

PhATS Newsletter



Issue 2

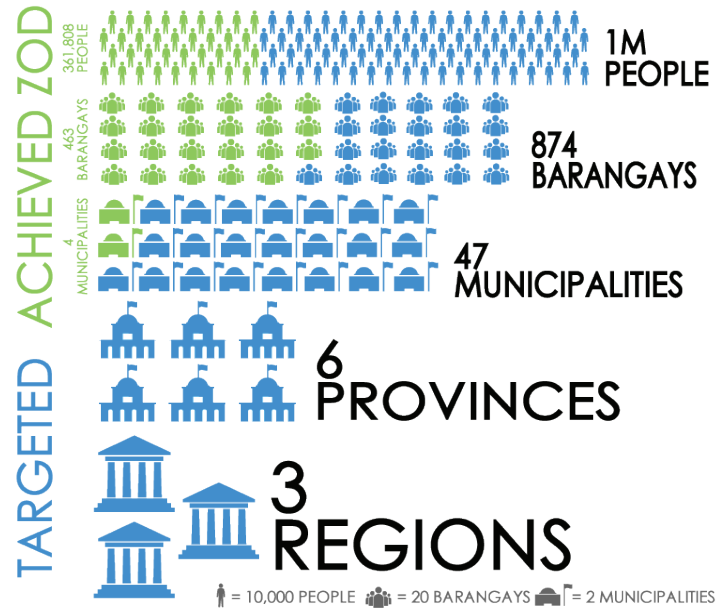
June 2015

Seizing the Sanitation Opportunity

Participatory Demand Creation is not simply about behavior change communication at household level. The innovative aspect of the Philippines Approach to Total Sanitation (PhATS) is that it goes beyond the construction of new toilets to change social norms to eliminate open defecation and create a supportive environment that promotes appropriate WaSH practices for the prevention of water-borne diseases and other public health risks. Participatory

Demand Creation aims to strengthen communities' ability to 1) identify the risks to their wellbeing, 2) address their most basic needs through collective action, 3) aspire and demand for their rights from those that may have the power to fulfill them, and 3) maintain their rights sustainably even when challenged by disasters. Demand Creation is changing WaSH priorities for the household, their communities and duty-bearers.

Several innovative Demand Creation techniques are being use to elicit behavior change across the PhATS implementation area, which are a contributing factor to the program's growing success. Outlined in this issue of the PhATS Newsletter are some of those techniques and resulting stories of changed communities.



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 it's twelve implementing partners to improve sanitation across Yolanda-affected areas.

BARANGAY CAMBAYAN, BASEY:

Heidi Jane Macalalad, Barangay Captain of Cambayan, Basey is one such participant and claims that the experience was "eye-opening" for her and a catalyst for change in her community. Aside from the educational value of information shared about sanitation and the necessity of ZOD for healthy communities, she enjoyed the lively and enjoyable presentation, and claims that the entertainment added value and interest from the participants: "this is the first time we've attended that kind of training; it was unique."

Following the workshop, advocates (as they were termed by the facilitating organization) were assigned to neighboring barangays where they would facilitate the triggering event, along with seasoned NGO triggering facilitators. Barangay captains were not allowed to be the lead facilitator in their own communities, but were encouraged to be part of the 4-6 person triggering team.

"[Triggering communities] was challenging because we encountered a lot of people with different personalities. The moment we arrived at a neighboring Barangay, people were very surprised and asking 'why are barangay officials from other barangays here?' The people were ashamed in front of leaders from neighboring communities; they would think, 'maybe these visitors will tell their barangays that ours is dirty and full of shit.' The advantage of us being there is that we influence the people to take action for change. I discovered some bad sanitation practices in other barangays and gave criticism in a constructive way. It was the same in my place: I am now certain that our barangay is clean - no more open defecation. We are all interested in empowering our co-barangay captains and the natural leaders to affect their communities for change."

Following the triggering event, Macalalad, along with the BHWs, held a general assembly in their barangay without the presence of SP facilitators to address their Community Action Plan. They even conducted their own house-to-house follow up. Within one week of the triggering, Barangay Cambayan was ready for ZOD certification.





PARTICIPATORY DEMAND CREATION

BASIC SANITATION, HYGIENE AND SAFE WATER IN COMMUNITIES

Conduct participatory demand creation campaigns resulting in Community Action Plans incl. community based multi hazard based disaster risk WASH plan and regular event simulations.

Conduct mass media, community, religious and political leaders led campaigns

Develop locally customized communication materials on key messages

Provide collective incentives/rewards (infrastructure), also to stimulate WASH resilience innovation, recovery, mitigation, preparedness planning

PARTICIPATORY DEMAND CREATION: Basic Sanitation, Hygiene & Safe Water in Communities

Low demand for household sanitation and hygiene is a central constraint to service improvement, with most households unaware of the true costs of inadequate sanitation and hygiene and, therefore, preferring other spending priorities. For similar reasons, not many communities give priority to collective sanitation and hygiene improvement, with few of those using improved sanitation facilities realizing

that their families are affected by the inadequate sanitation of their neighbors.

In line with a socio-ecologic model of change, this program pillar encourages the implementation of a range of different and complementary approaches to sanitation and hygiene demand creation at community and household levels:



CONTEXT, BEHAVIORAL AND SOCIAL ANALYSIS TO IDENTIFY THE BOTTLENECKS AND DRIVERS TOWARDS COLLECTIVE SANITATION OUTCOMES



PARTICIPATORY DEMAND CREATION CAMPAIGNS DESIGNED TO TRIGGER RAPID BEHAVIOR CHANGE, ENCOURAGE POSITIVE AND SUSTAINABLE ACTIONS TO IMPROVE HOUSEHOLD SANITATION, AND PLAN TOWARDS COLLECTIVE SANITATION OUTCOMES SUCH AS ZERO OPEN DEFECATION (ZOD) BARANGAYS;



MASS MEDIA CAMPAIGNS;



CUSTOMIZED BEHAVIOR CHANGE COMMUNICATIONS; LOCAL CAMPAIGNS INVOLVING POLITICAL, RELIGIOUS AND COMMUNITY LEADERS; AND



ORGANIZING AND MOBILIZING COMMUNITIES TO CREATE AVENUES FOR DIALOGUE WITH DUTY BEARERS TO ACHIEVE CONSENSUS ON ACTION PLANS AND COORDINATED ACTION TO ENFORCE AND MONITOR PROGRESS AGAINST THOSE PLANS

COLLECTIVE INCENTIVES AND REWARDS DESIGNED TO ENCOURAGE BEHAVIOR CHANGE, SUSTAINABILITY AND RESILIENCY.

Figure: PhATS Pathway for Change Demand Creation Pillar



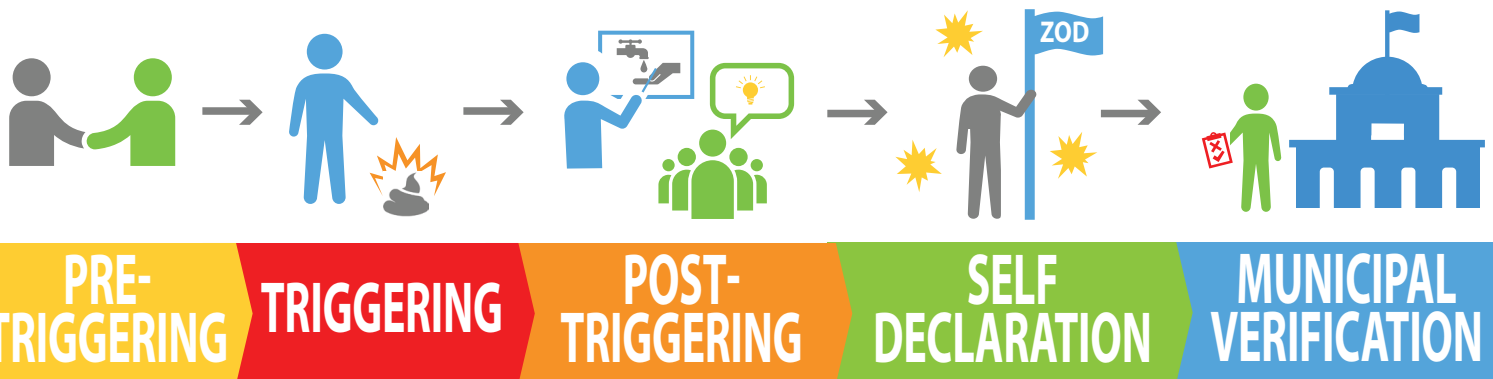
TRIGGERING: A Catalyst for Community Change

Within PhATS, Demand Creation is divided into five main components: pre-triggering, triggering, post-triggering, self-declaration, and municipal verification. From preparing the barangay leaders as to what they can expect, to following up with the

barangay on their action plan, each step in this process plays an important role in helping open the eyes of the community members, realizing their need to change behavior as it relates to sanitation, namely the cessation of open defecation (OD).

Once the community has made the decision to eliminate open defecation, it will first self-declare ZOD status, then go through municipal verification led by the municipal Sanitary Inspector (SI), and finally receive ZOD certification.

PhATS DEMAND CREATION PROCESS



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The PhATS Demand Creation Process in communities is played out in five key stages: Pre-Triggering, in which communities are introduced to the PhATS facilitation teams and the idea of behavior change campaigns; Triggering, during which feelings of shock and disgust are incited to elicit changed behaviors; Post triggering, during which some organizations return for follow-up visits; followed by the community's Self Declaration of ZOD; and finally Municipal Verification, team certification that a community have officially achieved ZOD.



A representative from Relief International issues a challenge to the residents of Tingib that they continue in their campaign for improved sanitation.



Maria Valasquez is awarded a prize for being among the first to construct a toilet in her community.



Representatives from Catholic Relief Services and Samaritan's Purse are honored as Third-Party Verifiers for the ZOD certification.

ZOD: Models for Success

The awarding of incentives and rewards is a key implementing strategy of the PhATS approach: communities who archived ZOD status are rewarded for that accomplishment. Many of the PhATS implementing partners are celebrating their communities who earn this municipal certification in typical Filipino fashion: with a party! After eight months of PhATS implementation, the DoH, UNICEF, and twelve implementing organizations are boasting more than ___ ZOD communities. Barangay Tingib in the municipality of Santa Fe is one of those communities.

In late 2014, residents of Brgy. Tingib were educated on the dangers of open defecation through PhATS triggering techniques. In one technique, Mapping, community members were asked to draw a map on paper or in the dirt, clearly marking the layout of the entire community: specifically identifying home with toilets, and places where open defecation is common. Facilitators then led residents on a Transect Walk: a physical search for exposed human feces. Often, the excreta is carried back to the event location and the next two activities, Tae with Food and Tae with Water, use the specimen as an example of how open defecation facilitates contamination of food and water, leading to the spread of waterborne disease and illness.

Community members were then asked a series of questions regarding their current sanitation practices and desires for the future. They were encouraged to take action regarding the things that they learned: Brgy. Tingib did just that and recorded a Community Action Plan, pledging their commitment to change their behavior and achieve

Zero Open Defecation status.

To achieve ZOD status, 100% of households in a barangay should have access to a sanitary toilet, soap and clean water; open spaces, drains and bodies of water should be excreta-free; and households should practice safe disposal of child excreta. Bearing in mind that 70% of people in Regions 6, 7, and 8 lacked access to toilets immediately after Typhoon Yolanda, the achievement is significant.

Just 6 weeks after Demand Creation facilitation, Tingib was ready. Representatives from the municipal Sanitary Inspector's office, along with verifiers from Samaritan's Purse, Catholic Relief Services, and Relief International, conducted a community assessment to certify the community was actually open defecation free. Next, the Sanitary Inspector was invited to come with his team and certify the community. Upon passing that final test, Tingib was ready to celebrate.

Awards were given to the Barangay Captain, Health Workers and WASH Committee member for their commitment and achievement in community behavior change. PhATS facilitators hosted games, awarded prizes, and performed choreographed dances. The barangay was given a flag to post at each community entrance, letting all visitors know that the Barangay is ZOD.

As one of the 29 barangays in Pastrana, Leyte, the residents of Tingib played a vital role in that municipality's achievement of becoming very first in the Philippines to be completely certified as ZOD. Being part of a history-making achievement only intensified the feeling of excitement on ZOD Celebration Day.



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COMMUNITY CAMPAIGNS: Celebrating Sanitation

An important part of Demand Creation is the implementation of local campaigns involving political, religious and community leaders to mobilize communities and create avenues of dialogue for behavior change. To this end, PhATS partners joined with WaSH practitioners around the world to celebrate two major holidays in sanitation, World Toilet Day, November 19th, and Global Handwashing Day, October 15th, promoting the use of a sanitary toilet and handwashing with soap at key times.

World Toilet Day

Pictured below, two brothers stand along Maharlika Highway to watch as the WTD parade passes by: the parade touted 23 vehicles, 5 Tomeco escorts, 2 Fire Trucks, 1 amazing school band, and miles of fun. The WTD caravan wound its way from Tacloban's City Hall to the Department of Health, where Sanitation officials joined in the celebration and honored representatives from dozens of ZOD barangays for their commitment to improving sanitation practices and behavior.



Some PhATS partners also held additional celebrations throughout Leyte and Samar. Beneficiaries from Santa Fe and Tanauan Municipalities in were honored by SP for having the best toilets in their respective barangays - over 50 awards were given for latrine construction, creative design, cleanliness, and best neighborhood CR. Also presented at the Tanauan celebration was a sanitation play (complete with Toilet Fairy, Shit, and Fly) to illustrate the dangers of open defecation and the importance of using a sanitary toilet.

Global Handwashing Day

In Leyte Province, GHD was celebrated in style: a motorcade, led by the DoH and participated in by UNICEF PhATS Partners like Relief International, International Medical Corps, Catholic Relief Services and World Vision, wound from downtown Tacloban City, Leyte to San Jose Central School, where thousands of students and educators gathered to celebrate the importance of handwashing with soap.

Participants learned the GHD song, written and recorded by Oxfam Philippines and choreographed by SP. At Manlurip Elementary School, students were crowned with 'Clean Hands Head Bands' which they made themselves in preparation for Global Handwashing Day. Participants played handwashing puzzle games and were quizzed on their knowledge of hygienic handwashing practices, proving that learning really is fun.



Events were held in three Bunkhouses and one Transitional Housing Site, impacting more than 700 Yolanda IDP families on the importance of handwashing with soap at key times.

Region 8 Department of Education, in partnership with UNICEF and International Medical Corps (IMC) spearheaded the GHD Celebration at San Fernando Elementary School of Palo, Leyte. The celebration included a turn-over and ribbon cutting of WaSH facilities constructed through the PhATS School Based Management (SBM) approach, hand-paint printing, and a group handwashing drill. The highlight of the event was the signing of the Memorandum of Understanding (MoU) by Dir. Luisa Bautista-Yu (DepEd), Dir. Jose R. Llacuna, Jr. (DOH), Mayor Leonardo Javier, and the National President of the League of Municipalities of the Philippines, and representatives of partner NGOs as a mark of their commitment to support PhATS initiatives.

19 NOVEMBER | WORLD TOILET DAY

WORLD TOILET DAY

Why do we advocate?

- Every day, around 1,400 children die due to diarrhea caused by a lack of access to safe toilets and clean water.
- Women and girls living without toilets spend 77 billion hours a year walking to unsanitary and sometimes unsafe locations to defecate.
- Only 45% of schools in the least developed and low-income countries have adequate sanitation facilities.
- 1 out of 3 women worldwide risk shame, harassment, and even attack because she has nowhere safe to go to the toilet!

#WorldToiletDay
#toilets4all
#toiletsWIN
#ThankYouToilet
#sanitation
#hygiene
#itsnojoke
#WeCantWait
#wash

8 million Filipinos don't use a sanitary toilet. Do you?

15 OCTOBER | GLOBAL HANDWASHING DAY

WASH YOUR HANDS

- 3 IDP CAMPS (646 HOUSEHOLDS)
- 2 SCHOOLS (4,000 PARTICIPANTS)
- 1 TRANSITIONAL HOUSING SITE (340 PEOPLE DANCING)
- 10,000 HANDS WASHED WITH SOAP
- 1 SONG PLAYED A BILLION TIMES

*SAMARITANS PURSE PHILIPPINES ACTIVITIES

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ABOVE: At most gatherings for Community Demand Creation presentations like the one pictured above, the audience is predominantly comprised of women.

ACF: Women's Role in Improving Village Sanitation:

Building on resilient communities through engaging women in vulnerable villages and implementing innovative solutions to improving sanitation has been the focus of PhATS implementing partner, ACF International, in its collaboration with UNICEF to end open defecation.

The municipality of General MacArthur, Eastern Samar, has many remote and nearly inaccessible communities where access to basic social and healthcare services is limited; 18 of its villages are considered geographically isolated and disadvantaged areas. Barangay Togup is one such community.

"Sanitation has always been a problem in the municipality, every time we have year-end evaluation in the province, General MacArthur gets a red mark because of poor access to sanitation facilities. The advocacy to promote proper use of latrines and support the Department of Health's Zero Open Defecation campaign is a big help to us," says Dr. Corazon Miflores, the Municipal Health Officer of General MacArthur.

Esther Magdayo, Head of the ACF WaSH Project in Eastern Samar, says "women

have been actively engaged in our implementation," and praises women in General MacArthur as champions in improving hygiene and sanitation issues.

Togup resident, Gregoria Canatoy, 39 year-old mother of three, was determined to end her family's dependence on open defecation after being educated by ACF as to the dangers of the practice. Motivated by a sense of disgust and shame, she built her family's latrine without help from her husband who was away at work. The septic tank is a 6ft deep direct pit with cement flooring and ceramic toilet bowl.

Canatoy is proud of her accomplishment: "In four days of labor, I managed to erect the latrine. It was quite difficult but I worked hard to get it done. My husband and children are happy and comfortable. Thanks to the clean latrine, our dignity has been restored."

Often, challenges in WaSH are considered the responsibility of women, especially in communities like General MacArthur where women remain in the home and look after the family. According to ACF, [women] bear the impact of

dirty and inadequate water, hygiene and sanitation practices. "But," explains Magdayo, "the women of General MacArthur rose up from these challenges; they were the first ones to understand the devastating effects of unhygienic practices, and the benefits of ZOD status."

"[PhATS] encourages community self-analysis of existing defecation patterns and threats, and promotes local solutions to reduce and ultimately eliminate the practice of open defecation," Magdayo says. "We won't stop talking about hygiene and sanitation, because this is a matter of life and death. The benefits we have already seen in education, development and gender equality are enough by themselves to continue investing in a more sanitary future. Typhoon Yolanda has taught women that they can step up and do more beyond their traditional roles of tending the households and caring for their children. They, too, can rebuild their homes."



VOLUNTEERING FOR CHANGE: WaSH Committee Makes the Difference in San Miguel

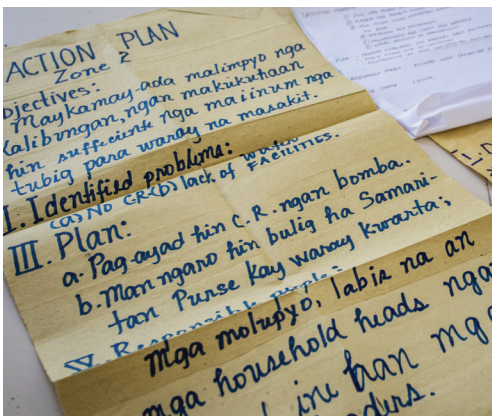
Barangay Canap, San Miguel, Leyte is located along Alang-Alang San Miguel Highway and is the last barangay of San Miguel going to Municipality of Barugo. It is a relatively small community compared to its neighboring barangays. Residents of Barangay Canap are dependent upon agricultural livelihoods such as rice farming, coconut harvesting, and cultivation of other crops. According to a Relief International (RI) Household Assessment, 30% of the community's 200 households are sharing 20 CRs: that's three families per latrine. Seventeen households have no access to latrine at all, and regularly practice open defecation.

In the Spring of 2015, PhATS Demand Creation techniques were facilitated in Barangay Canap by RI. The facilitation was held in a Child Friendly Space donated by UNICEF (for adults) with other venues for the children present. RI's Hygiene Team strategically divided the community into four triggering groups (two each for children and adults), to be facilitated throughout the day.

The community underwent traditional triggering techniques such as Tae with Water and Tae with Food, Community Mapping, and was encouraged by RI facilitators to write a Community Action Plan. The hygiene team reported that

even though the Community Action Plan developed by Canap residents was simple, it was effective. The barangay had an impressive number of WaSH Committee volunteers who were active in the campaign to end open defecation in their barangay. RI attributes this willingness to be community champions as the catalyst for extraordinary change that would follow.

Just seven weeks later, Barangay Canap had declared itself as a Zero Open Defecation barangay and requested municipal verification and certification. RI's team was extremely excited, as this was a significant improvement from many



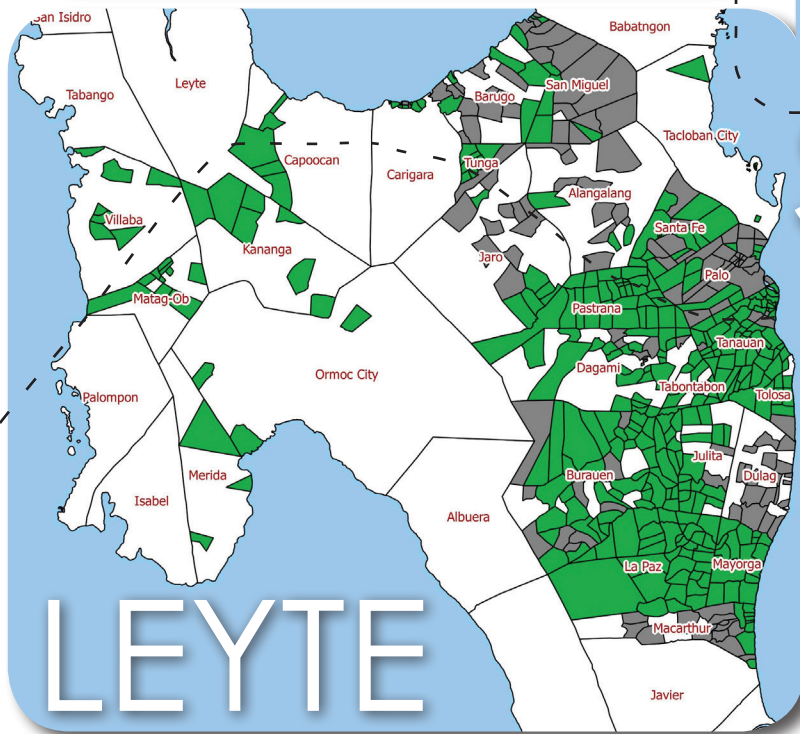
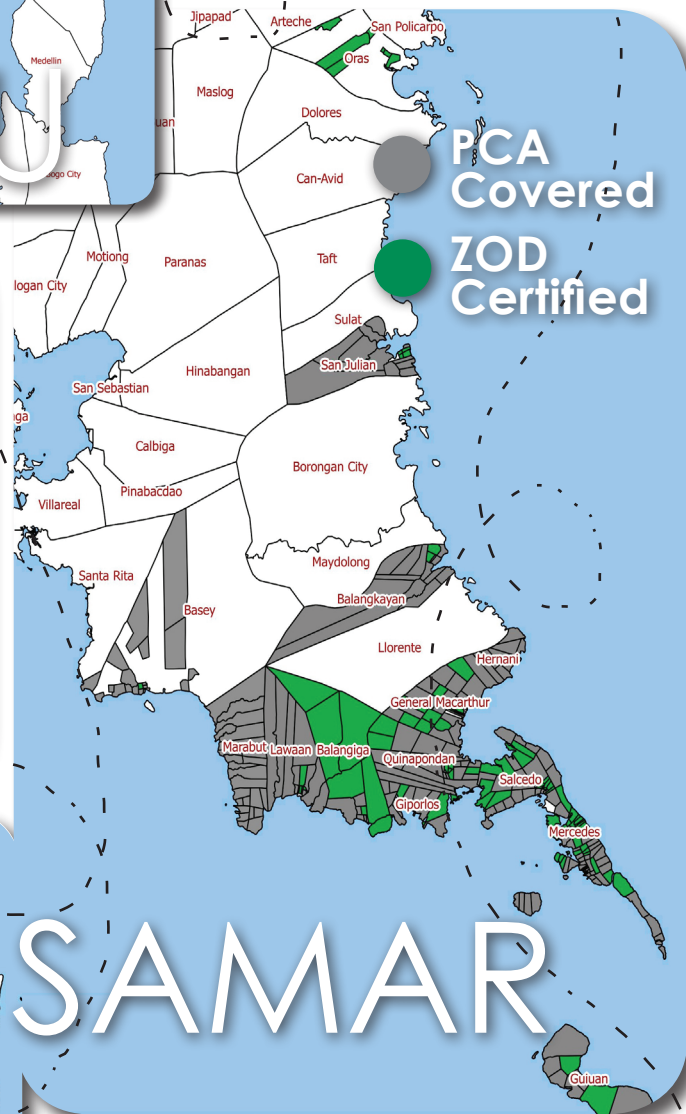
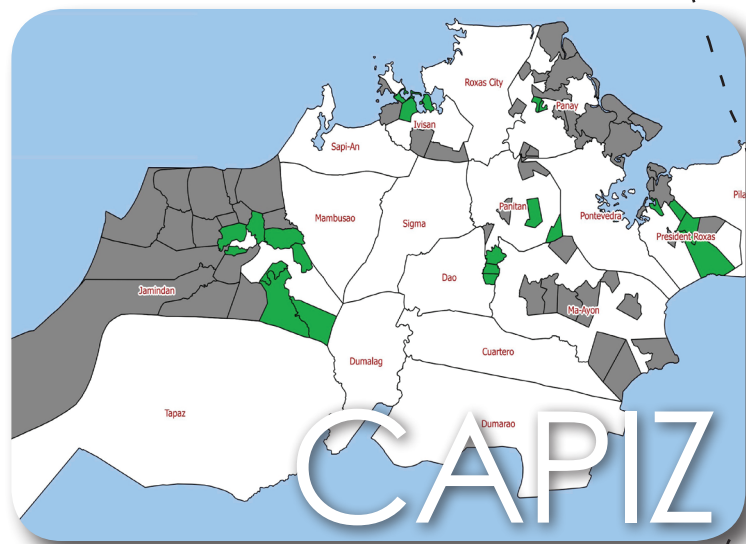
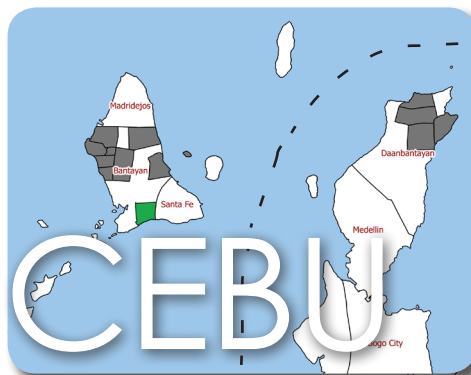
other communities in which they had facilitated Demand Creation techniques. Upon returning to Canap to facilitate authentication of their claim, RI received a report from barangay leadership that 9 households who formerly did not have their own latrine (they either shared or had no access) built temporary toilets. Even more encouraging to the RI team was the enthusiasm of one barangay official: to assist those who were unable to build their own toilets (due to factors such as land ownership) the Barangay Chairwoman,

Norita Acebo, decided to open two toilets owned by the barangay for public use. The CRs at the Barangay Hall and the Multi-purpose Hall were made available to residents in order to encourage the use of a sanitary toilet.

Not long after the request was made, the Municipal Verification Team, led by San Miguel PhATS Focal Person, Jeffrey De Veyra of the DOH-RHMPP, conducted the municipal verification. That very same day, Barangay Canap was declared as

a ZOD Barangay, making it the second in the municipality of San Miguel. "What was extraordinary about this particular barangay," says RI Tacloban Head of Office, Elise Letanosky, "was that in such a short time (7 weeks) they went from many people open defecating to ZOD. Additionally, [residents] received no external assistance other than the RI supported Demand Creation orientation (no latrines were built by RI or NGOs, no materials were donated, etc.)."

ZOD PROGRESS MAPPING



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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