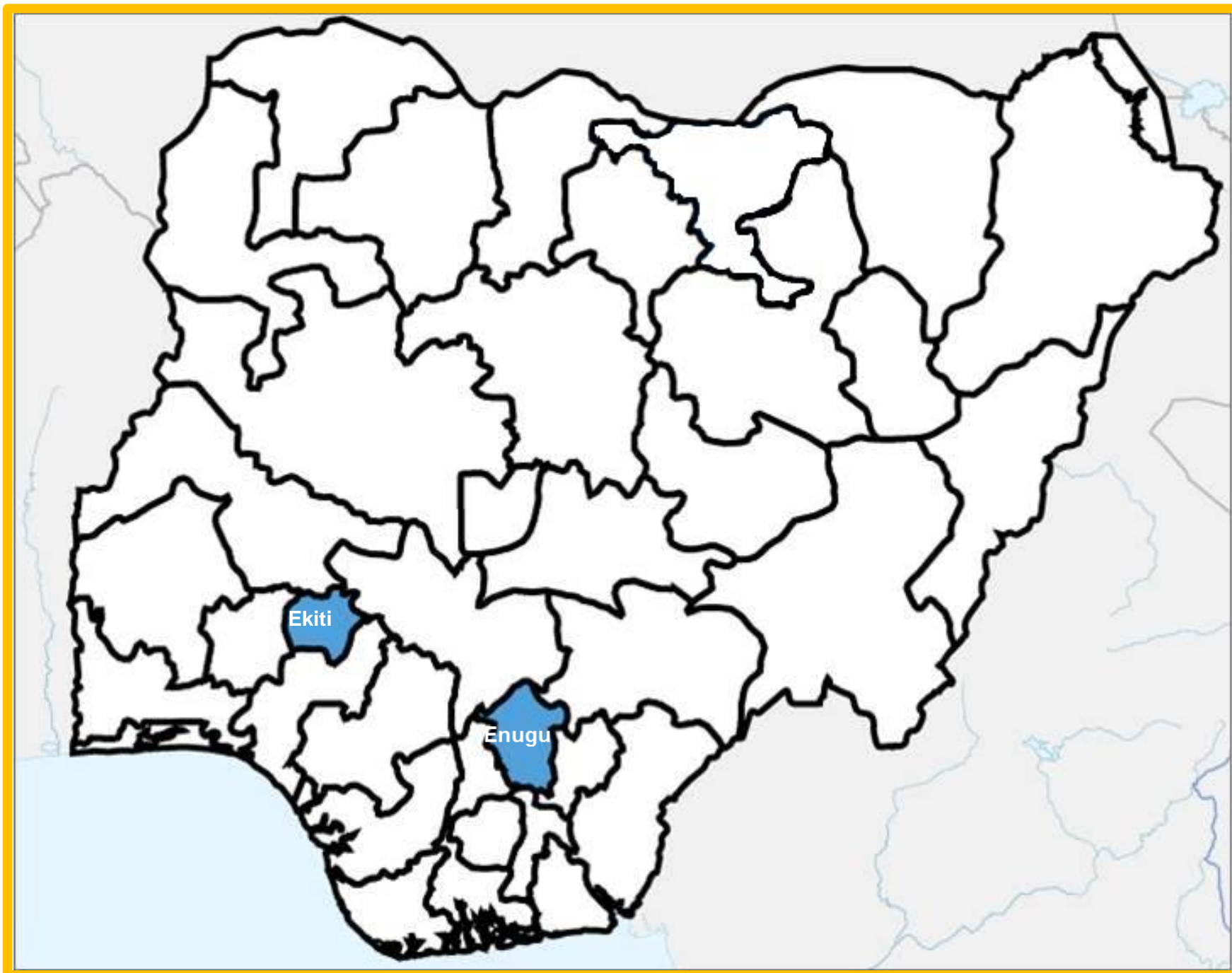


How can we accelerate sustainable sanitation coverage in Africa's most populous country?

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Brief summary

Understanding the underlying factors for accelerating and sustaining access to adequate sanitation is critical in achieving universal access by 2030. The research findings reflect some of the complexities of ensuring sustained access to sanitation in Nigeria:

- Households accurately estimate the cost of a latrine (~ US\$ 390); between 44–77% of an average family's annual income.
- Households have a strong appreciation of the benefits of a toilet and the benefits of an improved latrine are correctly believed to outweigh an unimproved one.
- Open defecation (OD) is not perceived as shameful and is preferred to using an unimproved latrine.
- Households have a strong desire for an 'ideal' latrine (water-based) that is financially out of reach.
- Even when households can afford toilets, the purchase process is arduous, involving several negotiations.
- Households are exposed to 'modernity' and believe owning a good toilet is something to be proud of.

What is the problem?

- Nigeria is among the top five countries contributing to the high global numbers of OD – an estimated 46 million people (JMP 2015). This has been of great concern to successive governments, and efforts have been made at various times and levels to improve sanitation practices across the country. It is estimated that 25% of Nigeria's total population defecate in the open (rural 34%, and urban 15%).
- The benefits of reducing OD in Nigeria, and beyond, are expected to be substantial and range from individual health, privacy and safety improvements to increased levels of human capital accumulation and economic growth. For this reason, the costs of OD lie beyond the individual or household practising it, and mitigating these negative consequences is a prime concern to governments, NGOs and international aid organisations in Nigeria and elsewhere. Despite the importance and widespread attempts to improve the sanitation situation, coverage is declining. Community-led Total Sanitation (CLTS), the main approach used in Nigeria, focuses on provoking shame and disgust about the practices of OD.
- WaterAid Nigeria is currently implementing the Sustainable Total Sanitation (STS) project to improve the effectiveness, efficiency, inclusion and sustainability of total sanitation approaches in Nigeria. As a part of this study WaterAid Nigeria and the Institute for Fiscal Studies are evaluating the effectiveness of CLTS and Sanitation Marketing, two different approaches used to improve sanitation behaviour and latrine coverage.

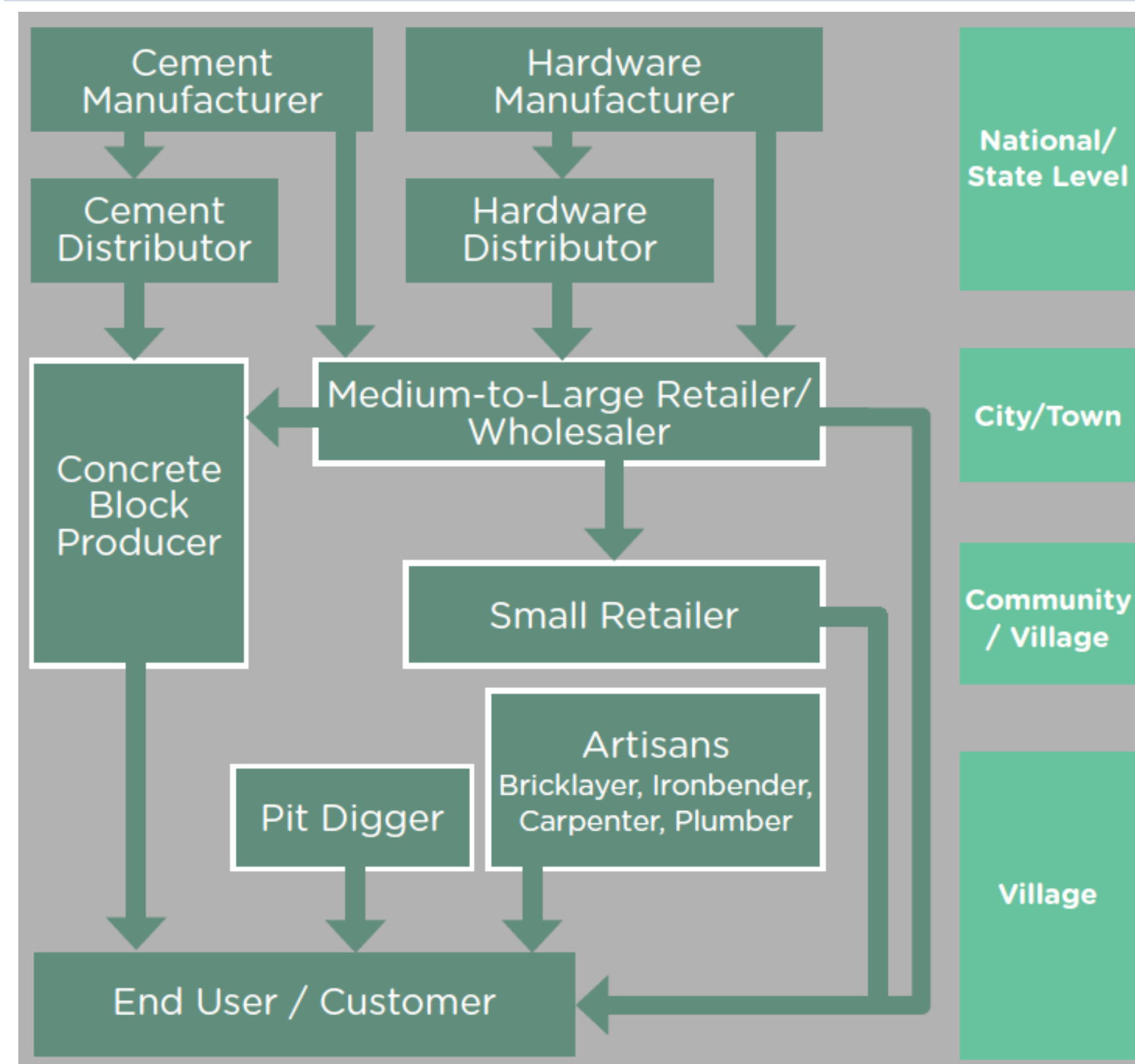


Figure 1: Supply chain map

Project method

A comprehensive household survey was conducted in 6,330 households across Ekiti and Enugu states in November and December 2014. Information was collected on a wide range of household characteristics: composition, demographics, wealth (assets, income, credit and saving), dwelling information (including sanitation), consumption expenditures, and sanitation behaviour. Formative research was also carried out to better understand the sanitation interests, behaviours and needs of the target and inform the design of the Sanitation Marketing interventions. Data collected through these two parallel processes has provided some valuable insights.



Lessons learned

- Liquidity constraints for private latrine investments are a binding and substantial constraint to sanitation uptake. Any sanitation intervention that aims to increase household sanitation coverage needs to address these financial barriers.

- Pride and status are key incentives for owning a toilet.

- In order to accelerate progress towards 2030 targets, Nigeria needs to rapidly introduce new sanitation approaches that respond to the large-scale problem at hand. These must respond to household aspirations, significantly reduce the cost and complexity of purchasing a good latrine, and ensure there are financial mechanisms available for the poorest.

Findings

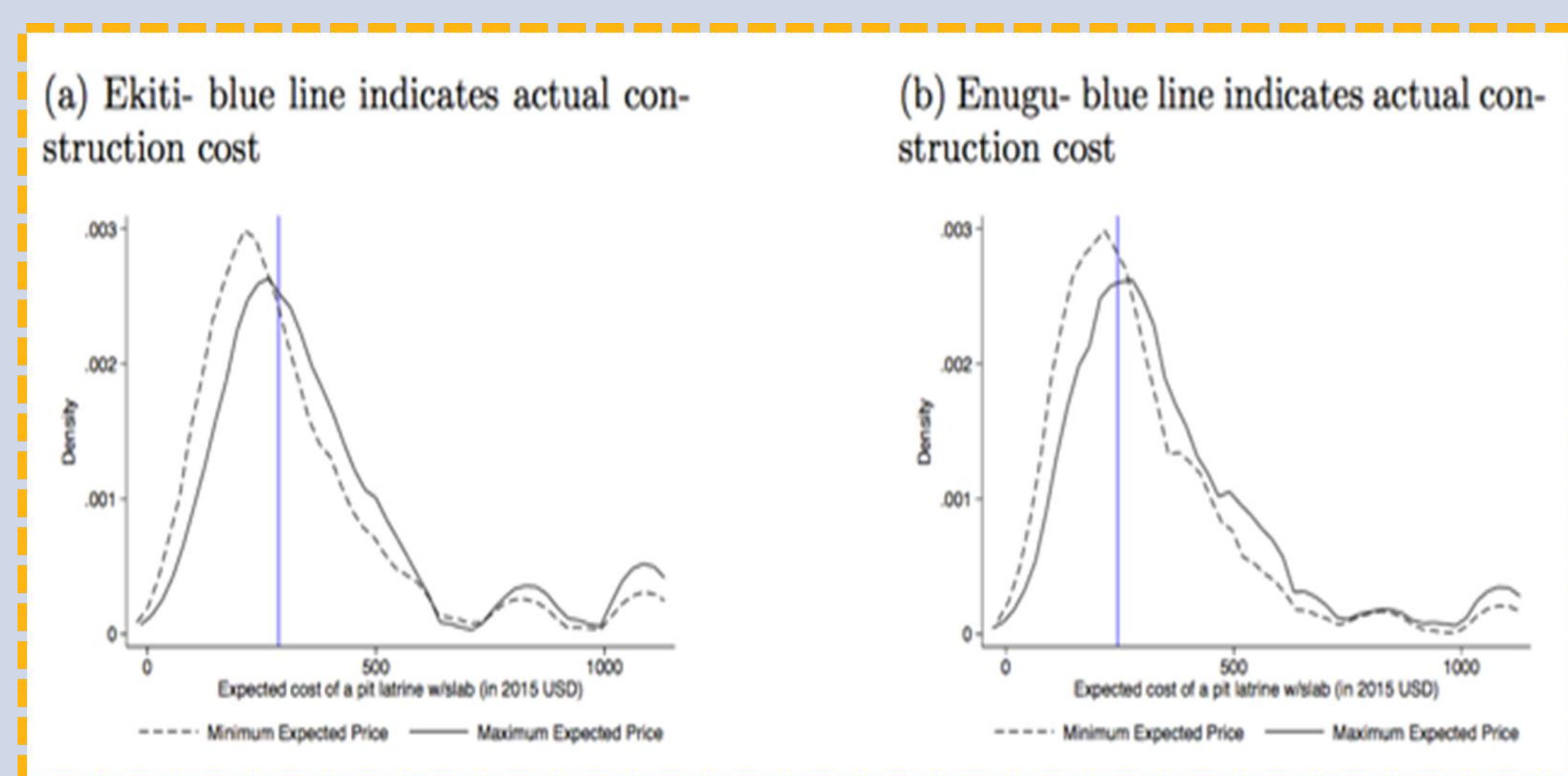


Figure 2: Actual versus expected costs of pit latrine with slab in 2015 (US\$)

- The prevalence of OD across Ekiti and Enugu states was found to be 60% on average, and latrine ownership less than 40% of the populations.
- Households state that the primary reason for not owning a toilet is cost, and they're able to estimate the cost correctly.
- Households appreciate the health benefits of constructing toilets and believed owning a toilet would make them happier, safer and less embarrassed. All perceived benefits significantly decrease with an unimproved toilet.
- There is stigma attached to a poor-quality toilet.
- The average cost of constructing a pit toilet in Ekiti is US\$382 – 33% and 44% of the yearly income of a household that owns a toilet, and family that does not own a latrine, respectively.
- The average cost of constructing a pit toilet in Enugu is US\$ 396 – 47% and 77% of the yearly income of a household that owns a toilet, and family that does not own a latrine, respectively.
- Households have a strong desire for an integrated WC with a soak-away, but have little knowledge about the cost or the infrastructure required, and little knowledge about alternatives to a cistern WC.