Project no. 037099

NETSSAF

- Network for the development of Sustainable approaches for large Scale Implementation of Sanitation in Africa-

Instrument: Coordination Action

Thematic Priority: Global Change and Ecosystems

D50: Strategy of dissemination and extension for end-users: bringing sustainable sanitation to the rural and peri-urban areas of West Africa

Due date of deliverable: 01.03.08

Actual submission date: 04.08.08

Start date of project: 01.06.2006   Duration: 30 months

Organisation name of lead contractor for this deliverable: BOATA

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

TABLE OF CONTENTS

1.   BACKGROUND INFORMATION

1.1   Description of the Work Package 8

The overall objective of Work Package 8 is to disseminate the results of NETSSAF Coordination, through an Integrated Sanitation Extension Programme, designed to reach future users, to build capacity of authorities for future dissemination and to develop institutional mechanisms for the deployment of the extension strategy.

1.2   Specific Objectives of Task 8.1

The specific objective of task 8.1 is to define and implement extension activities sensitive to users. This task will be one of the main activities to be developed by this work package, aiming to reach the communities located in rural and peri-urban regions with no access to improved sanitation.

Within the framework of the midterm meeting, a brainstorming session was organised to plan and design activities sensitive to end users. The results of this working group will be presented in a separate document. The present document gives an overview of the rationale of dissemination and extension of sustainable sanitation to end users and elaborates on major elements to be considered in the implementation of sustainable sanitation programmes.

2.   DEFINITION OF DISSEMINATION AND EXTENSION

2.1   Requirements to reach end-users

The objective of this sub-task is to develop a strategy of dissemination and extension to end users that brings sustainable sanitation to rural and peri-urban areas of West Africa. Approaching this topic from the word "bringing" implies that sanitation in rural and peri-urban areas of West Africa does not yet exist. This of course is not the case, because the need for latrines is a widespread concern by populations. However, it is true that the implementation of sanitation facilities is lacking behind the objectives of the Millennium Goals in most West African countries. The question is: what are the main reasons why populations do not invest in sanitation. Another question is: To what extend does the population need to be sensitised? Or is the slow implementation of sensitisation due to the lack of an enabling environment. The answer is probably a mix of all these aspects and will most likely vary from one country to the other.

Before end users can be reached decision makers and technical and financial partners need to be convinced about the importance to invest in good quality sanitation rather then addressing sanitation as the least expensive investment. Most approaches do not take questions of follow-up maintenance and synergy with other sectors into consideration. Sanitation projects tend to be connected to water supply projects/programmes therefore finding themselves under considerable time constraints. Sustainable sanitation solutions can only be planned as a cross-cutting solution to several issues like health, hygiene, environment, agriculture, natural resources management and economical development. Even though sustainable sanitation solutions cannot compare to low cost solution of traditional pit latrines equipped with a "sanitation platform", they give answers to problems of the population in a more comprehensive manner.

Any sanitation dissemination and extension strategy needs to be designed and set up in a long term perspective and should not be put under the usual time constraints of projects. The most appropriate institutional "home" for sanitation programmes is the local government level. At this level ongoing sanitation promotion programme can be launched. Funding can be channelled to municipalities through official government channels. However,

municipalities will need the technical support from the de-concentrated government services.

2.2   What do end-users need?

End users are generally interested to have latrines. However, they do not normally put it as a priority expense. The need for a latrine is widely recognised but the shortfalls in support to the end-users are manifold. End users need information, financial and technical support, training and support systems.

2.3   What are the shortcomings and lessons learned from ongoing projects?

CREPA in its preparation for the dissemination phase of EcoSanRes states that:

- Qualification and skills of promotion teams are crucial for the success of sanitation dissemination: The promotion teams need to be dynamic and open to communication with end users, stakeholders and to networking with colleagues, government officials and researchers.
- Information dissemination (identification of key players, and preferred means and channels of communication, elaboration of tools and documents for communication)
- Demonstration sites of sanitation systems (to demonstrate sustainable systems that include all steps include treatment, disposal and reuse)
- Networking of key actors in sanitation, health, education, agriculture and private sector development

Another shortfall often identified is the inappropriate institutional set-up: Expectations to involve stakeholders do not always comply with "official" roles and functions that comply with existing laws and regulations. This leads very often to conflicts and to overburden certain key players.

Last but not least human resources development and research are crucial for successful sanitation dissemination. As stated in the UNESCO Capacity building for ecological sanitation:

"Research should concentrate on comparative studies between a range of conventional and innovative solutions comparing them against a set of sustainability criteria. It should also help in developing field tested and proven sustainable sanitation components and systems, and contribute to forming a knowledge base for drawing up technical standards. Documentation and case studies for innovative sanitation solutions should be easily made available in a uniform comprehensive format, and technical information for components of innovative sanitation solutions should be provided to accelerate their dissemination."[1]

2.4   Elements of a sustainable sanitation dissemination strategy

In order to elaborate a sustainable sanitation dissemination strategy, the following aspects need to be considered:

- Participation of the population
- Communication and sanitation promotion

---

[1] UNESCO, Capacity building, page VI

- Stakeholder coordination and collaboration

- Private sector involvement

- Training and Technical Support

- Political Commitment

- Sanitation Promotion strategy (programmes should be elaborated on a long term basis)

- Implementation strategy

- Monitoring and support system

2.5   How to start a dissemination process?

The starting point for a dissemination strategy is to understand the reasons why the people do not have a sanitation facility. The reasons for not having a latrine or other facilities are manifold. Amongst others, the availability (disposable income) of cash is one; no access to appropriate knowledge on the types of latrines is another. Therefore the collection of data is crucial. These data will inform about the actual situation, about the needs and perceptions of the population. Information on needs for assistance in general financial/technical/organisational and information/knowledge in particular are required.

2.6   Participation of the population

Effective participation of the population is a precondition of sustainable development programs. Authorities in charge of sanitation need to consider the active implication of the population in the various stages and actions of sanitation is a prerequisite of any of their programs. Participation of the population implies being associated in the decision making process but also financial and material contribution of beneficiaries as well as taking on the responsibility of operation and maintenance.

The implementation of sanitation programs relates to behavioral change, the construction of sanitation facilities and the resuse/disposal of sanitation derivates. Only the joint promotion of all these aspects can guarantee to obtain the maximum of health, socio-economic and environmental benefits. The sanitation promotion should be exerted uninterruptedly. This permanence is necessary to increase the coverage rate, to maintain and sustain the assets. Promoters of hygiene and sanitation activities must be conscious that it is not a question to force or accelerate a `conversion' of mentalities, a follow-up of hastily organized actions. The behavioral change is a long-term process, which it will be necessary to continue while taking into account the diversity of perceptions within the target groups.

In the field of sanitation, it may well be that interventions reliant upon behaviour change may fail if the community was not involved in designing these. However, when communities are involved, such messages are much better understood and subsequently better accepted. A secondary benefit is that members of the community will subsequently be better placed to act as change agents.

In order for the population to decide on the construction of a sanitation facility they need to be informed to make informed choices. Furthermore they need to know what support they can get and how to access support.

2.7   Political Commitment

While in many countries funds for **hygiene and sanitation** are in short supply, the lack of political will and readiness to address these issues is even more widespread, due to various reasons:

- Sanitation is often considered as requiring too much subsidies and yielding too small a return.

- Improving water supplies is regarded more important than wastewater management. However, improving water supply without an appropriate wastewater management can have a negative impact on both people and environment.

- Sanitation approaches are often short-sighted and depending more on donor views than actual needs of the population. In taking a broader perspective and a holistic view on water and wastewater management, sustainable sanitation approaches can make an important contribution to the development of the sanitation sector.

- Sanitation is seen as dirty and remains a taboo topic in many countries.

2.8   Promoting an enabling environment

Enabling environments are made up of administrative, technological, political, economic, socio-cultural, and stakeholder factors. Sustainable sanitation dissemination needs an enabling environment around each community.

2.8.1   Paradigm shift from project to program approach

Sanitation implementation that targets especially to reach the poor needs assistance from outside. This need for support includes sensitisation, finance, technical know-how and institutional development. The aim should be long term programs that are implemented by local governments (district or municipal). The recommendation is that local governments should have access to regular funding and should include sanitation in their regular planning and implementation procedures.

2.8.2   Roles of district and local governments

In most West African countries the central governments are in the process to devolve authority, decision making and financial control to the districts (local governments). Therefore the capacity of those district administrations and governments must be concurrently strengthened.

As well as obtaining increased skills (and skilled human resources) the district authorities should be introduced to participatory planning and management, to skills in dialogue and facilitation with the communities, and to other elements contributing to an enabling environment.

- Advocacy for participatory planning and management at district and local levels;

- Training in skills of participatory planning and management;

- Guidelines for developing local legislation, regulations and procedures;

- Contexts for networking and sharing experiences with other districts and municipalities within and outside the country.

2.8.3   Sanitation Promotion as part of the development programme

The sanitation programmes should <u>always</u> be part of a district/municipal development plans. Local governments need a strategy and a vision on what they want to achieve in sanitation for their population. Short cuts to this requirement lead generally to a dissociated process that discontinue at the latest when the source of funding has stopped. Only district/municipal governments can fully reflect and integrate the vision of policy makers and the population and coordinate the sector activity within their jurisdiction. This could avoid conflicting and confusing approaches and messages as is often the case if no coordinating body is in place.

2.8.4   Training needs for local governments

The task of taking on the responsibility for sanitation will require a strong link to training and support. There is a clear need for an integrated national support strategy (that sets the tone, put does not interfere with the actual implementation by local governments), with input from relevant Ministries, NGOs, and approved training providers.

- These (and other stakeholders) should collectively identify priority areas for local government training and work collaboratively towards achieving the objectives identified, drawing on their particular areas of strength.

- In the past there was often an over-emphasis on formal training as an approach to building local government capacity. There should be an increased focus on the development of tools for decision-making, problem solving, and contracting and monitoring service providers. These tools, systems and procedures will enhance the ability of staff in local government to fulfil their functions.

- The links between formal training and other capacity-building interventions are critical. They should be designed in tandem to achieve proactively identified capacity objectives and outcomes.

- Training provided should be evaluated against clear objectives and outcomes (linked to existing and required capacity) to be achieved rather than numbers of training sessions conducted and reports written.

- Training courses and methodologies should be standardised and approved through a central body in charge of local government strengthening;

- In case local government authorities are still steeped in traditional services delivery mode, they should be encouraged to test new services delivery options. In particular long established municipalities depend heavily on their traditional consultants for project implementation. Many of these consultants do not demonstrate support for the developmental policy paradigms in service delivery. Demonstrated commitment to developmental approaches to training and capacity building should be a selection and approval criterion for local government training providers.

- Substantial work is required to inform councillors and officials of the legislative and policy frameworks (new

policy paradigm) in sustainable sanitation. Often there is confusion between regulatory and planning functions, and service delivery functions.

- Only where traditional leaders recognise and support the new approaches programmes are largely successful.

- In as much as CBOs are recognised as legitimate municipal services delivery organs special attention needs to be given to clarify their legal status of CBOs involvement as civil society organs as they are neither public nor private sector entities.

2.9   Communication and sanitation promotion

For the population to decide on a sanitation system they need to be informed, convinced about the benefits and have the necessary resources and follow-up services available.

Hygiene and sanitation promotion is most effective if seen and designed from a holistic angle. It is not the sum of activities that count nor are some activities more appropriate than others it is the anchorage of hygiene and sanitation promotion in a particular setting (society, area). Therefore when we propose a list of activities to do hygiene promotion we should stress that these are just examples to give people ideas, but none is more important than the other. However, the sanitation and hygiene promotion campaign should be designed in such a way that the issue is simultaneously tackled from different angles and addressing different stakeholders differently.

The means and ways of communication with end-users have been elaborated in more detail in deliverable 25. The proposed methods vary from group meetings to the use of mass media.

The communication for behavioural change of the population is a process that spreads over all phases "Before - During – After" the construction of sanitation facilities. Obviously the content and techniques that will be utilised depend very much on the various phases.

The objectives assigned to an animation program in implementing large-scale sanitation are as follows:

- Inform the population about the needs for sanitation

- Inform the population about the options in sustainable sanitation

- Inform the population about access options to sanitation

- Inform, educate and sensitize beneficiaries on the proper use and maintenance of facilities, treatment of faeces and urine, disposal options

- Inform and train the end users in the use of sanitation products in agriculture or energy production

- Monitoring beneficiaries in their behaviour change in the use of facilities, further needs for support

- Linking with researchers and decision makers to find solutions to the end-user problems

- Exchange of experiences (meetings and visits) between end-users and potential end-users

- Lessons learnt workshop and meetings at local decision making level to foster the dissemination process of sustainable sanitation

In this document we consider the following three aspects as most crucial for a sustainable sanitation strategy:

- Look more closely at the often used term "demand creation"

- Importance of demonstration sites for new technologies

- Social marketing

2.9.1   Demand creation

Demand for sanitation is created when end-users have motivation, opportunity and ability to purchase sanitation technology which suits their needs.

Motivation drivers are not health messages as was believed earlier but direct benefits such as increased convenience, comfort, privacy, safety, avoidance of sexual harassment, prestige, self esteem, embarrassment and public image, having a happy wife and good marriage, being a good father, cleanliness and good health, economic gains, etc.

The opportunity to have a sanitation system is characterized by access to good product, information, knowledge, builders and materials, Operation and maintenance services

The ability refers to resources that are needed to make use of opportunities, such as money, skills, transportation and control over decisions.

2.9.2   Sanitation resources centres

One important way to propagate new technologies is through demonstration. Walk-in sanitation resource centres should be one element in the dissemination process. District and municipal governments are well-placed to host the walk-in sanitation resource centres because of the following reasons:

- They are responsible for sanitation service delivery

- They are the main target for knowledge transfer, therefore, hosting the sanitation resource centre would ensure that information and knowledge is easily accessible to them and the local agencies responsible for the implementation of sanitation infrastructure at local level

- Local stakeholders could direct their needs for additional information to these centres which would convey it to the most appropriate level

2.9.3   Social marketing

With regard to the actual sanitation promotion strategy social marketing appears the option with the highest potential to combine information and sensitisation through private sector entities.

Social marketing can be defined as marketing to serve social objectives, using marketing techniques. Rather than dictating the way that information is to be conveyed from the top-down, public health professionals are learning to listen to the needs and desires of the target

audience themselves, and building the program from there. This focus on the "consumer" involves in-depth research and constant re-evaluation of every aspect of the program. In fact, research and evaluation together form the very cornerstone of the social marketing process.

Social marketing approach includes:

- Studying customers & markets

- Responding to customers' demand

- Minimising the barriers

- Promotion based on target customer motivation for improved sanitation

The most important step in setting up a social marketing approach is the definition of the 4 Ps (Product – Price – Place – Promotion).

Product: Decide on what is the product, its form, format and presentation. Understanding motivations & barriers.

Price: Decide on what the consumer would be willing to pay, both in terms of direct and indirect costs and perceptions of benefits: make the product worth getting. Setting appropriate prices and payment options

Place: Identifying places where customers can get information/assistance. Where will the product be available to consumers including where it is displayed or demonstrated

Promotion: How the consumers will know that the product exists, its benefits, costs and where and how to get it.

Additional Social Marketing "P's" - Process

People: Social marketers often have many different audiences that their program has to address in order to be successful. "Publics" refers to both the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.

Partnership: Sanitation issues are so complex that one agency can't make a dent by itself. Therefore partnerships to team up with other organizations in the community are needed to really be effective.

Policy: Social marketing programs can do well in motivating individual behaviour change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.

Purse Strings: Sanitation programmes need funds provided by sources such as foundations, governmental grants or donations. This adds another dimension to the strategy development.

Key challenges in social marketing of sustainable sanitation are:

- Capacity of the formal and informal service providers

- Limited latrine options

- Access to credit facilities

- Developing of professional creativity

- Emptying mechanisms & waste management

- Changing practitioners philosophy towards users

2.10   Stakeholder coordination and collaboration

Stakeholders must play a central role in setting up priorities and objectives of sanitation knowledge and information dissemination initiatives in order to ensure relevance and appropriateness.

It is important that all stakeholders are involved in the development of projects and not just direct beneficiaries. Three categories of stakeholders are distinguished:

1. Primary stakeholders such as direct beneficiaries (end users, farmers, urban poor etc.)
2. Secondary stakeholders such as intermediaries (e.g. professionals, advisers, practitioners, consultants, experts, etc.)
3. External stakeholders such as decision, policy makers (politicians, senior civil servants, etc.)

All three groups are important to have them represented on the project as stakeholders if the necessary commitment is to be achieved. Care must be taken, however, to ensure that when a diverse range of stakeholders are engaged in a programme, account is taken of the huge differentials in power relationships which could negate the value of a participatory approach. The danger is in a powerful stakeholder group hijacking the entire project with other groups being relegated to passive bystanders (WEDC 2002).

Partners in the delivery of improved sanitation services are:

- District and municipal governments (local governments)
- Private sector (construction, services, etc.)
- Local financial institutions
- Traders of construction materials
- Opinion leaders
- Central government
- Donor agencies
- NGOs and CBOs

2.11   Role of local government

In the process of decentralisation municipalities will become one of the key actors of local development. Sanitation is a sector where local governments have already had for a long time a big share of responsibility. NETSSAF is elaborating this series of workshops that will first capacitate local governments in sustainable sanitation and introduce the necessity of sanitation system choice. In a next step representatives of the local governments, will play an active role in the end-user workshops. This strategy will place local government as the key actors and move away from the traditional way of doing things, where local governments were more often seen as an institution that needs to be informed and invited than as the primary responsible.

Local governments are in the centre of decision making to define and plan actions in the field of water and sanitation. The role of local governments is to:

- Understand existing demand for sanitation and what its constraints are (identification of needs of inhabitants in water and sanitation);
- Elaborate programmes that overcome those limits and promote additional demand;

- Monitor progress and give direction
- Facilitate the development of a "thriving sanitation industry";
- Regulate and coordinate the treatment, transport and final disposal of wastes.

2.12 Private sector involvement

Even though district or municipal governments are primarily responsible for sanitation promotion programmes, they can only succeed through a strong private sector involvement and this at various levels. The involvement of the private sector in sanitation promotion strategy is necessary because the local authorities generally do not have the required expertises and set-up for implementation. Local authorities' prime role is to identify needs, to plan, to provide funding and other support and monitor outcome and evaluate impact.

Private sector offers more flexibility and output orientation than government institutions. However, its involvement is conditional upon:

- The existence of genuine expertise in the field of sanitation (existence of private enterprises capable of performing the work correctly)
- Technological and logistical capacity of private companies
- Willingness of local authorities to involve the private sector
- Fairness and transparency in the involvement

The task in sanitation and in particular in the light of achieving the millennium goals in sanitation requires the more active participation than in the past of the private sector. This is in several areas: construction of sanitation facilities either individual or central, treatment, collection and transport of solid and liquid waste, operation and maintenance, cleaning of drainage, suppliers of construction material and sanitary equipment, etc..

2.13 Training and Technical Support

The sanitation sector is lacking technical expertise. This bottleneck can only be solved through a long term strategy in formal education and through ongoing training activities. The Governments of each country should identify professional needs and reorient professional training towards the needs in sanitation.

As a short term strategy training will be part of all programs. It is obvious that a successful sustainable sanitation programme relies very much on know how and skilled people. Therefore human resources development measures based on skills assessment should have a high priority. Skills are most needed for local government employees and programme animators.

3.   IMPLEMENTATION STRATEGY

The implementation process of large-scale sustainable sanitation programs is a combination of a number of activities and steps that need to be separated in different phases.

It is obvious that the content of different phases is closely linked to a number of parameters, inter alia, the geographical environment (rural, and peri-urban), technical data environment (morphology of the ground level of the water table, etc..) socio-economic aspects (type of habitat, modes of water supply, population density, space occupation pattern, economic activities, the level of income of the populations concerned, etc.

3.1   Local government awareness and consolidation of plans

As mentioned before local governments are the key players in sanitation dissemination. Therefore sanitation should first of all become part of these local government plans. This means that local governments have to define priorities, resources and an implementation plan. To do though they need to understand and commit to the principles of sustainable sanitation.

A serious of workshops are elaborated and tested by NETSSAF. (See also the following chapter) that will contribute to achieve local government awareness. The results of these workshops will be summarized in separate reports.

3.2   Technology choices and setting up of demonstration sites

The proposed technological options for sustainable sanitation are linked to a number of parameters. The most important once are: The morphology of the soil (clay soil, sandy, rocky, and so on.), the population density, and space occupation (dispersed, nuclear, low-density, high density, density normal, and so on.), the water table level (high, deep, normal, etc.).

Given the various principles mentioned above and taking into account the local socio-cultural and economic conditions, a range of appropriate sanitation technologies can be proposed.

The adaptation of technology choices to the socio economic, environmental and cultural conditions of the various localities should be a guiding rule. The selection of technologies should take into account local implementation conditions such as available skills and material, etc. and propose solutions that are affordable for the population.

A serious of workshops is proposed to define technology choices and the implementation strategy. The first one is with local authorities that will define locally appropriate sanitation technologies and dissemination requirements. The second workshop will be organised by the local authorities towards the end-users, with the following objectives.

- The participants (end users) are informed about the principles of sustainable sanitation, the technology choices (proposals for several types of sanitation facilities will be presented to the population), the benefits of sustainable sanitation, the handing and maintenance requirements, the hygienic behaviour to develop

- The participants are informed about the municipal programme in sustainable sanitation;

- The municipality has a clear idea about the preferences of the end users.

These workshops should be accompanied by local level planning exercises that should include the following issues:

- Identification of villages and quarters not or not entirely covered with sanitation infrastructure

- Priority setting of localities.

- Elaboration of maps to facilitate district/municipal planning and to involve the population in the process

- Elaborate a strategy that will help the poor

- Strategy to create synergy of different actors and sectors

3.3   Setting up of local technical units

Local governments need to have a technical unit in place and to be properly trained and equipped. These services would be responsible for providing back up support to the whole implementation process. These are: identifying need of end-users, sensitisation of the end-users, technology choices and setting up and maintaining demonstration sites, identification and contracting private sector, training and supervision of sanitation promoters, monitoring and supervision of construction, assisting the communities in reuse issues, linking to sector specialists. It is obvious that the technical unit should not necessary be the doer but the one who coordinates and has skills in outsourcing of expertise.

3.4   Stakeholder participation and partnership

Stakeholder participation is based on the creation of partnership and the setting up of appropriate mechanisms that encourage and facilitate stakeholder meetings and networking. Developing and maintaining linkages with other local development partners form all relevant sectors are most crucial. Information networks are generally the most likely way of fostering linkages. However, networks need some structure and funding for communication and information dissemination.

With regard to primary stakeholders, CBO (Community based organisations) are an important group to consider. They will in particular play a role of mobilising the communities. Training of these community based organisations in behavioural change communication, social marketing and community mobilisation should be part of the dissemination programme.

3.5   Sensitisation and implication of end users

Sensitisation of end users requires the good knowledge on their needs and their willingness to contribute. It is clear that investment in the sanitation sector will be based on expressed needs by the people and for which they are willing to participate financially and physically.

3.5.1   Knowledge and information dissemination to poor communities

Dissemination of information to poor communities with low level of literacy poses a major challenge for knowledge producers because electronic or print media are not accessible to these communities. The development of any society is dependent upon speedy access to relevant and reliable information to enable communities to make decisions that affect their lives. Reference is often made to capacity building programmes for the rural and urban communities, especially the poor, but such initiatives depend heavily on availability of information necessary to empower the recipients of such initiatives and enable them to move out gradually from a position of dependence. Amongst a number of considerations regarding access to information for poor people that the questions of strategies for information dissemination and formats in which it is delivered to these target groups.

In order to inform and sensitize the population a set of communication methods (using the social marketing approach) should be used. Roughly these can be classified under the following categories:

- Oral means of information dissemination
- Radio programs
- Written means of information dissemination

3.5.2   Oral means of information dissemination

In most studies reviewed, personal contact and village meetings are preferred methods of oral communication.

The oral and verbal communication channels are preferred because they do not require any technology. However, the information so communicated in this manner lacks permanence and is often distorted during the transmission process from one person to another. In modern times such methods have been combined with technology, such as audio-visual media or the radio in order to facilitate transmission across distance.

3.5.3   Radio programs

Radio programs are particularly of interest through local radio stations, if they have developed formats that focus on development issues, which are pertinent to the populations. In particular approaches where villagers themselves have a word to say and their messages, songs and sketches are incorporated in the radio programs.

3.5.4   Booklet and other printed material

Booklets even when printed in local languages may have some limitations because of the high rate of illiteracy among poor rural and peri-urban communities.

3.6   Promotion and construction of latrines

It is clear that investment in the sanitation sector will be on the basis of expressed needs by the population for which they are willing to contribute financially and physically.

It is important to determine if and what type of subsidies the programme will provide, and what the technical and socio-economic criteria are for the selection beneficiaries (for subsidies).

End users need to be sensitised about the importance of sanitation and informed about the technological options available and about the support system that has been put in place.

The support system needs to be in place and the private sector should be mobilised

3.7   Promotion of reuse of sanitation derivates

The reuse of sanitation derivates is generally of high interest to the local authorities and end users. They are looking for clear messages and guidance on how to make use of sanitation derivates. Therefore, agricultural research and dissemination of research results are a major aspect for the extension work in sustainable sanitation.

UNESCO[2]:states that: "A broad range of topics need to be addressed from an agricultural perspective – ranging from purely technical issues, to aspects of agricultural extension and the dissemination of research results for practical use. Topics to be addressed will include:

- Comparative risk benefit analysis of different types of fertilisers

- Fertiliser value and efficiencies of fertilisers

- Fertilisation strategies and application techniques when using excreta

- Impact of fertiliser quality of agricultural products and soil – and the development f related standards and guidelines

- Contribution of reuse to food security

- Effects of micro nutrients

---

[2] UNESCO, 2006, page 77

- Degradation and effects of micro pollutants

- Assessing farmers' needs for fertiliser

- Extension methodologies for the use of treated excreta."

The processing of human excreta (faeces and urine) is best handled when integrated in a broader scheme of recycling of organic products both close to the home and in the fields.

3.8   Monitoring & Evaluation

Evaluation is important for process oriented programmes and for a learning approach to sanitation provision. Large scale implementation of sustainable sanitation programmes offers tremendous opportunities for learning, both in terms of improving sanitation systems and reuse of sanitation products. Therefore a programme of studies and a proper reporting system should be in place.

Periodic evaluation of the impacts of knowledge and information dissemination initiatives must be conducted to assess the level of usage and the value added by these dissemination activities to the sanitation sector stakeholders.

The sanitation sector is heavily reliant on external funds. In order to attract funds to the sector, money needs to be spent effectively where it is most needed and to proof the positive impact on people's lives.

Traditionally, the evaluation indicators for water and sanitation have focused on physical outputs, not results. They typically report on number of latrines built. But this does not tell whether people have received improved sanitation services. Improved sustainable sanitation services have several potential benefits: Improved health, more convenience and economic benefits.

4.   CONCLUSION

Dissemination of sustainable sanitation requires a structured but flexible process.

No matter, whether in peri-urban and rural areas, the first responsible for sanitation are the "territorial collectivities" (term mainly used in French speaking countries) and district councils (English speaking countries) set aside the role of central government to regulate the sector. However, local governments are generally weak, both in terms of human resources and financial resources. Therefore local conditions need to be taken into consideration when planning sustainable sanitation interventions.

Today, several options on how to organise sanitation programmes are available to local governments. However, whatever strategy is chosen, it must be in harmony with the definition of the roles of different actors as defined by the national governments and principles of decentralisation and sanitation promotion as elaborated in this document.

It is therefore clear that the institutional anchoring of the implementation of sustainable sanitation should be at the local government level (districts / municipalities). However, they will need technical and financial support from other actors and in particular from the central government, donors, NGOs and training institutes. Especially the local representatives of line ministries have an important role to play and should consequently have acquired the necessary skills to provide appropriate support and assistance to local governments.

5.   REFERENCES

Bark, K. and Drabo, B.M.: Amélioration de la gestion communale en matière d'eau et d'assainissement à Koulikoro, Mali (2001), rapport d'évaluation des installations ecosan OtterWasser GmbH / GTZ

CREPA, Programme Ecosan du réseau CREPA – Document de dissémination et de promotion de l'assainissement écologique en Afrique de l'Ouest et du Centre, février 2005

NETSSAF, D02 – Criteria for identification of key actors, dissemination criteria, 2006

NETSSAF, D25 – Channels of communication of communities in rural and peri-urban areas of West Africa

UNESCO, Capacity building for Ecological Sanitation – Concepts for ecologically sustainable sanitation in formal and continuing education, Paris, 2006

Water Research Commission, 2007, Towards a knowledge and information dissemination strategy for sanitation

Ockelford, Jeremy; Reed, Bob, 2002, Participatory planning for integrated rural water supply and sanitation programmes: Guidelines and Manuel, WEDC