

PhATS Newsletter



Issue 1

April 2015

DOH says "Yes to PhATS!"

Access to sanitation is a basic human right every Filipino should be able to enjoy. We as public servants have a responsibility to see that everyone has access to and is using a sanitary toilet. More than one year has passed since Typhoon Yolanda struck the Central Philippines, and we at the Department of Health, with our own capacities, see the need to continue to work with partners in order to address chronic open defecation. It affects all of us. Open defecation is not only caused by poverty, but also by weak governance systems and unsanitary social norms which allow for open defecation. With the increasing frequency of natural hazards affecting the region, we must purposively address vulnerability through sustainable sanitation, promoting behavior change in all of us.

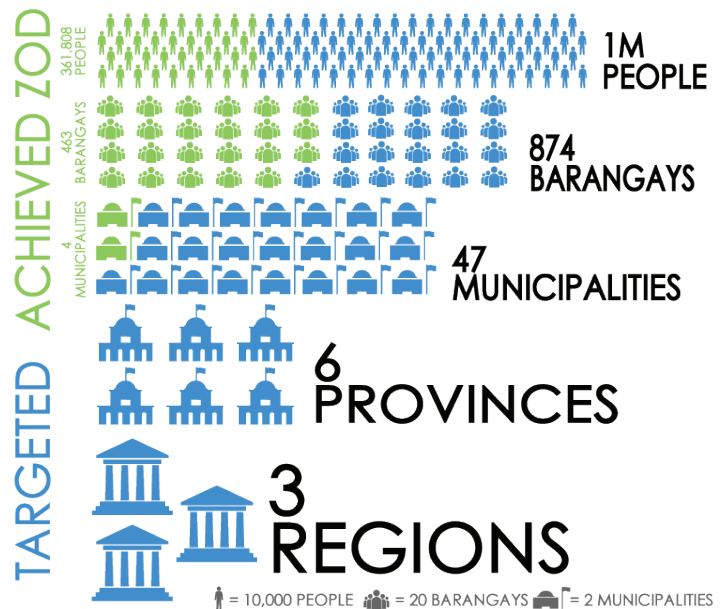
It is not an easy journey to begin with: coming out from a large scale emergency which has affected us all. People lost everything; the effort and challenges to bring normalcy is a reality we all have been struggling with from the beginning. But, we also see and strongly believe that there is a promise and an opportunity – turning the threat of this disaster into an opportunity for the benefit of all. We see it unfolding before us. In partnership with UNICEF and other INGOs, DoH has initiated the fight to end open defecation in Region 8. The Philippines Approach to Total Sanitation (PhATS) is an innovative approach and springboard of hope in line with the DoH's policy on sustainable sanitation and road map. For many years, we've implemented DoH's program on sanitation and we've seen some progress and tackle the issue of open defecation. We recognize the need to think differently and believe that PhATS is the way to accomplish our goal of total sanitation.

The department congratulates all partners and the local government unites (LGUs) for their relentless work to scale-up sanitation through PhATS in the region. This is something we can be proud of and share the fruits of our success with other regions in the country. Since its introduction, there are now 308 barangays in 37 municipalities across the provinces of Eastern Samar and Leyte which have been verified and declared Zero Open Defecation (ZOD). From our perspective, this is something phenomenal. This movement towards ZOD through PhATS can't be done alone. It is everyone's concern and it is everyone's business.

In this shared journey, a lot of work to sustain the gains of PhATS needs to be done. We should not lose focus on what we are trying to achieve for total sanitation. We challenge everyone to work with the communities, listen to them, let their voices be heard - particularly children, women and girls, senior people and the disabled. PhATS is beyond toilets; PhATS encompasses people with real faces and aspirations.

We spearhead this movement towards total sanitation with our plans to share the process and lessons with other provinces in the region. Our excitement continues to grow as we see how quickly PhATS is achieving its promise, exceeding our expectations; soon we will see this region free from open defecation. Let's join hands in this movement by supporting it. PhATS is not a quick fix approach and it needs everyone to be on board to sustain behavior change, to persuade our local leaders to prioritize sanitation in their development plans, to build a body of knowledge, use it and, most importantly, to build a culture of safety.

Together, we say "Yes to PhATS!"



Local governing bodies like the Philippines Departments of Health (DoH) and Education (DepEd), as well as the League of Mayors are working in tandem with UNICEF and its twelve implementing partners to improve sanitation across Yolanda-affected areas.





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The Philippines Approach to Total Sanitation (PhATS) has been submitted as the national recovery and development strategy for promoting universal access to improved sanitation and hygiene behaviour with the entry point of ending the practice of open defecation by facilitating changes in social norms and building resilience in the Philippines

PhATS Explained

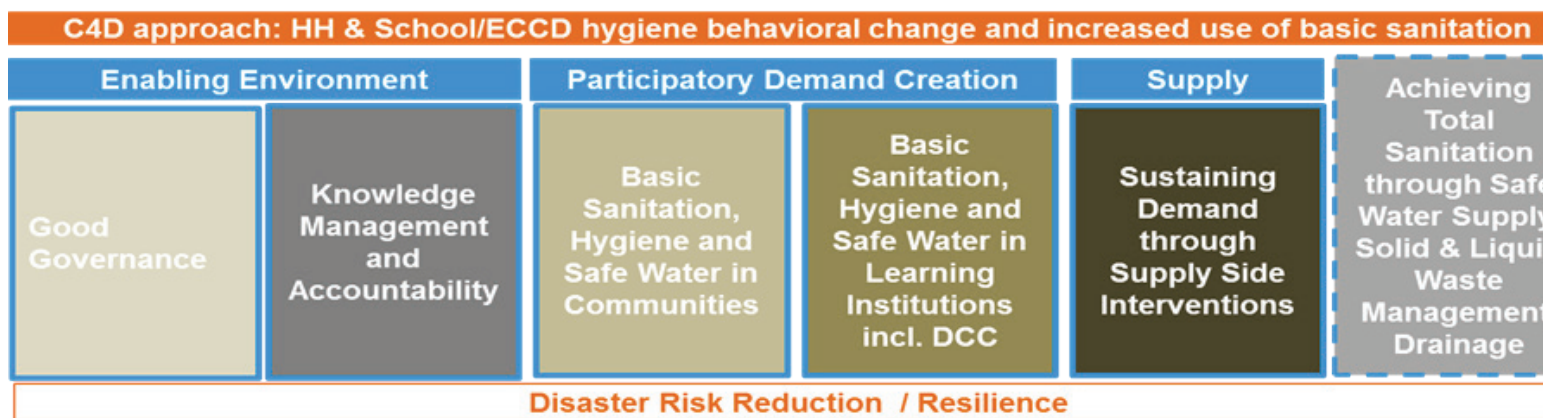
The Philippines WASH Cluster partners have worked with the Department of Health to develop a Sanitation Strategy for Early Recovery in Yolanda (Haiyan) affected areas based on the rural sanitation concept prior to Yolanda. The proposed Philippine Approach to Total Sanitation (PhATS) is designed to help the national government achieve the goals set forth in the Philippine Sustainable Sanitation Roadmap and the National Sustainable Sanitation Plan. It builds on these national instruments envisioning the creation of an open defecation free environment with

safe disposal of liquid and solid wastes; the promotion of health and hygiene practices; and the strengthening of the enabling environment for sanitation and hygiene, through a phased and holistic approach to sanitation development.

The strategy aims to provide a common framework for the achievement of zero open defecation (ZOD) status.

The rationale to have a Philippines specific sanitation approach is linked to the sector prioritizing sanitation referring to the socio-economic,

political and cultural context, including its development trajectory with slow progress on rural sanitation and regional and income group based inequities, the occurrence of frequent disasters and the current development aid architecture. The strategy also tries to take note of the institutional set up of the sector, the existing links to national provincial and local institutions and recent patterns of public and private sector investment.



Enabling Environment: Good Governance

The United Nations Development Programme (UNDP) defines governance as *“the exercise of political, economic and administrative authority to manage a nation’s affairs at all levels. It comprises the mechanisms, processes and institutions through which citizens and groups articulate their interests, exercise their legal rights, meet their obligations and mediate their differences”*.

Policy, Strategy, Direction:

Develop capacity of local government to understand, own and trigger PhATS including advocacy to take policy decisions to develop political will enabling a WASH resilience building environment including funding. Integration of WINS in LGU and school planning

Institutional Arrangements:

Advocate and assist LGU, provincial and national government to build gender sensitive DRM leadership and coordination mechanisms, incl. contingency arrangements, rapid response team.

Implementation Capacity:

Form and conduct trainings for stakeholders at different governance levels including WASH committees

Financing and Incentives:

Advocate for effective WASH plans, Incentive Systems and increased equitable WASH budgets

Cost Effectiveness:

Support development of systems to track and report cost effectiveness of WASH interventions

Monitoring & Evaluation:

Strengthen LGU capacity to collect and report WASH sector performance information

Resilience & Peace Bulding:

Support development and integration of WASH resilience in peacebuilding plans in active and threatened conflict areas including conflict awareness and resolution

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DOH Region VIII Director, Dr. Jose Llacuna, addresses Sanitation Entrepreneurs at a Sanitation Marketing training in Tanauan, Leyte.

By this definition, governance is not a unilateral or exclusive function of one party. Effective governance is the middle ground, where the government and its citizens engage in a constant and constructive partnership to jointly determine their quality of life as a community. Aspects of this community life include formulation and enforcement of policies, and management of resources for the greater good.

The Department of Interior and Local Government (DILG) is the national government agency in charge of building WaSH Governance. At the local level there is no mandated department directly responsible for WaSH. However the DILG has developed “Karapatan at Kaalaman sa Katubigan,” 2 extensive documents that discuss the concepts, challenges and operationalization of Human Rights Based Local WatSan Governance. This program is linked to various funding streams as a requirement and works on: Developing WaSH focused governance structures within the LGUs; Planning WaSH systems; Building accountable and transparent WaSH service providers; Having all systems built with extensive community participation to create accountability and transparency of duty bearers ensuring that WaSH services are provided as a Human Right.

Governance is process-based and requires government and community duty bearers to systematically follow processes to achieve successful WaSH service delivery. The key to sustainability is the institutionalization of the process and its outputs. Explicit mechanisms to build resiliency and improve equity are required, including pro-poor budgeting and careful monitoring and evaluation of subsidy targeting. Benchmarking progress and performance across LGUs (barangays and municipalities) highlights performance, demonstrating what is possible through effective use of local resources, capacity and programs, and putting pressure on under-performers.

Governance is an integral part of the demand and supply sections. Community demand can drive good governance, and good governance can stimulate and support demand. For accountable and equitable supply, good governance structures are needed. Plans are needed to ensure that demand and supply are maintained. Good governance leads to more investment, and even though the WaSH governance structures within the Philippines are fragmented, there is increasing demand for cohesion. Local governments have the ability to do this through the support of DILG and DOH at the various levels.

PhATS: A Phased Approach

The phased approach is designed to tackle a key weakness of conventional sanitation interventions that focus on building facilities, or on completing well-defined behavior change activities, while taking note of the heightened needs and limited capacities found within the first 3 – 6 months of a large scale emergency response. In addition, experience has shown that sanitation projects often find it difficult to support follow up activities, or encourage the upgrading and improvement of facilities and practices over time, or provide the long-term institutional support and monitoring that is central to the sustainable use of facilities and services.

The phased approach recognizes that the use of a hygienic sanitation facility is a first step towards the comprehensive environmental sanitation and

health improvement (after emergencies), including hand washing with soap and solid and liquid waste management, that is the government's long-term aim; and that the best way to achieve these comprehensive outcomes is by breaking the early recovery/development process down into several well-focused, targeted and monitored phases. Each of these phases requires the achievement of defined and measurable outcomes, with graduation to the next phase (or Grade) dependent on independent verification of these outcomes.

Importantly, the phased approach is supported by incentives (both financial and non-financial) that encourage and reward the achievement of each grade. Under non-emergency response framework conditions hardware subsidies should not be used during achievement of Grade 1 Zero Open Defecation (ZOD) Barangays, in order to ensure that genuine behavior change is

associated with the development and use of the simple hygienic toilets required. However, verified G1 ZOD Barangays qualify for LGU finance in the G2 Sustainable Sanitation phase, in the form of credit options, revolving funds and toilet vouchers. In addition, the municipality will be paid a results-based grant for each verified Sustainable Sanitation (SuSan) Barangay, which will reward the achievement and encourage further investment in graduation to G3 Total Sanitation status.

The first graduation stage: ZOD Barangay involves supporting the households in the Barangay to stop open defecation (and unsafe discharge or other disposal of human excreta) aiming at creating demand for sanitation, using a broad range of approaches including Community Led Total Sanitation (CLTS), sanitation marketing, mass media campaigns and other behavior change communication approaches.

Shift to Development: Changing Social Norms



Common Ground: Uniting Religious Leaders Around DRR

As part of their Philippines Approach to Total Sanitation (PhATS) strategy to strengthen the scope of Water Sanitation and Hygiene (WaSH) implementation in local communities, Relief International (RI) conducted a WaSH Disaster Risk Reduction (DRR) Orientation-Dialogue with Religious Leaders. The Philippines is a nation renowned for its pious devotion: less than one percent of the country's entire population is non-religious. What better way to promote key messages and implement societal change than by utilizing well-established and respected leaders with preexisting relationships of authority?

Held at University of the Philippines in the Visayas Tacloban College, the orientation-dialogue was attended by representatives from five municipalities. Thirty-one leaders from nineteen different religious organizations convened to learn about WaSH: its implementation in the Philippines and practical DRR application options available to them.

The religious community plays a vital role in DRR – whether they realize it or not: most infrastructures used as evacuation centers during disasters in the Philippines are owned and operated by religious organizations. Strategies to make such structures disaster-resilient and ready with water and sanitation facilities were given emphasis throughout the day. Dialogue was aimed at mobilizing the religious sector and generating much-needed support from their respective municipalities.

The incorporation of WaSH in teaching curriculum and daily activities was enthusiastically suggested by an organizational representative: “We can insert this hygiene promotion information in our meetings, Bible studies, etc.”

One religious leader fervently expressed willingness to open the organization's doors as an evacuation center regardless of evacuee's religious preferences. The same organization plans to purchase nonfood items, including hygiene kits, as a preparedness measure for future disasters.

The global goal of DRR is to substantially reduce disaster losses by building the resilience of nations and communities to disasters. This means reducing loss of lives and social, economic, and environmental assets when hazards strike. Local-level actors alone cannot address all the structural and underlying causes of vulnerability, but they can take more steps like this one in advocating for positive change. Effective community-based disaster risk reduction requires effective partnership between civil society and governmental bodies. RI views this event with religious leaders as a success and an enormous step towards broadening local perspective about WASH and its importance at the community level. The important next step is to scale-up efforts by inspiring local government representatives to join in the crusade.



Participants engage in group learning and discussion about Disaster Risk Reduction in Religious Institutional setting.

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Samaritan's Purse uses Sanitation Theater featuring characters depicting Feces, Flies, and a Toilet Fairy to educate communities and promote behavior change.

Closing the Curtain on Open Defecation

Nearly one quarter (24.1%) of people in the Eastern Visayas region practiced open defecation in 2009; however, following the devastation of homes and latrines by Super Typhoon Yolanda in November 2013, the UNICEF WASH Cluster estimated that open defecation increased by 6% in the most affected municipalities of the Visayas. This region's high level of open defecation has a significant impact on population health by accelerating the transmission of fecal-oral diseases, including diarrhea.

To improve sanitation status and health across the country, the Philippines government has implemented the National Sustainable Sanitation Plan, which includes goals to achieve Zero Open Defecation (ZOD) status in 60% of barangays by 2016 and to completely eliminate open defecation in 100% of barangays by

2028. UNICEF is working to help meet these goals and address the country's need for sanitary solutions.

Partnering with twelve implementing organizations, UNICEF has led the introduction of the Philippines Approach to Total Sanitation (PhATS) throughout the Eastern Visayas region. The community-driven approach uses triggering activities to motivate barangays to eliminate open defecation and develop their own solutions to improve sanitation.

Samaritan's Purse (SP) is currently employing the program in the municipalities of Santa Fe, Tanauan, and Pastrana, Leyte. As of April 2015, SP has triggered 90 barangays with 81 of them having already reached the ZOD Certification status – thus far serving 84,496 people in Leyte with improved sanitation through

behavior change. Using innovative approaches to pre and post triggering activities, SP has adapted the traditional PhATS format to better meet beneficiaries' needs, improve efficiency in ZOD adoption, and promote more comprehensive health-centered behavior change.

One such innovation is a Sanitation Theater. The SP Hygiene Team, predominantly comprised of trained nurses and educators, developed a dramatization of hygiene messaging. During the play, children practice open defecation, become ill when germs are transmitted from the evil Feces character by a band of singing and dancing Flies, and are visited by the Toilet Fairy who saves the day by educating them about the dangers of open defecation and promotes the use of a sanitary toilet.



UN WATER WORLD WATER DAY 2015

22 MARCH PHILIPPINES WATER AND SUSTAINABLE DEVELOPMENT

Established in 1993 by the United Nations General Assembly, World Water Day (WWD) is marked on 22 March every year. It's a day to celebrate water. It's a day to make a difference for the members of the global population who suffer from water-related issues. It's a day to prepare for future water management.

The Department of Health (DoH) Regional Office 8, hosted a celebration of 2015 World Water Day (WWD) in Palo, Leyte with this year's global theme "Water and Sustainable Development." The event was supported by UNICEF together with PHATS partners and LGU representatives across the region, the Department of Interior and Local Government (DILG), the Department of Environment and Natural Resources (DENR), the Department of Education (DepED) Leyte Metro Water Districts (LMWD), the Bureau of Fire, and Tacloban Traffic.

The event highlighted ways in which water is essential to areas characteristic of successful society: health; energy; urbanization; industry; equality of women; environment; and food. The goal of the event was to raise awareness with the public and decision makers on the need to protect water as a vital resource from the threat of disasters and climate change. DoH led the WWD activities with a motorcade from Tacloban City to the Regional Government Center in Palo, Leyte

where a formal program was attended by approx. 200 people. A message from the DENR emphasized the need to protect precious Philippines ecosystems from indiscriminate contamination of the region's important waterways. With increasing threats from typhoons and other natural hazards, the need for collective action to protect watersheds must be prioritized for the sake of a sustainable future.

#WaterIs essential

DoH Regional Director, Jose Lacuna, Jr., recognized the need to work together in order to address issues of access to clean and safe water to the most vulnerable population in his keynote address. Lacuna lauded the efforts made by all partners in the Typhoon Yolanda affected provinces with their work supporting the Water Districts and the Barangay Water and Sanitation Association (BaWaSA). Furthermore, Lacuna emphasized the need to address water development issues to strengthen resilience of social services, a lesson learned from the Yolanda experience.

The DoH and DILG awarded certain barangays and LGUs of Region 8 who successfully implemented and sustained the DILG SalinTubig program for waterless communities. Similar recognition was awarded to partner LGUs in Leyte Province with successful water programs.

Capping the event for WWD was the pledge of commitment; representatives from the DoH, DILG, DepED, LMWD and other government agencies, including UNICEF and other INGOs, signed a collective agreement regarding the protection and management of water.

The Province of Eastern Samar also celebrated WWD with much festivity and fun fare. The Provincial Health Office (PHO) led and hosted the event with a fun run and mass in Borongan, attended by INGOs and other government agencies. DILG Provincial Director, Gemma Amit, delivered a key note address emphasizing the role of the DILG and other partners in the implementation of the SalinTubig project, calling for greater cooperation from partners in the province to scale-up access to water and sanitation to the most vulnerable population.



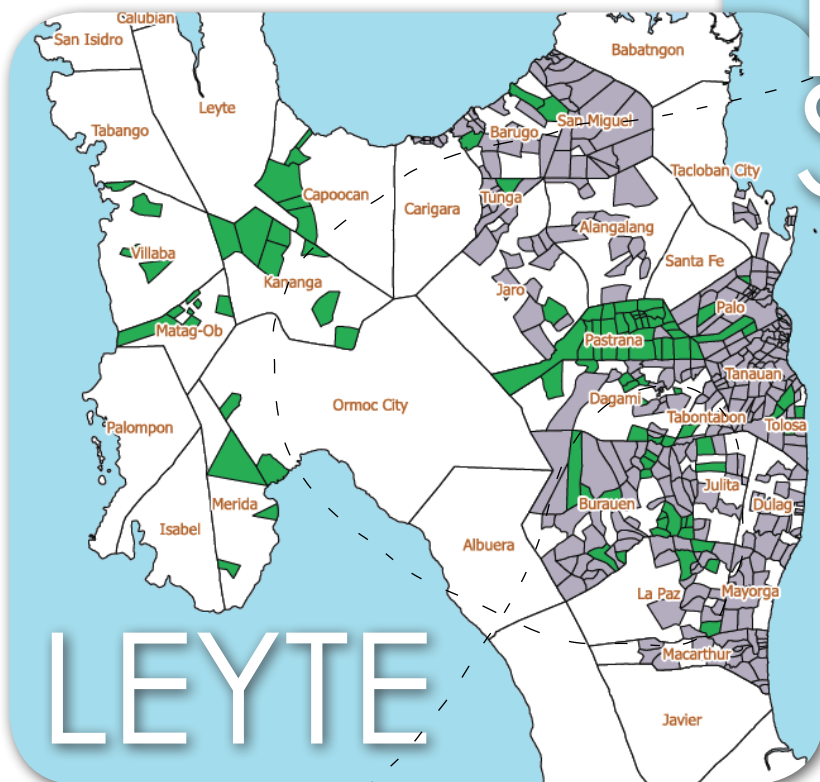
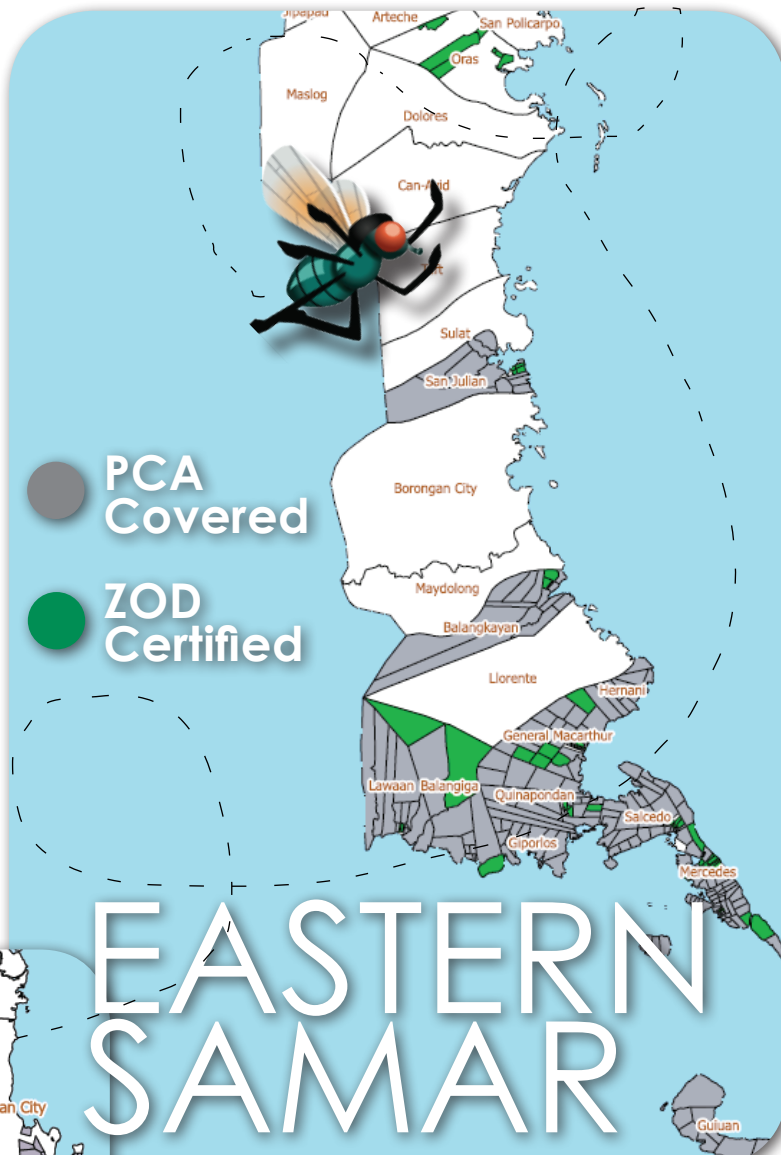
Justin Morgan, Oxfam Philippines Country Director, signs the World Water Day Pledge, committing to always protect the management of water.

PROGRESS MAPPING: ZERO OPEN DEFECACTION

A successful ZOD Campaign is being implemented within Region VIII. A total of 308 Barangays have achieved ZOD Status since the campaigns commencement in April 2014 as a key component of the Yolanda Emergency Response to Sanitation to PhATS (YES to PhATS) strategy. This strategy was developed in collaboration with the government and led by the DOH, the national WaSH Cluster and selected NGOs in Region VIII. UNICEF and its partners promoted universal access to improved sanitation and hygiene behavior, with a focus on ending open defecation by facilitating a change in social norms and building resilience. This is in line with the Zero Open Defecation Program (ZODP) initiated by the DOH as part of the National Sustainable Sanitation Plan (NSSP), to help address the issue of the nearly 8 million Filipinos who practice open defecation.

UNICEF WaSH Partners and are continually supporting their respective Municipalities and Barangays both in Leyte and Samar through activities which aim to ensure target communities achieve ZOD and through improved hygiene practices.

Leyte ZOD data is collected and consolidated monthly from WaSH Partners by the UNICEF WaSH Sector Information Manager (IM) in Tacloban, while the Eastern Samar Provincial Health Office (PHO) through the Provincial Supervising Sanitation Inspector (PSSI) consolidate ZOD reports and provide updates for Eastern Samar. The UNICEF WaSH Sector IM then consolidates overall ZOD data from Region VIII every month and shares the summary and updated maps to WaSH partners.



This newsletter has been produced by several NGO partners jointly working with the Philippines Department of Health on the reduction of open defecation.

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