Appendix 3

USAID Presentations

a) Eco-Asia: Philippine Sanitation Alliance

b) ESP – Indonesia

c) Bureau of Global Health
Promoting Sustainable Sanitation in Asia

Washington, D.C., June 19, 2008
ECO-Asia Water and Sanitation Program

• RDMA program initiated in 2005

• Eight countries in Asia – China, Cambodia, India, Indonesia, Philippines, Sri Lanka, Thailand and Vietnam

• Supporting implementation of Paul Simon Water for the Poor Act

• Promotion campaigns, efficiency improvements, septage management, on-site treatment, good governance

• Dissemination of results through regional platforms
Philippine Sanitation Alliance

- USAID/Philippines and GDA
- Initiated in FY2008 based on successes of LINAW project
- Ten cities, 2 utilities – septage management, public markets, promotion campaigns
- Private sector – housing developers, hospitals, hotels/restaurants on-site systems
- Low-cost, low-maintenance technologies
- Leverage – 3:1
Goal, Objectives and Approach

Goal
Sustainable sanitation services for improved health & prosperity in Asia

Objectives and Approach
• Use a stakeholder process to identify priority challenges & solutions (action plans)
• Pilot city-wide solutions – e.g., septage management, on-site treatment facilities
• Share & replicate experience from pilots through counterpart exchange (“twinning”)
• Promote public awareness of & willingness to pay for sanitation services
Lessons Learned

Septage Management Key Step on Sanitation Ladder

• Most households have septic tanks, only emptied when overflow (health risk)
• Currently little or no treatment of septage (health risk)
• City-wide system to check/empty all septic tanks every 3-5 years and treat septage
• Monthly fee included on water bill or property tax bill
• Septage collected by utility/government or private (get paid at treatment plant)
Lessons Learned

Promotion Campaigns
• Key to raising awareness, demand & willingness to pay fees
• Many campaigns are ineffective or counterproductive
• Need to guide proper campaign development based on good research, analysis and pretesting (toolkit)

Twinning
• Peer-to-peer learning more effective
• More ownership and focus on results
• Donor is facilitator
THANK YOU!!
USAID Sanitation Consultation Workshop
Washington DC, 19–20 June 2008

by Foort Bustraan
USAID/ESP Municipal Water Services Advisor, Indonesia
ESP mission:
“ESP promotes better health through improved water resources management and expanded access to clean water and sanitation services.”
ESP integrated Approach

INTEGRATION:
- Strategic Communication
- Hygiene Improvement & behavior change

Water Supply
Sanitation
Hand Washing with Soap
Multi Media Campaigns
Payment Environ. Services
Comm. Based WATSAN
Land rehabilitation
Raw water conservation

Watershed Management and Biodiversity Conservation

Upstream
Downstream
Main program:
- Sanitation road show 8 cities => select 4 (later 2 more in new province)
- Comparative Studies to Malaysia for committed Local G’ment’s
- Develop city wide Sanitation Strategy (5 cities) based on sanitation mapping
- Install 12 pilot CBS systems through cost-sharing with G’ment
- Develop Comm. Based Solid Waste programs (composting & recycling)
- Prepare San Action Plans for system expansion, funded by G’ment / donors
- Hygiene / Behavior change interventions, Campaigns, incl HWWS
- Support Twinning (through Eco-Asia) for Sanitation Marketing

Additional activities:
- Comparative Study all domestic Sewerage systems in Indonesia.
- Install 20+ Pilot CBS systems in other regions
- Develop 50+ Comm Based Solid Waste program
- Support National initiatives / conferences on promoting Sanitation
**Hygiene Improvement Framework**

**Access to Hardware:**
- Water supply systems
- Improved sanitation facilities
- Improved Solid waste system
- Household technologies & materials: hand washing with soap, safe water container, water treatment/point of use

**H&H Behavior Change:**
- Communication
- Social mobilization
- Community participation
- Social marketing
- Advocacy

**Enabling Environment:**
- Policy Improvement
- Institutional Strengthening
- Community Organization
- Financing and cost recovery
- Media advocacy
- Cross sector & Private Sector Partnership

**Health & Hygiene**

**Diarrheal Disease Prevention**
Figure 1. Conceptual Framework for Improving Hygiene Behaviors

Interventions (1)
- Communication/Mass Media
- Interpersonal Communication
- Entertainment Education
- School programs

Social marketing
- Social Mobilization
- Community Participation and Empowerment
- Institutional Capacity Building
- Branding/Franchising

Advocacy
- Coalition/Partner Building
- Media Advocacy

Unit of Change (2)
- Individual
  - Skills
  - Knowledge beliefs
  - Attitudes toward behavior
  - Emotions
  - Self-image
  - Perceived control
  - Social influence
  - Self-efficacy
  - Personal advocacy

- Household
  - Support from members
  - Household chores
  - Shared values

- Community
  - Priorities/agendas
  - Responsibility organization
  - Social norms
  - Leadership

Access to Hardware
- Improved water sources
- Toilet facilities/latrines
- Household technologies (soap, storage containers, chlorine, filters)

Enabling Environment
- Policies/networks, coalitions
- Human and financial resources
- Private public partnerships
- Multisector: programs
- Other development/health programs

Behaviors for Improved Hygiene (3)
- Hand Washing
  - Use of soap
  - Effective techniques
  - Appropriate times

- Safe Water
  - POU treatment
  - Handling and storage

- Sanitation
  - Sanitary means of human feces disposal

- Solid Waste
  - Separation
  - Composting
  - Recycle - Reuse
  - Service

Health Outcomes (4)
- Reduction in diarrheal disease morbidity & mortality
- Improved nutritional status and other health outcomes (trachoma, intestinal parasites, Guinea worm, ARI)
Fecal-Oral transmission cycle

- **Factor of transmission**
- **Transmission barriers**
- **ESP intervention**

**Feces**
- Traditional Latrines
- Flush Latrines and Toilets

**Water**
- Provision, Purification & Storage
- Piped and Comm. Based Water Supply + Promotion PoU (with SWS)

**Fields**
- Washing & Covering
- Community-based Solid Waste Management

**Flies**
- Hand Washing with Soap
- Hand washing with soap campaign & training

**Hands**

**Food**

**Family**

Source: EHP, 1999. Preventing Child Diarrheal Disease: Options for Action
Perjalanan Transmisii Kuman
Sanitation Marketing entry points

- Vital for Health
  - (3) Crucial entry point, but not easy to measure (many influencing factors)

- Improves Environment
  - (4) difficult, because long-term and only works when implemented on large scale

- Good Economic Investment
  - (5) very difficult to explain to local stakeholders, benefits indirect / long-term

- Improve Social Development
  - (1) easiest, because improving living very is very visible for community & local decision makers (“feel good” principle)
  - (2) good entry point, because decision makers need to see examples on how to start (small)

- Is Achievable
An integrated approach is ideal for obtaining flexibility of different entry points (water supply, solid waste, clean environment, hygiene, etc).

Best to start at community / Local G’ment level and then showcase successes to higher National level to support policy.

Aim for visible benefits (at least initially) rather than just support policies, standards and studies.

Improving Sanitation is 20% technology, 20% financing and 60% marketing:
- initially aim for clean neighborhood / city
- then introduce health benefits
- next is improvement environment (specially water quality)
- finally use financial / economic impact
Moving Toward a Strategic Approach to Sanitation at USAID’s Global Health Bureau

Merri Weinger, USAID

USAID Sanitation Consultation, June 2008
This presentation will:

- Highlight current sanitation approaches implemented by USAID/GH
  - Hygiene Improvement Project
  - Collaboration with USAID/GH/Office of HIV/AIDS
  - Child Survival and Health Grants Program
- Outline vision for the future
Hygiene Improvement Project (HIP)

- Improve 3 key hygiene practices in targeted countries
  - Handwashing with soap
  - Safe disposal of feces
  - Household water treatment and safe storage
- Working in Ethiopia, Madagascar, Uganda, Peru
- 5-year contract (2004-9) with AED as prime
Sanitation Promotion in Ethiopia

- “Learning by doing” in Amhara region
- Community-led Total Sanitation
- Negotiation of Improved Practices in the home
- School component
- Private sector/artisans
Hygiene Improvement in Madagascar

- Broad collaboration in national hygiene and sanitation campaign
- Develop sanitation marketing approach in collaboration with private sector
Hygiene Improvement in Madagascar (cont’d)

- Promotion of privately operated fee-for-use public toilet/shower/washing service facilities
- Support for improved sanitation infrastructure at schools, health clinics, transport points
Sanitation Marketing in Uganda

- Operationalize behavior change component of the Improved Sanitation and Hygiene Promotion Financing Strategy

- Spearhead creation of sanitation marketing approach for rural Uganda
  - Develop field tools and guidelines
  - Pilot SanMark activity with PLAN Uganda

- Plan to scale up in 2009
Sanitation as a Business in Peru

- Design and validate Sanitation Marketing strategies with WSP

- HIP support includes:
  - Formative research
  - Development of Sanitation Hardware packages
  - Knowledge Management
  - Models (with tools) that can be replicated in Peru and Latin America at a reasonable cost
Integration of WSH into HIV/AIDS

Policy and programming guidance

- Develop guidance on integrating WSH practices into HIV/AIDS care and support
  - Concrete guidance to countries
  - Technical considerations
  - COP planning tool

- Build capacity of PEPFAR implementers and partners
  - In-service training to technical working groups

- Technical assistance to Missions
Guidance for Safe Feces Handling and Disposal

- Identify “small doable actions” through participatory research and pilot programs
- Use of appropriate technologies
  - larger stalls, stools, supports/handles, potties
- Pilot strategies through home-based care and OVC
- Integration of best practices into national policy/manuals
- Training and capacity building
Child Survival and Health Grants Program

- 39 grants in 27 countries to NGOs with “Control of Diarrheal Disease” components, including sanitation

- Total LOP budget of $107 million with 21% (over $22 million) focused on diarrheal disease control

- Detailed technical reference materials on hygiene and sanitation for applicants (and others)
Scaling up Sanitation: GH Vision for the Future

- Increase access to and use of sanitation products and services
  - Sanitation marketing
  - Effective hybrids of CLTS
  - Sanitation in health facilities
  - Safe feces disposal for PLWHA
  - New sanitation technologies

- Increase coordination/collaboration on sanitation within USAID and with external partners
Scaling up Sanitation: GH Vision for the Future

- Develop effective models for WSH implementation, with strong sanitation component, in priority MCH countries
- Identify core set of sanitation interventions, guidelines, tools for integration in MCH programming
For further information:

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