

Integration of Implementation Approaches

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The hunter-gathering approach

Hunter-gathering is a process of rapidly collecting and collating information, experiences and contributions. In a workshop setting, hunter-gatherers self-select a topic they are most interested in championing and work together in groups to produce a short report (2-6 pages) by the end of the workshop – groups and topics will be decided upon on the first day. Each day, dedicated time is given for people to collect relevant information from one another. Over the course of the session the groups self-organise collecting contributions and feeding into other topics. Participants are asked to collect information informally through breaks and meals. They may also like to use the opportunity in plenary sessions to take notes on their particular topic and ask questions to presenters that could help them with their reports. Outputs are action-orientated, with groups asked to reflect on what should be done moving forward and recommendations for policy and practice.

The notes produced are not meant to be polished or exhaustive, and they are not peer reviewed. They are rapid explorations into priority topics, which are written and disseminated quickly in the hope that they will trigger further conversations, debate and interest. As such, they are not for citation.

This methodology is very much a work-in-progress. Comments and suggestions to strengthen and develop the hunter-gatherer process and method, as well as content and structure of the notes would be very welcome. Or if you wish to do a rapid exploration into a topic that interests you, please contact us: clts@ids.ac.uk

1. General sanitation situation

Countries in West and Central Africa are implementing various approaches aimed at improving and increasing access to improved sanitation.

Countries have implemented one or other approach to sanitation in West and Central Africa yet the attainment and sustenance of Open Defecation Free (ODF) status and access to safely managed sanitation is still a dream yet to be achieved.

Almost one in three of the world's population – that's 2.3 billion people – do not have a decent toilet of their own ('basic' or 'safely managed' sanitation). In many cases, untreated human waste ends up in the environment, threatening people's health and degrading ecosystems. Nigeria, Liberia, Burkina Faso, Mali, Gambia, Congo DR, Cameroon and others participating in this workshop integrated other approaches, activities and tools in their various countries and projects.



2. Why integrate approaches?

All the countries mentioned above have CLTS as their national strategy for sanitation implementation, some held on to the classical approach while others stepped up to contextualise their methodology. Emerging experiences from on-going implementations as well as concluded projects required facilitators to adapt approaches, include tools and activities to ensure the momentum of their implementations are maintained and improvements recorded continuously. Some of these experiences include but were not limited to:

- Saturation of singular approach: CLTS is implemented, ODF status reached, what next?;
- Slippage of ODF status: Most of the communities' reach ODF and relapse after six months to one year;
- Low ownership of approaches: There was limited acceptance and ownership of approaches due to the monotony of steps as the partners did not know what to prescribe if early adopters had challenges;
- Variation of contexts: Despite being one country, state, or community, topography, socio-cultural norms and beliefs were different, so there is a need to have an array of tools, activities and approaches to respond appropriately;
- Collapse of toilets due to quality of community based materials;
- Low quality of sanitation products and services;
- Conflicting and inconsistent messaging: communities are led to produce and use non-durable community level toilets based on available materials and knowhow, and are followed up with the offer of improved options, and messaging heralding the advantages of the latter over the former results in apathy in climbing the sanitation ladder due to economic and time constraints.

3. Solutions and promising examples

- Inclusion of multiple thematic areas and approaches to sustain interest.
- Including behaviour change communication and social behaviour change communications.
- Adapting approaches to contexts.
- Ensuring a mix of supply and demand side of sanitation is available from inception.

4. Emerging pilots /solutions in different countries

Nigeria: The emerging framework on Sustainable Total Sanitation (STS)

Based on learnings documented from the implementation of the sustainable Total Sanitation project financed by the Bill and Melinda Gates foundation, WaterAid Nigeria is proposing this framework to **provide an adaptive and combined approach to supporting households and communities to achieve sustainable, improved sanitation provision.**

The framework is informed by a deep contextual analysis and is designed to address the key challenges around sustainability and quality at scale. It is intended to inform design and implementation of STS projects, primarily in rural and peri-urban contexts in Nigeria, although it may be adapted to suit other country contexts.

At its heart, Sustainable Total Sanitation is about integrating **targeted support to supply-side actors** (such as business support, financing and market promotion activities) with **effective, transformational demand generation** within communities and households (including CLTS, public awareness and communications activities, alongside hygiene behaviour change (HBC)/ communications on hygiene promotion) while advocating for improved enabling environments.

The initial pilot proved that a greater number of households and communities will access affordable, effective and durable improved sanitation provision than when using demand-driven approaches alone. It also addresses key challenges such as the difficulties householders face in accessing and constructing sustainable toilets that typically lead to low latrine quality and lack of sustainability. The process facilitation includes but is not limited to the following: facilitation of the CLTS process, SanMark, business development support, policy analysis and influencing, hygiene behaviour change, targeted and consistent messaging, monitoring, learning and evaluation.

Key feature: availability of supply – options during demand generation

Challenge: Yet to be taken to scale

Achievement: Implementation guide published

Ensure there is supply *before* creating demand i.e. ensuring that there are *appropriate* and *available* products to enable communities to begin purchase and construction immediately after triggering. This means mobilising businesses beforehand so they can be an effective part of the demand generation process at the community levels as well as be ready to meet the demand for sanitation products and services once they begin to come in.

Burkina Faso: Integration of CLTS with Leader-Led Total Sanitation (LLTS)

In Burkina Faso, sanitation implementation attained ODF and there was a vacuum of what tools and approaches would be used to sustain ODF and ensure that the vulnerable are reached. An approach of organising a sanitation fair, showcasing options and award to best designs is conducted; the rich/ influential are invited as supports and are triggered to provide sanitation facilities for communities and support the upgrade of poor quality. This combination with CLTS is the entry point for demand generation and LLTS to ensure acquisition /ownership of household toilets.

- Like in some other countries, there is **no data** to substantiate this claim.
- Critical here is the need for a post implementation plan, budgeting and release of funds.
- **Next steps:** Documentation, post ODF plan and budget release.

Liberia: Integration of HBC aspects of PHAST with CLTS

In Liberia, CLTS is being implemented with hygiene behaviour aspects of PHAST integrated. This was informed by past experience of implementing short-term CLTS for period of between 6 – 9 months. Implementation was done via construction of toilets via contractors and paid for by the facilitating organisation. ODF is attained, however , within months relapse occurs.

Observations: short-term implementations are not producing sustainable results; no documentation of the benefits of the integration of approaches.

Mali: Integrating sanitation marketing and microfinance provision at the post-ODF stage

CLTS is the national strategy for sanitation implementation in Mali. Communities reach ODF, yet post project evaluation reported 20 per cent relapse. Post-ODF strategy is developed but not yet approved. Integration of sanitation marketing and microfinance provision is ongoing but is not yet a success.

This is supported with hygiene behaviour messaging using social acts, radio messaging and communication and visual acts. All these are intended to increase support for uptake/ acquisition of improved toilets by households and increased production by suppliers.

Challenge: No documentation thus claims are anecdotes.

The Gambia: Complementing CLTS with SBCC and other actions

In the Gambia, CLTS is complemented with Social Behaviour Change Communication (SBCC) instead of BCC. Incidents of toilet collapse and reversion to OD has called for an approach that will stimulate people to rebuild, upgrade and maintain their toilets.

Part of the integrated approaches employed include messaging to improve maternal and child health, cash payment against household toilet indicators during monitoring, messaging focusing on **pride and religion** instead of shame.

Challenge: Approach framework not finalised and cash for toilet may not be sustainable.

Achievement: Implementation saturation reduces as new concepts, approaches and tools are exciting to people and momentum maintained to remain ODF.

Congo D.R: One national campaign strategy with multi-faceted approaches to ensure total reach - Flexibility of approaches encouraged

The CLTS approach is the strategy adopted to implement the national campaign titled 'Clean village and school'. All development agencies in Congo are required to adopt it but are encouraged to innovate complimentary approaches and strategies to ensure uptake. Sustainable WASH in Fragile Contexts (SWIFT) is a complementary approach used to reach people in conflict environments, rural and semi urban areas and the marginalised.

Another example of integration of approaches in Congo DR is the interventions by the Interchurch Medical Agency financed by World Bank, implementing sanitation in health centres, public places via the “Hybrid WASH model”. With these integrations, uptake is achieved and sustained. Efforts are ongoing to put all these together as a national approach and supported by a regular peer review mechanism.

Observation: the articulation of all these into an implementation guide is demanding and time consuming.

Achievement: The diversity in implementation has instituted a living excitement, no saturation in implementation is experienced.

Cameroon: PHAST, CHAST and health messaging integrated into CLTS

CLTS is the main entry for sanitation interventions comprising of case studies, triggering and monitoring. After a few years of implementation, targets were not being met and there was low value recognition of the entire process as well as a reduction in momentum. Reversing this situation and eventually attaining and sustaining ODF was crucial. PHAST, CHAST, health and nutrition messaging were integrated into the CLTS process. Improvement in practice and ownership has been observed and post-ODF plans are now being developed and implemented.

Next steps: Post-ODF plan development is ongoing.

Findings

Findings of the hunter-gathering are:

- Integration of approaches are mainly pilots and there is no documented evidence of its working at scale yet.
- CLTS does not address the supply side and demand activation.
- GSF projects have longer duration and planning is focused on milestones – adaptive programming is possible and encouraged (e.g. Senegal and Nigeria cases).
- Implementers are too busy chasing timelines and no attention is paid to systematic documentation dissemination and replication.
- Functional development of approaches and guides are always left to consultants who did not implement the pilot.
- Implementation period is usually too short to arrive at conclusive frame of implementation.
- Post-ODF is usually not included in budgets, the window period creates a gap as well as budgets for scaling up.
- Senegal appears to be one of the countries with the most enabling environment /conditions for scaling up but not much documentation is gathered in Senegal due to lack of time.

Ways forward

- Country programmes to adapt their current learning in order to sustain the progress gained and go to scale.
- In order to reach the SDGs, practitioners need to think outside the box and explore approaches rather than being rigid with traditional CLTS implementation.
- A systematic approach where programming is layered to reach the last mile should be adopted.
- Facilitators of short-term interventions should not wait until the end of their project before prospecting funding for follow-ups and next line of actions.

Conclusion

Integration of approaches will naturally entail the inclusion of additional approach, tools and/or additional activities to ensure we reach everyone everywhere with sustained sanitation.

Programmatic principles to be inclusive: include gender, E&I, to ensure the marginalised, people with disability and all excluded by economic, social, religious, geographical and emergency conditions are considered and planned and budgeted for.