

Federal Ministry of Health , National Sanitation Marketing Guideline

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Presentation roadmap

- ▶ Background
- ▶ National Sanitation Marketing Guideline (rationale, scope, objective , strategic approach and partnership modaloty)
- ▶ What is next ?



Background

- ▶ Over the past decades the Sanitation and Hygiene sector has shown steady progress as part of the overall improvement in the Health and WASH sectors.
- ▶ Through the introduction and use of Community Led Total Sanitation and Hygiene (CLTSH) in Ethiopia significant numbers of households have gained access to self-constructed basic latrines.
- ▶ However, most of the self-constructed latrines fall short of fulfilling the minimum standard of improved sanitation and hygiene facilities, resulting in the need to initiate Sanitation Marketing. In view of this it is deemed imperative to develop guidelines on sanitation marketing.



... background

- ▶ Establishing a national guideline for sanitation marketing is important to promote improved latrine technology for up grading and new construction in order to meet the global and national commitments including the HSDP IV/SAP, UAP II and the MDG targets.
- ▶ In line with this, there is the need to harmonize and coordinate existing and future efforts of government, development partners, private sector, local producers and households to create access and improve uptake of an improved sanitation product and services sustainably, which is another aim of the guideline.



Objectives

- ▶ This guideline is aimed at designing the implementation, monitoring and evaluation of sanitation marketing and enhancing harmonization of demand and supply for improved sanitation and hygiene facilities in Ethiopia and creating a conducive enabling environment for the private sector to take sanitation as a business.



Scope of the guideline

Pillar I : Creating, strengthening and sustaining the enabling environment for private providers through :

- ☐ Harmonizing and aligning of stakeholders' efforts to meet the demand and supply aspects of the market.

Pillar II : Generating demand among the target audiences/ community for improved sanitation technology options through:

- ☐ Evidence based , sustainable and integrated Behaviour Change Communication tools and Demand Creation campaigns.

Pillar III : Build and Strengthen capacity of private sector actors to improving access for improved sanitation technology (product and services) options :

- ☐ For constructing new facilities and/or upgrading existing ones,
 - ☐ availing proper hand washing facilities and
 - ☐ safe water chains
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Strategic approach

I. Strengthening an enabling environment for SM program

- ▶ Advocacy, promotion and Awareness Creation
- ▶ System Strengthening, Integration, harmonization and alignment
- ▶ Program Coordination and collaboration



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2. Create access for improved sanitation technology options:

- ▶ Design appropriate and affordable improved sanitation products and services
- ▶ Design and test for feasibility, scalability and sustainability of business models
- ▶ Promote sanitation as a potentially profitable sector for the private sector
- ▶ Provide technical and financial support to improved sanitation product and service providers, through trainings,
- ▶ Create access to financial products and other capacity building activities for private providers



... strategic

3. Generating demand for improved sanitation technology options :

- ▶ Design, test and roll out evidence based Behaviour Change Communication materials for promotional and marketing campaigns aiming for demand generation for improved sanitation options through health extension workers,
- ▶ Link CLTSH and sanitation marketing tools, methods and activities, to maximize community mobilization and demand creation.



Partnerships, roles and responsibilities

I. Health sector and WASH structures at Federal/Regional/Zonal levels:

- ▶ As the lead agency for environmental sanitation and hygiene, the health sector has the prime responsible and overall leadership in implementing and managing sanitation marketing,
- ▶ The existing WASH structures should provide their support and collaborate closely with the health sector. The main role at federal, regional and zonal levels is to create an enabling environment



... partnership

2. Health sector and WASH structures at woreda level

- ▶ Actual implementation of sanitation marketing takes place at the woreda and community level and is first and foremost the responsibility of the woreda health office, and should be fully supported by the woreda WaSH team.

3. Health Center and Health Post

- ▶ Health Centers and Health Posts have an important and leading role to play in the actual implementation of sanitation marketing at their respective health service catchment areas.



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3. Kebele Level

- ▶ At kebele level, existing structures, such as HDAs, DAs, DTs, WASHCOs, Natural Leaders, Faith Based Organizations, Civil Society Organizations, Youth and Women Associations and others need to be involved in implementation.

4. Micro and Small Enterprise Development Agency at all levels:

- ▶ Micro and Small Enterprise Development Agencies are responsible for promoting sanitation marketing as a business with existing and new entrepreneurs and establish linkages with microfinance institutions.
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...partnership

5. Micro Finance Institutions

- ▶ Micro finance has been one of the most prominent instruments in the development programs and strategies used in the country.
- ▶ Microfinance institutions are responsible to create access to financial products for sanitation product and service providers and households.

6. Development Partners at all levels

- ▶ Development Partners including Multi/Bi lateral organizations, INGOs, local NGOs and CSOs are important stakeholders in the provision of financial and technical support to strengthen sanitation marketing.
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7. Private Sectors

- ▶ The private sector, including importers, industries, factories, wholesalers, retailers, distributors, etc. is responsible for production, transportation, distribution, retailing, and promotion of improved sanitation products and provision of services.
- ▶ Local producers who are to be involved in sanitation marketing can come from a diversity of backgrounds, and include artisans, masons, potteries, black smiths, weavers, carpenters, hide producers and others that are interested or have a stake in sanitation marketing.



... partnership

8. Community Based Organizations

- ▶ Facilitate credit system for poor HHs amongst their members.
- ▶ Promotion for improved sanitation and hygiene demand creation amongst their members.
- ▶ Provide information to members about sanitation products.

9. Households

- ▶ Households are the end users of improved sanitation products and services. This does not mean they do not have their responsibility in the process of sanitation marketing as well.
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What is next ?

- ▶ Launch and popularize the Sanitation Marketing Guideline among the users,
 - ▶ Design implementation modalities to realize the guideline,
 - ▶ Coordinate and align initiatives of actors at federal, regional, zonal and woreda levels,
 - ▶ Mobilize financial and nonfinancial resources the necessary resource to realize the guideline to create enabling business environment for entrepreneurs,
 - ▶ Developing and testing potentially feasible technology options , business models and BCC tools,
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