

## **World Water Day 2008 – Safe Water and Hygiene Project Examples**

March 22 is World Water Day. The United Nations has declared 2008 the International Year of Sanitation and is using World Water Day to highlight the consequences of inadequate sanitation and hygiene in the developing world. Within USAID programs, there are promising new solutions to these critical problems.

USAID's Bureau for Global Health (GH) programs are actively supporting innovation to improve the quality of household drinking water with point-of-use disinfection, handwashing with soap, and safe feces disposal. These health-focused interventions complement community and municipal water supply infrastructure programs by empowering households with the tools to protect their own health.

USAID engages both the public and commercial sectors to ensure that appropriate hygiene and sanitation products and services are available and affordable. An example is GH's collaboration with Procter & Gamble to increase the use of PUR sachets to clarify and disinfect surface water used for drinking. USAID works with partners to promote household chlorination in more than 15 countries. Such inexpensive and easy-to-use solutions can be deployed and adopted rapidly, reduce diarrheal diseases, and improve millions of lives.

### **Hygiene Improvement**

USAID's Hygiene Improvement Project (HIP) works to reduce diarrheal disease prevalence and improve child survival through sustainable improvements in three key hygiene behaviors: handwashing with soap, safe feces disposal, and safe storage and treatment of drinking water at the household level. There are many innovative examples of how USAID works to reduce disease through hygiene behaviors.

### **Ethiopia**

- In support of the Government of Ethiopia's "Learning by Doing: At-Scale Hygiene and Sanitation Improvement" program, HIP is working with the partners of the World Bank Water and Sanitation Program to launch at-scale activities in the Amhara region to improve hygiene behaviors and eliminate open defecation.
- Capacity building is in full swing at the district and village level to "ignite" up to 10 districts in an all-out effort to create open defecation-free communities. A cadre of health promotion supervisors, environmental health officers, health extension workers, development agents, and others in all districts is being trained to support an innovative hybrid implementation model that combines a total sanitation approach with hygiene behavior change.

### **Madagascar**

- In Madagascar, HIP works with the national water, sanitation, and hygiene network, DIORANO-WASH, to promote improved hygiene practices at scale. This partnership combines the power of government agencies, nongovernmental organizations (NGOs) and private voluntary organizations, civil society, and the private sector to bring about real, sustained change in hygiene and sanitation practices.
- With emphasis in its four focus regions, HIP supported the 2007 launch of a yearlong national DIORANO-WASH campaign to promote improvements in sanitation,

handwashing, and household water treatment and storage practices through mass media, special events, advocacy, and intensive information, education, and communication in health centers and other community venues. As part of the campaign, all primary schools in the Analamanga region held handwashing station contests, and schools throughout the country held “Convince Me to Use a Latrine” skit contests. Many other events were held throughout Madagascar related to World Toilet Day (November 19).

- HIP is initiating innovative approaches to sanitation to help Madagascar meet its water and sanitation Millennium Development Goals. In the four regions where it works, HIP has developed practical “laboratories” where it is partnering with the private sector both to meet the demand being created by intensive hygiene behavior change promotion and to analyze the demand for sanitation products, vendor capacity, creative financing and credit options, logistics, and opportunities for collaboration with the private sector. With its partner, the NGO network Voahary Salama, HIP will soon pilot community-led total sanitation to significantly boost improved sanitation coverage.

### **Peru**

- To increase access to sanitation in Peru’s rural areas, where only 30 percent of the people have access to proper sanitation, HIP supports the World Bank Water and Sanitation Program’s Sanitation as Business Initiative, which aims to improve the health of the population in five pilot villages and promote awareness of and access to improved sanitation options without negatively affecting the environment. Lessons from these pilot activities will be used to scale up and replicate sanitation marketing activities elsewhere in Peru and the Latin America and Caribbean region.
- HIP supports the Sanitation as Business Initiative as a steering committee member and provides expertise and experience in behavior change and social marketing. HIP also provides technical assistance to develop sanitation assessment and behavioral study guidelines; develop a monitoring and evaluation framework for implementation by program partners; assist in documenting and disseminating learning throughout the country and internationally; and identify and review technology options for the proposed catalogue of sanitation options.

### **Uganda**

- Working with key national and international partners through the National Sanitation Working Group of the Uganda Water and Sanitation NGO Network, HIP recently completed an assessment of opportunities for sanitation marketing in Uganda with specific recommendations for broader support and actions by multiple in-country stakeholders to promote demand for and increase access to sanitation options.
- Together with the World Bank Water and Sanitation Program, HIP is supporting national sanitation policy and advocacy actions. A district-level pilot in collaboration with Plan International is also exploring opportunities to link sanitation marketing with an ongoing community-led total sanitation effort to better ensure appropriate sanitation supply options along with demand creation.

## **Water Treatment and Storage**

USAID is an active member of the International Network to Promote Household Water Treatment and Safe Storage, which works on advocacy, research, and implementation of safe water projects. There are many innovative examples of how USAID works to increase access to safe water and improve water quality in households.

- USAID and Proctor & Gamble have sought the assistance of Population Services International (PSI) in establishing social marketing programs for liquid chlorine and PUR. These programs offer consumers options for treatment, customized for each community. Currently, PSI has social marketing programs for PUR in eight countries, and for WaterGuard, a liquid bleach solution, in 18 countries. In addition to distributing the products through commercial channels, PSI works with health clinics, schools, clubs, and NGOs to expand the reach of its products and messages directly to vulnerable populations and to mobilize communities for long-term sustained change.
- In **Kenya**, NGOs and faith-based organizations, as well as a group of women living with HIV/AIDS, distribute safe water products and provide demonstrations on how to use these products for communities. These groups play a powerful role in shaping the opinions, attitudes, and behaviors of their communities. USAID also worked recently with other International Network members and representatives of the Kenya Government to develop a policy and concrete action plan for including household water treatment in the Government's strategic plan for preventive health.
- In the **Democratic Republic of the Congo**, USAID supported access to point-of-use water treatment by having customs duties removed from imported safe water kits.