



# Sanitation and Hygiene Promotion Approach

## Nepal – सरसफाई र स्वच्छता प्रवर्धन पद्धति

### Sanitation and hygiene promotion activities in the rural mid-hills of Nepal.

The approach documented here describes sanitation and hygiene promotion activities in the rural mid-hills of Nepal. These promotion activities are usually carried out in the course of establishing Water Use Master Plans (QA NEP 36) and the implementation of drinking water and sanitation schemes (QT NEP 40). They combine awareness-raising activities with the construction of sanitary facilities. There are two types of intervention levels:

1. Activities which are tied to the construction of drinking water and sanitation schemes. An average scheme caters to about 50 households.
2. Activities related to the establishment of open defecation free zones (ODF). Usually, ODF is declared for village development committee (VDC) areas (the lowest administrative unit, with about 700 households on average).

Water users and sanitation committee (WUSC) and village water and sanitation coordination committee (V-WASH-CC), as local institutions, lead the process at scheme level and VDC level, respectively. In both cases, the approach consists of two main components:

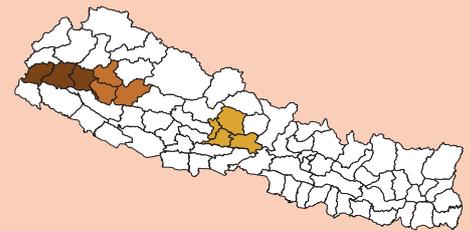
1. **Awareness-raising and capacity building:** This includes village activities (door-to-door campaigns, orientation, interaction, hand washing demonstration), school-level activities (quiz, debates at local schools) using IEC (Information, Education, and Communication) material such as pamphlets, posters, hoarding boards, etc. Hygiene and sanitation trigger trainings are held for the WUSC and the V-WASH-CC. In ODF schemes, a training for local latrine builders is also included, as well as additional activities such as street dramas or feature programmes on the local FM radio. Sanitation and hygiene education activities vary from community to community, depending upon the local situation, but they usually focus on the 5 + 1 indicators of “total sanitation”, introduced by the Department of Water Supply and Sewerage (DWSS) in 2012:
  - i. Use of toilets (awareness of transmission routes of water-borne diseases)
  - ii. Use of safe water (household water treatment and storage)
  - iii. Use of safe food
  - iv. Practice of hand washing with soap
  - v. Practice of cleaning the household and surroundings
  - vi. Environmental sanitation/keeping the environment clean

To achieve total sanitation, the programme employs the hygiene and sanitation ladder approach (see Hygiene and Sanitation Software by Andy Peal, Barbara Evans, & Carolien van der Voorden (2010)).

2. **Construction:** toilets, changs (rack for drying of kitchen utensils), and garbage pits (see above photo) are constructed at every household. Generally, the construction costs are borne by the users themselves. Only poor households receive support for external materials (about 25% of total costs) for the construction of toilets in coordination with V-WASH-CC. In ODF schemes, the programme also foresees the construction of institutional toilets (schools, health posts).

**Left:** Awareness raising event to promote an open defecation free community in Dailekh (WARM-P)

**Right:** A household in Dailekh, which fulfils all indicators of total sanitation, i.e. hand washing station, chang (dish drying rack), toilet and waste disposal pit



**Location:** 10 districts in the Western, Mid-Western, and Far-Western Development Regions of Nepal

**Approach area:** >3,000 km<sup>2</sup>

**Type of Approach:** Project/programme-based

**Focus:** Usage, conservation, and protection of water sources

**WOCAT database reference:** QA NEP 42

**Related technology (ies):** QT NEP 40

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**Comments:** The approach documented here describes the promotion of sanitation and hygiene related to the construction of drinking water schemes and/or the establishment of open defecation free zones (ODF) in rural Nepal. It is closely related to, and sometimes part of, the Water Use Master Plan approach.

The technology was documented using the WOCAT ([www.wocat.org](http://www.wocat.org)) tool.

## Problem, Objectives and Constraints

### Problems/challenges

- The government of Nepal launched a sanitation and hygiene master plan aiming for universal sanitation coverage by 2017.
- Despite good progress in the declaration of open defecation free VDCs, keeping VDCs ODF over the mid- to long-term proves to be challenging. This raises the need for post-ODF interventions.
- Because of bad maintenance, some latrines are abandoned after more than one year of use. A lack of understanding of the importance of latrine use and/or the construction of the latrine under pressure rather than self-motivation may be underlying causes.

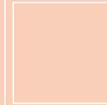
### Aims/objectives

- Establish an inclusive implementation of sanitation schemes to increase sustainable access to sanitation.

## Constraints Addressed

Major	Constraint	Treatment
Institutional/Social	Little sense of ownership by communities with regard to sanitary facilities and lacking responsibility for effective maintenance	Apply a participatory planning and implementation approach; gender and ethnically balanced User Committees (UCs) are responsible for implementation process, as well as operation and maintenance; regular public audits; in-kind contribution by community
Technical	Lack of skills to build sound sanitary facilities	Capacity development of UC and local latrine builders
Financial	Challenge to secure long-term funding for sustainable O&M	Raising awareness about importance of toilet, engagement, and lead role by local authorities
Minor	Constraint	Treatment
Environmental	Depletion of water sources may aggravate water scarcity and lead to worse hygiene practices	Raising awareness about the importance of hygiene behaviour

## Participation and Decision Making

Stakeholders/target groups					Contribution to costs:	Construction	Approach
					Local Government (Village Development Committee)	10%	0%
Users, individual/group	Local service providers, NGOs, consultants	Village/development committees (VDCs)			Local Community	75%	0%
					International non-governmental organisation	15%	100%
					<b>Total</b>	<b>100%</b>	<b>100%</b>
					For activities on a water scheme level (~50 households) approach costs for awareness raising and capacity building activities (USD ~1,000) amount to slightly less than half of the construction costs for toilets, changes and garbage pits (USD ~5,000). For ODF schemes on the VDC level (~700 HH), approach costs (USD ~3,500) are significantly lower than the construction costs (USD 16,500).		

**Decisions on choice of the Technologies:** Made by local community based on proposal of technical and social experts.

**Decisions on method of implementing the Technologies:** Made by local community based on proposal of technical and social experts.

**Approach designed by:** The Water Resources Management Programme (WARM-P) of HELVETAS Swiss Intercooperation

**Implementing bodies:** The VDCs or users committee in partnership with WARM-P/HELVETAS Swiss Intercooperation and local NGO

## Land User Involvement

Phase	Involvement	Activities
Initiation/motivation	Interactive	During community meetings, a joint decision to go forward with the implementation of the total sanitation steps is taken (see figure on next page). The community selects/elects a UC or V-WASH-CC, which is responsible for the whole implementation process.
Planning	Interactive	Members of the V-WASH-CC and the UC lead the process at scheme level and VDC level, respectively. Public hearings during the preparation phase disseminate information on the implementation plan and respective roles and responsibilities; they also act as forums to gain approval of the entire community.
Implementation	Interactive/external support	The community contributes to construction with labour and local construction materials. Public reviews during the construction phase assess progress and ongoing works.
Monitoring/evaluation	Interactive/passive	Public audits are conducted after completion: all members of the community assess the quality of the completed work, review expenditures/contributions by the programme and the community, and evaluate whether the facilities meet the set standards and serve the targeted households.

**Involvement of women and disadvantaged groups:** Quotas are used as one means of ensuring the participation of women (minimum 40%) and disadvantaged groups (proportional to their local population). These are backed by pro-active measures such as:

- Women-only meetings to encourage them to speak on matters difficult to raise in a mixed audience
- Support for women's leadership in user groups
- Technical training for women in e.g. tap maintenance and water distribution - breaking gender stereotypical roles

- Engaging local women social mobilizers who can talk readily with women and speak the local language – thus facilitating contact with groups who do not use Nepali as their first language
- Engaging women technical officers as role models
- Pro-actively visiting Dalit tols to encourage them to participate, ensuring that water supplies cater to them and are not captured by elite groups
- Championing the shared use of community water sources by different groups to break down caste barriers

Step	Scheme Level	VDC Level	11 steps of total sanitation
1	Formation of Water Users and Sanitation Committee (UC)	Rapport building and V-WASH-CC (re) formation	UC = Users committee
2	Social and Resource mapping	Situation Assessment	V-WASH-CC = Village water and sanitation coordination committee
3	UC management/training	Orientation to V-WASH-CC (one day)	ODF = Open defecation free
4	Triggering on sanitation and hygiene behavior: by NGO staff	Orientation to teachers one day	VMW = Village maintenance workers
5	Women tap stand caretaker and trigger agent training	Selection of trigger agents (two-three persons from each ward) and training (two days)	WSP = Water Safety Plan
6	Promotional Activities: Sanitation and hygiene education activities, e.g., Tole-level orientation, dialogue, household visit	Formation of ward WASH-CC and orientation (one day); ward citizen forum could be ward WASH-CC	*Sanitation Trigger: Women tap stand caretakers also act as change agents for open defecation free (ODF) and total sanitation campaigns
7	Construction/use of toilets and total sanitation infrastructure (hand washing station, waste disposal pit, chang, etc.)	Promotional Activities: Sanitation and hygiene education activities, e.g., Tole-level orientation, dialogue, household visit	
8	Motivational activities: Incentives, rewards, etc.	Construction/use of toilets and total sanitation infrastructure (hand washing station, waste disposal pit, chang, etc.)	
9	UC management II and water safety plan training	Motivational activities: Incentives, rewards, etc.	
10	Monitoring and validation	Monitoring and validation	
11	Declaration of ODF/Total sanitation	Declaration of ODF/Total sanitation	

## Technical Support

**Training/awareness raising:** Social mobilization and awareness-raising orientations are key components of the total sanitation approach: public hearings and audits are held to gain the community people approval, but also to build transparency, shared commitment, and ownership to use and maintain the sanitary facilities responsibly.

In the course, the 11 steps of total sanitation (see table above), on-site training sessions on sanitation and hygiene are organized for the members of the User Committee and the V-WASH-CC (training on management issues during pre-construction/construction/post-construction), women tap stand caretakers, and selected trigger agents (awareness raising) and local latrine builders (training on construction of latrines and awareness promotion on sanitation).

**Advisory service:** Programme staff regularly backstops the UCs and V-WASH-CC in all matters related to scheme implementation. A social and a technical field staff are assigned to each sanitation campaign area.

**Research:** Research is not a major focus of the approach. However, two follow-up surveys are conducted within two years after construction, focussing on the functional status of physical structures, institutional mechanisms (activity of UC, activity of trained service providers, and availability of maintenance tools), and sanitation and hygiene practices.

## External Material Support/Subsidies

**Labour:** All labour cost related to toilet construction is covered by the household themselves.

**Inputs:** Locally available materials (stone, sand, aggregate, wood, bamboo) are contributed by the community. The communities also bear the costs for external construction material. The implementing agency may provide support to poor households based upon the recommendation of the V-WASH-CC. The support is equivalent to 25% of the total costs of toilet construction.

**Credit:** No credit is provided.

**Support to local institutions:** Support is provided to VDCs, especially to the Village Water, Sanitation, and Hygiene Coordination Committee (V-WASH-CC) through capacity-building workshops. Training workshops are also organized for UCs during the implementation phase.

## Monitoring and Evaluation

Monitored aspects	Methods and indicators
Technical	Final commissioning after completion of construction and two follow-up surveys on status of physical structures
Institutional	Two follow-up surveys on institutional mechanisms: activity of UC, activity of trained service providers and availability of maintenance tools.
Sociocultural	No dedicated follow-up monitoring. Public hearings/audits before, during, and after implementation ensure transparency and community participation. Ad hoc observations of attitude during follow-up visits of project staff.
Economic/production	No dedicated follow-up monitoring. Ad hoc observations of status/income during follow-up visits of project staff.
No. of land users involved	During public review and final commissioning, community contribution and participation is assessed.
Management of Approach	Final reports of every implemented scheme and annual reports of the programme conclude on allocation of resources.

## Changes as Result of Monitoring and Evaluation

To achieve total sanitation, the programme has adopted the hygiene and sanitation ladder approach with a focus on hygiene behaviour (see Hygiene and Sanitation Software by Andy Peal, Barbara Evans, & Carolien van der Voorden (2010)).

To increase ODF sustainability, post-ODF support is extended to the UC and the V-WASH-CC.

## Impacts of the Approach

**Improved sanitation practices:** Villagers say that they have improved their sanitary habits (proper cleaning of hands and utensils, washing clothes, and taking regular baths) and that their village is cleaner now.

**Adoption by other users/projects:** In the course of implementing the sanitation and hygiene master plan 2011, most of the agencies working on sanitation and hygiene promotion followed a similar approach for achieving ODF on the VDC level. The harmonization of working approaches of all agencies is one of the key aspects of the master plan.

**Improved livelihoods/human well-being:** Improved access to sanitation and hygiene practices lead to a significant reduction of reported incidents of water-borne diseases.

**Improved situation of disadvantaged groups:** Socially and economically disadvantaged groups are the primary target group of the programme. They participate in all parts of the process on equal terms.

**Poverty alleviation:** Trained local service providers gain an additional source of income, earning on average from USD 120 (village maintenance workers) to USD 250 (local latrine builders, rainwater harvesting workers) per annum.

**Training, advisory service, and research:** The offered training and advisory services capacitate UCs and V-WASH-CC to monitor and maintain the sanitary facilities.

**Long-term impact of subsidies:** No subsidies are part of the approach; only poor households get partial support as a reward.

## Concluding Statements

**Main motivation of land users to implement SLM:** Sustainable access to sanitary facilities, improved household hygiene, better environmental sanitation.

**Sustainability of activities:** Proper functioning of sanitation schemes is determined by the quality of physical structures and the understanding and awareness of the community to make use of and maintain the facilities. The programme observes that once people get used to improved sanitary facilities, they appreciate them, maintain them, and refrain from open defecation.

Strengths and → how to sustain/improve	Weaknesses and → how to overcome
Approach capacitates user committee, V-WASH-CC, and local service providers to maintain and - if needed – to motivate the community to rebuild sanitary facilities by themselves → secure long-term post-construction support so that V-WASH-CC, UC, and service providers (latrine builders) remain active for the infrastructure's whole service life.	Keeping the UC and V-WASH-CC engaged over the long term to maintain and monitor ODF is challenging; communities may go back to open defecation → provide post-ODF support with a focus on hygiene behaviour to improve ODF sustainability and also achieve total sanitation.
Community owns process by participating in planning and contributing to implementation. Approach enhances feelings of ownership and responsibility to utilize and maintain the sanitary facilities sustainably → Investigate how process can be simplified and made more cost-effective to facilitate replication.	The impact of hygiene and sanitation activities is greatest when sanitary behaviour is practiced by the whole community. In heterogeneous communities, this is sometimes difficult to achieve, as underprivileged groups tend to leave the initiative to better-off and more innovative people → Keep in mind that different ethnic and/or caste groups may have their own cultural and religious beliefs and habits. Tailor the awareness-raising activities accordingly.
Inclusive implementation process managed by the whole community → further capacity building of disadvantaged groups may enable them to participate more actively.	Very poor people who live on a survival strategy spend all their time and energy on fulfilling their most basic daily needs. Even with material support, it remains hard to motivate them to change their habits → give special consideration and support to economically weak society members to motivate them to participate in community efforts.
The government of Nepal launched a nationwide sanitation campaign. The approach is in line with the guiding principles of the government campaign and supports the implementation of the sanitation and hygiene master plan → increase collaboration with other agencies to further develop and disseminate approach.	

**Key references:** SWISS Water & Sanitation NGO Consortium (2013) Beneficiary Assessment of WARM-P, Nepal. Lalitpur, Nepal: WARM-P/HELVETAS; HELVETAS (2013) The Effectiveness and Outcomes of Approaches to Functionality of Drinking Water and Sanitation Schemes. Lalitpur, Nepal: WARM-P/HELVETAS

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