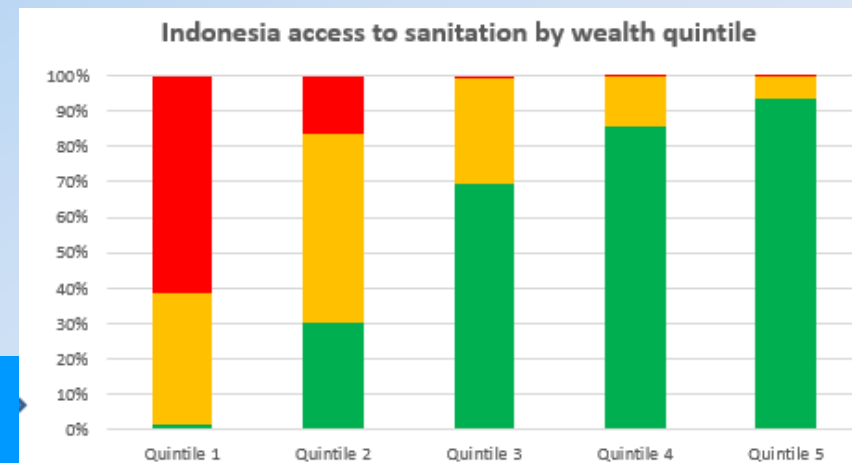
- Supplement and expand on-going sanitation programmes in two countries (**Indonesia** and **Malawi**).
- Assess and analyze innovations and implementation strategies; distil lessons learned and assess the impact of implementation modalities on progress; and to transmit this learning to other countries in two regions.

# Indonesia: Programming Context

- **National STBM (Community-based Total Sanitation Program)** is being given a high level of attention in the new GoI 5 Yr. Plan - Target to reach universal coverage by 2019;
  - STBM Secretariat established since 2010, at MoH;
  - Policy and guidelines for STBM developed (UNICEF support).

But...

- Low success of STBM: only 17% of triggered villages reach ODF;
- Capacity gaps and lack of role clarity : 85% of sanitarians have not received STBM basic training.
- Scale-up impeded by several layers of admin, lack of strong sharing platforms/fragmentation



# Indonesia Progress: Enabling Environment

- In 2014, completed and disseminated:
  - KAP (Quantitative and Qualitative);
  - Literature Review and WASH Evidence Base;
  - STBM Curriculum and Training Modules
- In 2014, developed:
  - Revised Programme Theory of Change;
  - Communication Strategy allied with new partnerships (eg Women's Group Papua; Religious leaders NTT, Health partners South Sulawesi) and a Social media campaign;
  - KM framework,
  - joint Governmentt M&E reviews (national and field level)



# Indonesia Progress: District & Community

- Year 2 progress was slowed down by the new Govt law on channeling funds to sub-national levels.
- Overall, progress achieved against targets is higher in terms of number of ODF communities (Dusun), but lower in terms of number of new HH latrines constructed.

		Direct		Indirect	
		HH	Desun	HH	Desun
NTT	2013	10368	277	15611	343
	2014	12000	216	17973	756
Papua	2013	3	8	595	73
	2014	34	27	170	73
South Sulawesi	2013 + 2014	2459	228	15618	34
<b>Total</b>		<b>24864</b>	<b>756</b>	<b>49967</b>	<b>1279</b>
	<b>Sum HH</b>	<b>74831</b>			



Jan Willem awarding an ODF certificate to community authorities, 2014

Progress in direct and indirectly supported districts, as of end Qtr 3, 2014

# Indonesia Challenges & Adjustments

Priorities in 2015 will be around strengthening the following critical but weak areas of STBM:

- Communication and advocacy efforts
- M&E approaches at National and sub-National levels
- Further explore the supply side work + assess potential
- Capturing / disseminating learning (strengthened documentation and analysis), especially getting richer data on what is happening post-triggering and why
- Understanding what is needed in terms of the metrics of sanitation interventions needed for sustainability and scale, especially around poor/average performing admin areas.



# Malawi: Programming Context

**ODF Malawi Strategy 2015** developed by Ministry of Agriculture, Irrigation & Water Supply + Ministry of Health:

- Target to reach 100% ODF by 2015;
- National ODF Task Force established, and decentralized District Coordination Teams in place in all districts.

But...

- Current conversion rate of triggered to ODF is 30% within six months;
- Concerns over low quality and durability of new latrines constructed.



# Malawi Progress: Enabling Environment

- Support for National ODF Task Force, including annual CLTS review meeting with all stakeholders;
- Monitoring system developed (using excel-based data collection forms) and rollout initiated (trainings from April – August 2014 at district level)



**District representatives  
analysing progress on ODF  
status at Annual Review 2014.**

# Malawi Progress: District & Community

- Overall, cumulative progress is lower than expected. However, one Traditional Authority (TA) with 72 villages has been certified as completely ODF;
- First phase of the Smart Centre was completed at Mzuzu University Skills, with training conducted on corbelled latrine & business management for 36 more artisans / entrepreneurs (cumulative total trained = 68);
- Development of a 'branded' sanitation marketing campaign underway (with PSI).

	New HH latrines	New ODF Communities
Total	45,066	446



Minister of Health congratulates TA Mwase on attaining ODF status.

# Malawi: Challenges & Adjustments

- High 'financial risk assessment' ratings of programme district authorities: using 'reimbursement' modality and sub-contracting NGOs to work alongside Government in high-risk districts – **however, this has delayed implementation and will be an ongoing challenge.**
- Initial cohort of entrepreneurs trained on low-cost construction were not provided enough support to market / develop their business (so very low uptake / slow sales) – contract with PSI aims to address this.



**Sanitation entrepreneurs celebrate completion of the training in low-cost construction (Smart Centre in background)**

# Regional Progress: Monitoring & Learning

- Online Sanitation M&E toolkit finalized:

<http://www.sanitationmonitoringtoolkit.com/>

- Snapshots for EAPR on: i) the situation of water supply, ii) the sanitation and hygiene situation, and iii) WASH in the Pacific;

[http://www.unicef.org/eapro/resources\\_3582.html](http://www.unicef.org/eapro/resources_3582.html)

- Support to Kenya, Mozambique and Madagascar for ODF protocol reviews and development;

The image shows a screenshot of the UNICEF Sanitation Monitoring Toolkit website. The top navigation bar includes the UNICEF logo, a search bar, and links for Home, SANITATION MONITORING TOOLKIT, and Contact us. The main heading is "Sanitation Monitoring Toolkit". Below this, a sub-heading reads: "This website provides sanitation and hygiene sector professionals with access to current approaches to sanitation monitoring, including guidance on how to use various monitoring instruments and links to the latest tools and resources. The focus is on rural sanitation." Two buttons are visible: "WHY MONITOR" and "HOW TO USE THIS TOOLKIT". A photograph shows a woman washing her hands in a purple basin. Below the buttons are six circular icons representing different monitoring areas: "Monitoring the enabling environment", "Monitoring national sanitation access", "Monitoring Community Approaches To Total Sanitation", "Monitoring equity", "Monitoring sustainability and sector performance", and "Monitoring sanitation marketing". A final icon represents "Monitoring water, sanitation and hygiene in schools". The bottom navigation bar includes "About UNICEF", "Contact us", "Legal", and social media icons for Facebook, Twitter, YouTube, and LinkedIn.

Below the website screenshot are two report covers. The left cover is titled "A SNAPSHOT OF SANITATION AND HYGIENE IN EAST ASIA AND THE PACIFIC 2014 REGIONAL ANALYSIS AND UPDATE" and features a "2014 UPDATE" badge. The right cover is titled "A SNAPSHOT OF WATER AND SANITATION IN THE PACIFIC 2014 SUB-REGIONAL ANALYSIS AND UPDATE" and also features a "2014 UPDATE" badge. Both covers include photographs of people in various settings related to water and sanitation.

# Regional Progress: Monitoring & Learning

Sanitation & Hygiene Learning Series, covering:

- Update of the East Asia & Pacific Region Regional Review of CLTS initiated, including comprehensive country case studies (Indonesia, Cambodia, Timor Leste and likely Myanmar and Vietnam);
- CLTS in Fragile States (Somalia/South Sudan);
- Post ODF - an alternate approach to sanitation marketing in Malawi;
- Use of Social Norms Theory to strengthen CLTS programming in Madagascar;
- Small town approaches to sanitation in Mozambique & Ethiopia;
- Micro-planning – an approach to improved, resource-based planning of large-scale CLTS programs;
- East and Southern Africa Regional Supply Chains for Sanitation;
- Review of SLTS in East and Southern Africa Region.

# Something you'd ask of other grantees

- What are the experiences of measuring 'knock on' effects (diffusion of ODF)?
- How are your programmes addressing lack of access to water impacting on sanitation uptake?
- Working through and building the capacity of Government systems is critical for sustainability - this requires a long term perspective – how are others balancing system strengthening and on-ground progress?
- Feedback on Sanitation Monitoring Toolkit – to support development of version 2.

# Something you'd offer to other grantees

- Lesson: Local leadership plays a significant role in ensuring that the country moves from attaining ODF at the village level to TA and district levels.
- This year will see multi-country exchanges and documentation of learning around integration of sanitation programming with other sectors, in particular Nutrition.