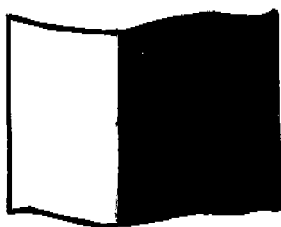


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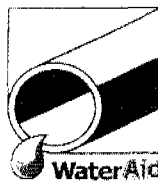
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THE NATIONAL DIORANO-WASH STRATEGY



Banque Mondiale



**THE NATIONAL
DIORANO-WASH STRATEGY**

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LIST OF ACRONYMS

GLOSSARY

MEMBERS OF THE DIORANO-WASH NATIONAL COMMITTEE

Ministerial departments:

- Ministry of Energy and Mines
- Ministry of Health
- Ministry of National Education and Scientific Research
- Ministry of Decentralisation and Development of the Autonomous Provinces
- Ministry of the Environment, Water and Forestry
- Ministry of the Interior
- Ministry of the Population
- Ministry of Post, Telecommunications, Communication and Information
- Vice Prime Ministerial Department in charge of Economic Programmes, Meteorology, Transport, Public Works and Regional Planning

Financial partners:

- WORLD BANK
- WHO
- UNDP
- UNICEF
- USAID
- WaterAid
- WSSCC

Technical partners:

- ADRA
- AES
- AFVP
- AIDE & ACTION
- AMSAM
- ANAE
- Association FAMONJENA
- Association MIARINTSOA
- ASOS
- CARE INTERNATIONAL
- United Nations Information Centre
- CNRE
- CRS
- CUA

- DAC
- The Ecole Polytechnique
- FID
- HANDICAP INTERNATIONAL
- INSTAT
- INSTN
- INTERAIDE
- INTERMEDIA
- JIRAMA
- JSI
- MEDAIR
- MSF Madagascar
- ONE
- NGO CARITAS
- NGO FIKRIFAMA
- NGO SAF/FJKM
- NGO SAHA
- NGO SAINT GABRIEL
- NGO TARATRA
- NGO VOARY SALAMA
- PAIQ
- Autonomous Province of Antananarivo
- PSI
- Réseau Eau
- RSF
- SAMVA
- SANDANDRANO
- SAVONNERIE SALAMA
- SAVONNERIE TROPICALE
- SEECALINE
- TSST/ Faculty of Sciences

I. GENERAL CONTEXT

Health report on the water and sanitation sector worldwide and in Madagascar

It is now widely accepted in development circles that potable water, sanitation and hygiene work must act in unison if poverty is to be tackled effectively. For all that, in developing countries, water and sanitation and resources needed to make a real difference have not received sufficient attention. As a result, diarrhoea continues to be a killer and many children still lack a healthy environment which is vital to their survival, development and fulfilment - in equal measure.

The impact is visible. Worldwide, one billion people have no drinking water, and three billion people have no access to adequate sanitation. Every year, three million children die of illnesses related to inadequate clean water and sanitation.

Over the past few years, the international community has woken up to this situation and as a result stepped up its commitments in the water and sanitation sector, as seen by the Millennium Development Goals and the decisions taken at the Johannesburg Summit. Vision 21 and the Iguazu Action Programme have more specifically emphasised the need to get involved in the three-pronged attack on water, sanitation and hygiene issues, if the health of affected populations is to be improved.

In Madagascar, efforts to develop water and sanitation, both in rural and urban areas, have been limited in terms of scope and efficacy. The majority of the Malagasy population does not have access to safe water or adequate sanitation, and environmental hygiene is often poor.

According to the data published by the Ministry of Energy and Mines in 2001, just 27.2% of the nation's population had access to safe water, of which 66.9 % live in urban areas and 11.7% live in rural areas.

The results of the MICS 2000 survey meanwhile showed that an estimated 58% of the national population had access to sanitation, of which 87.3% lived in urban areas and 52.2% in rural areas. However, the real figure is much lower if only the hygienic latrines (those meeting the prevailing minimum standard) are taken into account. In any case, everyone agrees that the sanitation sub-sector has been neglected up until now and has never had the attention it deserves, especially given the significance of its role in reducing diarrhoea.

The impact of the lack of sanitation

The report entitled "Assainissement: Le Défi" [*Sanitation: The Challenge*], officially launched on 10 July 2002 by the Ministry of Energy and Mines, the Ministry of Health, and the Ministry of Education, with assistance from UNICEF, WHO and WaterAid, was one response to raise the importance of the neglected sanitation sub-sector. The report was a powerful, emotive document advocating that the whole nation get behind the need to tackle its sanitation issues.

The report showed that if a disease prevention programme based purely on addressing the lack of sanitation had been put in place, the loss of 5 million working days per year in Madagascar could have been prevented. Similarly, Malagasy schoolchildren would not have lost 3.5 million school days every year if sanitation had been considered a key component in the reduction of poverty. Nor, perhaps, would tens of thousands of children have lost their lives.

Taking the economic approach even further, the same report indicates that the financial losses incurred due to the inability to work, together with the cost to households of medical expenses, represent 93% of the total government expenditure on healthcare - and three hundred times the cost of public expenditure in the sanitation sector.

If properly managed, the development of the sanitation sub-sector should in fact lead to a spectacular reduction in morbidity related to poor water and sanitation. The result would be both immediate and direct on not just households and the labour market, which would save 200 billion and 50 billion dollars a year respectively, but also the healthcare system which would witness a reduction of around one third of the number of patients treated at health centres.

However, Madagascar's sanitation sub-sector will have to overcome many obstacles including in particular institutional and financial obstacles, before it will be able to meet these challenges. Viewed on a national scale, responsibilities are scattered and there is an absence of leadership for coordinating activities within the sector. Added to this is the fact that water and sanitation issues have only very small budgets associated with them; in 2000, these totalled slightly more than 0.3% of public expenditure as a whole and just 0.7% of external aid. Moreover, 90% of the total budget was allocated to drinking water.

A new vision

It is vital today that sanitation, a key element in the reduction of diseases associated with poor water and sanitation, forms an integral part of drinking water supply projects. A study conducted by WHO in 1992 demonstrated that the combined effort of improving both drinking water and sanitation could reduce water-related disease by 37%, whereas drinking water initiatives alone result in only an 18% reduction.

This is the context in which the WASH initiative has been launched, its aims being to support and to redirect projects in the water and sanitation sector, with the ultimate objective of eliminating diseases linked with poor water and sanitation. Implementation of this initiative is a necessary step along the road towards reducing poverty, and towards rapid, sustainable development.

All the players need to be aware that water, hygiene and sanitation together contribute to improving the health of populations. Under this initiative the Madagascar DIORANO-WASH Committee will undertake to contribute to the reduction of poverty in the country by:

- improving poor hygiene practices responsible for the high level of diarrhoea;
- promoting national awareness of the importance of hygiene and sanitation and how these relate to disease and poverty,
- recommending the integration of hygiene and sanitation into drinking water supply projects.

The initiative is designed to improve sanitation and hygiene in the context of the development of Madagascar. It forms an integral part of the government's decentralisation policy, which advocates the capacity building and involvement of local authorities in all community development projects.

The launch of the DIORANO-WASH campaign in Madagascar has already aroused a great deal of interest amongst the country's leading authorities and many managers in the water and sanitation sector.

II. THE DIORANO-WASH INITIATIVE IN MADAGASCAR

Background

In Madagascar, diseases linked to poor hygiene conditions and to the lack of access to safe water constitute one of the main causes of morbidity and of infant mortality. Diarrhoea alone is the third reason for out-patient consultations at health clinics. Apart from this chronic situation, the emergence of cholera in March 1999 in certain regions and its rapid spread throughout the country has demonstrated the alarming state of the sanitation infrastructures in both rural and urban areas.

Faced with this finding, in 2002, the Government, WaterAid and UNICEF published an advocacy document entitled "Assainissement: le Défi" or "Sanitation: the Challenge", which confirmed the negative impact of poor sanitation on the socio-economic and educational development of the country.

Distribution of this document generated the setting in place of two national initiatives of primary significance to the sub-sector: the commitment to produce a national sanitation policy document in the first instance, and the launch of the WASH initiative.

This was the context in which, 5 days after the world summit in Johannesburg, the WASH initiative was launched in Madagascar on 10 September 2002 by the Prime Minister, M. Jacques Sylla, the President of the Water Supply and Sanitation Collaborative Council, Sir Richard Jolly, and the country's highest authorities in the presence of the UN Agencies.

The presence of both the Prime Minister and the WSSCC President attracted a great deal of interest from all the players in the sector, as this was the first sign of interest, and indeed encouragement, displayed by the Government and the financial partners, towards the sanitation sector.

Thereafter, a WASH National Committee was set up. This Committee has devoted itself to implementing the actions needed prior to the deployment of the initiative throughout the country. One of the strong points of this preliminary phase was the organisation of a workshop in Ivato on 20 and 21 February 2003 which defined the WASH strategy. There, the Madagascar WASH initiative was christened "**DIORANO-WASH**".

The DIORANO-WASH Madagascar Committee is integrated into the WASH international network of exchanges and is represented by some of its members at the various international meetings that provide an opportunity to enrich the initiative and to publicise the work being done on a national level.

A ministerial delegation also took part at the International Forum on Water in Kyoto, at which the Minister for Energy and Mines presented the DIORANO-WASH experience in Madagascar.

The "DIORANO-WASH Philosophy"

The DIORANO-WASH initiative is aimed at integrating and enriching all projects which touch upon the water and sanitation sector. This universality justifies the need to remember that, for all this, *DIORANO-WASH is not a project or a programme per se, and the initiative does not replace the contracting authorities, the donors or any other partner in the operation in question.*

DIORANO-WASH is a Philosophy, a label, an inspiration that should drive projects forward, closely linking water, sanitation and hygiene, over which everyone can claim ownership – as long as they adopt its principles.

To remove any ambiguity, use of the "DIORANO-WASH label" will be strictly codified. A project or a programme adhering to DIORANO-WASH will thus be identified firstly by its name and the donors' name, followed then by a reference to the DIORANO-WASH initiative.

Beyond its general aim and the specific targets it needs to achieve, the DIORANO-WASH initiative is also characterised by its highly singular approach, bringing together as far as possible all partners at all levels within the country to ensure that any initiative is a collective one. More than just an action plan, it is the policy and the advocacy documents that define this specificity, which forms an integral part of the DIORANO-WASH vision.

The DIORANO-WASH initiative is therefore simultaneously based on the following foundations:

- promoting better communication between the various stakeholders in the sector;
- encouraging the mobilisation and the awareness of the beneficiaries on the need to change behaviour in relation to hygiene;
- using research/action in a participatory approach in order to develop appropriate and forceful IEC messages and media capable of initiating a change in behaviour;

- working with the Nation's life blood, involving all the partners in the dynamics including the country's highest political and religious authorities, the community managers, the private sector and the NGOs.

DIORANO-WASH and the national picture

The DIORANO-WASH initiative is a catalyst and an impetus for the actions that will need to be taken worldwide between now and 2015, to achieve the Millennium Development Goals with regard to water, sanitation and hygiene:

- a halving in the number of people who do not have access to safe water and to adequate sanitation;
- to ensure that 80% of primary schoolchildren are made aware of and adopt appropriate hygiene;
- and providing all primary schools with separate girls' and boys' latrines.

However, the Malagasy government has set itself even more ambitious targets, namely that by 2015 all of its urban populations and 80% of its rural population will have access to safe water and sanitation.

These targets, along with the explicit reference to the DIORANO-WASH initiative, form integral components of the Poverty Reduction Strategy Paper.

The WASH vision gives each country the scope to determine, by following a participatory approach, its priorities, its objectives and the structures for monitoring and coordinating actions aimed at achieving the Millennium Development Goals. Such is the purpose of this document defining the DIORANO-WASH strategy.

III. THE OBJECTIVES OF THE DIORANO-WASH VISION

AIM:

- To contribute to reducing water-related diseases and those linked to poor sanitation and hygiene in Madagascar, in particular diarrhoea which remains one of the 3 main causes of morbidity and mortality in children under 5 years old.

SPECIFIC OBJECTIVES:

- To improve the hygiene habits of the Malagasy population, focusing on 3 themes: ¹
 - hand washing with soap at critical times;
 - effective use of hygienic latrines;
 - safe water chain: keeping drinking water clean from source to use.
- To encourage and to mobilise political will and the will of the donors, so that the water and sanitation sector is considered a priority for the national poverty reduction strategy; this will be done by:
 1. Implementing the national sanitation policy, which clearly defines the role and the responsibilities of the players and outlines the main directions for development of this sector;
 2. Observing the commitments contained in the 20/20 Initiative, which stipulates that the government should allocate 6% of public expenditure and that the donors should grant 6% of external aid towards water and sanitation;
 3. Creating an environment which encourages improved coordination/monitoring, by putting institutional and organisational structures in place at all levels (province, prefecture, commune).
- To build awareness of the importance of hygiene, water and sanitation and how they inter-relate with disease and poverty, by identifying information disseminators in outlying areas (primary school teachers, health workers, religious figures, etc), and getting them involved in raising awareness, mobilising people, and advocating for the adoption of this integrated approach.
- To ensure that hygiene and sanitation form an integral part of every drinking water supply project.
- To ensure that between now and 2015, primary schoolchildren adopt correct hygiene habits and that all primary schools in the country have a water supply, hand-washing facilities and separate girls' and boys' latrines.
- To support the government in its efforts to achieve the Millennium Development Goals vis-à-vis access to safe water and to adequate sanitation.

¹ The corresponding definitions appear in the glossary at the end of this document

IV. THE STRATEGIES FOR IMPLEMENTING THE DIORANO-WASH INITIATIVE

The DIORANO-WASH vision encourages and supports the systematic incorporation of sanitation and hygiene measures into any project relating to safe water supply.

The strategy has therefore been designed taking a holistic and integrated approach in order to promote methods based on community capacity building, better structured and more appropriate hygiene education, awareness building in, and mobilisation of, all the players identified in the Community as having a role to play in its development (local authorities, teachers, religious and customary authorities, civil society and NGOs).

The success of the projects will depend on the ability of the information disseminators to increase the awareness of the population and to develop appropriate, specific IEC messages based on 3 selected themes, which are: ¹

- hand washing with soap at critical times;
- effective use of hygienic latrines;
- keeping drinking water clean from source to use.

The DIORANO-WASH initiative also depends on the drafting of an advocacy plan with policy-makers and financial partners in order to raise funds commensurate with the issues at stake, and to establish a political, legal and institutional framework which will encourage the promotion, achievement and sustainability of water and sanitation systems, with priority given to low cost systems.

The primary strategies will centre on:

- coordination and monitoring;
- capacity building;
- advocacy;
- mobilisation and awareness building;
- IEC;
- partnership.

A deliberate distinction has been made between the IEC component and the mobilisation-awareness aspect, on which of course it depends, on account of the importance of the actions to be taken in this area in order to guarantee the success of the initiative.

The attached strategic framework demonstrates the links between these 6 aspects and the objectives of the DIORANO-WASH initiative.

¹ The corresponding definitions appear in the glossary at the end of this document

DIORANO-WASH (WATER-SANITATION-HYGIENE)

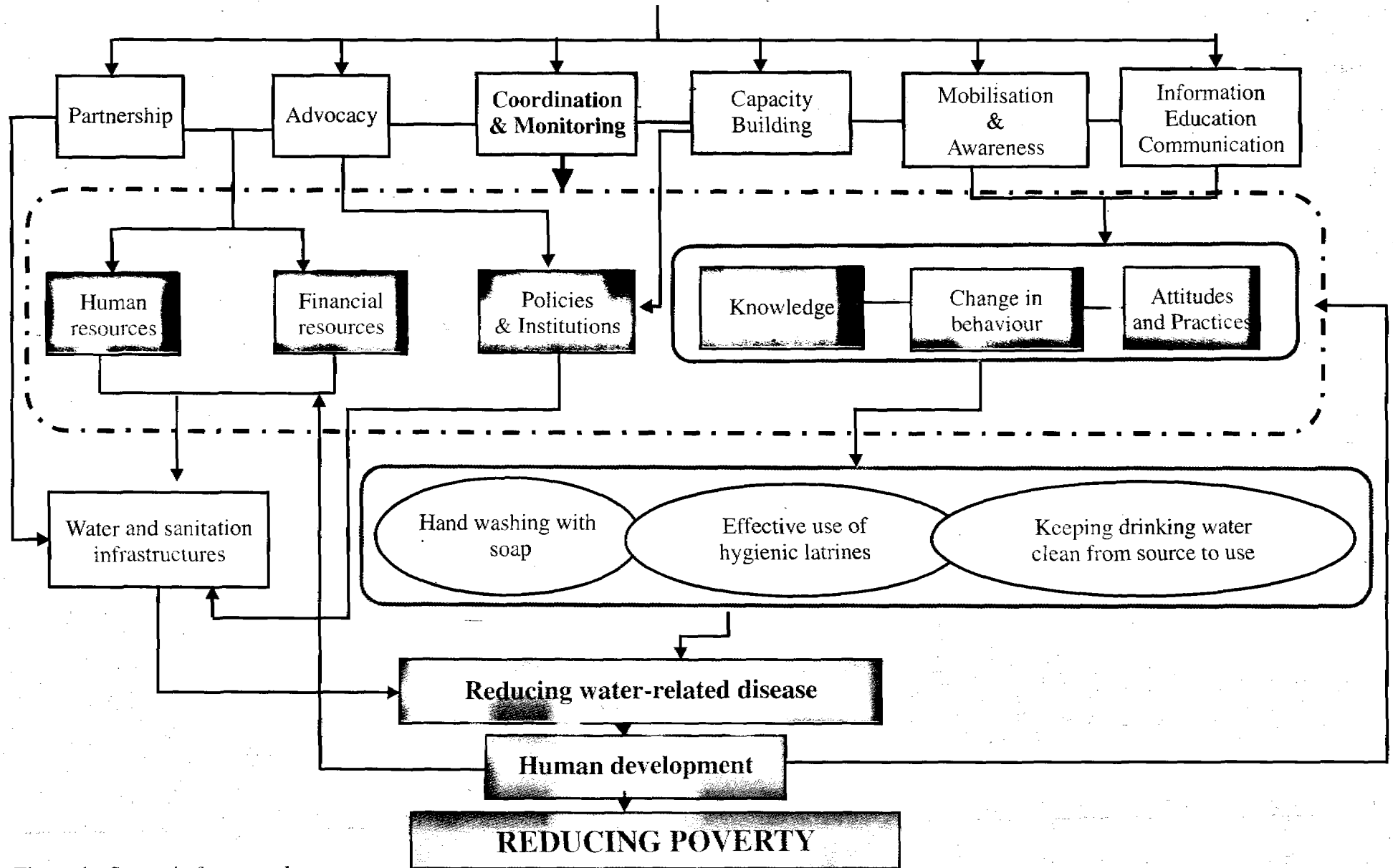


Figure 1 : Strategic framework

IV.1. COORDINATION AND MONITORING

Because the DIORANO-WASH initiative is essentially a collective and participatory initiative, it requires some form of organisation to be established throughout the entire country.

Structures for the monitoring and coordination of the DIORANO-WASH initiative will be created at all levels. These are to ensure that the DIORANO-WASH vision is both understood and assimilated by all the players in the sector, as well as integrated into all aspects of the implementation of drinking water supply & sanitation projects, and of hygiene education and promotion projects.

On a national level, a DIORANO-WASH National Committee has been set up. This provides a platform where representatives from the ministerial departments, the UN organisations, the bilateral cooperation agencies, national and international NGOs, media and the private sector (such as soap manufacturers) can all come together. It meets annually or more frequently as necessary, to discuss the directions of the initiative, to review or change the work plan or to approve recommendations concerning the process or the implementation of the DIORANO-WASH vision.

For the day-to-day monitoring of DIORANO-WASH activities, an elected DIORANO-WASH Secretariat has been set up comprising the following members: MEM, MINESEB and MINSAN, UNICEF, WHO and USAID, WaterAid, Care International, Handicap International, Voary, Salama and Réseau Eau. The Ministry of Energy and Mines presides over the Secretariat, whilst WaterAid supplies the necessary administrative services. The Secretariat meets regularly to prepare and implement the decisions of the National Committee, to ensure monitoring of the activities and secure funding, as well as to verify that the structure is operating correctly.

The ambition of the DIORANO-WASH initiative is clearly a national one. But to cover the whole country requires that competent and effective decentralised structures are in place and that good coordination ensures the campaign is run optimally, with very judicious use of the resources available.

Just how DIORANO-WASH is structured is therefore crucial to the strategy, as it defines the levels of responsibility at national, provincial, commune, even community level. The table below specifies the scope, the composition, the roles and the responsibilities of each coordination level.

Table I: STRUCTURES FOR MONITORING AND COORDINATION OF DIORANO-WASH

<u>Levels</u>	<u>Name</u>	<u>Composition</u>	<u>Responsibilities</u>
<i>Central</i>	DIORANO-WASH National Committee	<i>Government, civil society, UN agencies, international organisations and the private sector</i>	<ul style="list-style-type: none"> - Identify Projects and Programmes - Produce Strategy Documents - Draw up the Advocacy Plan - Raise funds from donors - Design IEC tools - Monitor and Evaluate
<i>Provincial</i>	<u>DIORANO-WASH Provincial Committee</u>	<i>Ministerial representatives (MEM, MINSAN or MENRES) and representatives of the NGOs or local projects</i>	<ul style="list-style-type: none"> - Coordinate WASH activities at provincial level - Provide focal point of communication between the various WASH committees
<i>Regional</i>	<u>DIORANO-WASH Regional Committee</u>	Steering Committee: <i>Prefect / CRD / DL/MEM / Regional departments of other Ministries / Sub Prefects / Deputies / Senators / DHD / civil society / development actors, such as religious community</i>	<ul style="list-style-type: none"> - Provide support for DIORANO-WASH actions at decentralised level (District and commune) - Organise meetings to disseminate information to and communicate with players - Coordinate DIORANO-WASH regional actions - Integrate and adapt DIORANO-WASH activities in regional development plans - Monitor and evaluate
<i>Commune</i>	<u>DIORANO-WASH Commune Committee</u>	Monitoring and support committee: <i>Elected representatives / Fokontany Presidents / teachers / PHC /religious community / civil society – Technical Committee</i>	<ul style="list-style-type: none"> - Disseminate information to and communicate with players - Coordinate DIORANO-WASH commune actions - Integrate and adapt DIORANO-WASH activities into Commune Development Plans - Support training programmes for players in the DIORANO-WASH strategy - Monitor and Evaluate
<i>Community</i>	<u>DIORANO-WASH Village Committee</u>	Monitoring and implementation committee <i>Elected representatives / Fokontany Presidents/ teachers / PHC / religious communities / civil society / Water point committees</i>	<ul style="list-style-type: none"> - Participate in producing messages and tools based on experience - Identify channels of communication, awareness building and mobilisation of the population - Ensure establishment of structures for implementing, managing, maintaining and upkeep of water and sanitation systems - Get beneficiaries involved in financially supporting DIORANO-WASH activities - Organise awareness building and social mobilisation sessions and meetings
	<u>DIORANO-WASH School Committee</u>	<i>Schoolchildren's parents, schoolchildren, teachers, headmasters.</i>	<ul style="list-style-type: none"> - Organise DIORANO-WASH school days to build schoolchildren's awareness of the need to adopt good habits. - Set up structures for managing school water and sanitation projects. - Ensure that IEC documents and materials are available in schools - Mobilise parents into getting financially involved in DIORANO-WASH activities.

IV. 2 CAPACITY BUILDING

Capacity building may take the form of training sessions, visits and exchanges of literature and experience.

National Level

Permanent contact will be maintained with the WSSCC in order to monitor the progress and growth of the DIORANO-WASH Initiative, and to ensure that the different countries' experiences are fully shared. This will also provide members of the DIORANO-WASH Madagascar Committee with the opportunity to be invited to and participate in regional or international colloquia and conferences on how the DIORANO-WASH initiative is working worldwide.

National workshops or meetings will be organised to run think tanks on the implementation of DIORANO-WASH. Biannual and annual reviews of all the players (technical and financial) will be organised to draw up progress reports and examine the possibilities of improving the various ways the DIORANO-WASH initiative is being implemented.

Sessions for the training of trainers will be organised to reinforce their understanding of participatory identification and planning methods (PHAST, APRM, HRAP, etc), of hygiene education and promotion training methods, and of appropriate technologies (SANPLAT, etc).

Provincial Level

Training sessions bringing together players in the sector (Ministry of Energy and Mines, Ministry of Health and Ministry of Education, NGOs and civil society), and using an integrated approach, will be organised to improve and reinforce knowledge of the development of the water, sanitation and hygiene sector at both a technical and programme level.

More specifically, training support teams will also be formed, trained and equipped. Each province will have trainers in the following areas: hygiene education and promotion, water quality monitoring techniques, water and sanitation systems implementation and maintenance techniques, and participatory approaches.

As regards monitoring and evaluation, the provinces will be equipped with computers, and technicians will be trained in the WASAMS system to enable them to set up a water and sanitation sector database.

Commune Level

Capacity building of the development players (local authorities, civil society, national and international NGOs, etc) is a determining factor and constitutes a prerequisite to the success and the sustainability of water and sanitation programmes in rural areas.

So that the communes can take the water-sanitation-hygiene conundrum into account, in particular by producing their own commune development plan (CDP), the DIORANO-WASH initiative will train commune players (NGO personnel, senior members of communes, teachers, etc) in the participatory methods of identifying their needs (PHAST, etc).

Community Level

Capacity building on this scale is achieved in two ways:

- building awareness of the need for a change in hygiene practices based on the 3 key messages;
- training in the implementation and management of appropriate water and sanitation systems.

Health facilitators will be trained in techniques used in communication, mobilisation and building awareness of changing behaviour and improving hygiene practices and attitudes, water supply and sanitation. The DIORANO-WASH initiative will ensure that at least half of all the members of each sanitation facilitation team are women.

For schools, documents will be produced for training teachers and schoolchildren in hygiene education. They will focus on three themes: hand washing, effective use of latrines, and hygiene issues surrounding containers used to collect water and store water in the home. Practical exercises in hand washing with soap will also be carried out.

Specific training must be provided in the following areas:

- appropriate latrine building technologies (SANPLAT, etc) and development of lowest cost water infrastructures.
- systems management: tariff setting, cost recovery, book-keeping; this training will be aimed at water point management committees.

The DIORANO-WASH initiative will ensure that each commune has a fully trained and equipped person to carry out repairs. Before the launch of any water system construction or rehabilitation project, a two-week training session will also be organised to cover techniques for developing springs, boreholes, wells and gravity-fed, pumped or rainwater collection systems. Week one will cover theoretical training, followed by a week of practical training. Each technician will be equipped with a full set of necessary tools or a handpump repair kit.

Actors: The DIORANO-WASH Committee, the NGOs, the United Nations agencies, the commune authorities, the Ministry of Energy and Mines, the Ministry of Health and the Ministry of Education and Water.

IV.3 ADVOCACY PLAN

The intention of the advocacy plan is to rally all the politicians and donors, to take account of the importance of water, sanitation and hygiene in the fight to reduce poverty.

The advocacy documents must first of all convince these decision-makers of the close links between health, the country's level of social and economic development and the state of the water and sanitation sector. The primary outcome of this work needs therefore to be the integration of water supply and sanitation programmes into national poverty reduction strategies.

Such an approach should also result in:

- the development of national policies in the sector, particularly for sanitation, which in turn require a new institutional framework and the main directions spelled out;
- the release of sufficient funds to meet the commitments made by the Government and the donors as set out in the 20/20 Initiative, as well as to achieve the Millennium Development Goals and the even more ambitious national objectives outlined in the Poverty Reduction Strategy Paper;
- commitment by politicians and financiers to contributing towards initiating and ensuring the success of programmes designed to change attitudes towards water, sanitation and hygiene matters;
- publicising on an international level the initiative undertaken in Madagascar, emphasising in particular the multi-partnership set in place.

The attached table defines the framework for implementing the primary strategy of the advocacy plan.

The Primary Strategy of the Advocacy Plan

Objectives:

1. To build policy-makers' awareness of the importance of the sector and of the relevance of the DIORANO-WASH Initiative.
2. To mobilise financial resources.
3. To define the policies for promoting the sector in the short-, medium- and long-term.
4. To promote the appropriate approaches (including marketing), tools and technical solutions.

Activities

Mobilisation of decision-makers (e.g. Ministers, Deputies, elected representatives, senators, etc):

- ✓ Reaffirm all commitments made, using existing documentation (e.g. 20/20 Initiative, PRSP, EU/Africa, Millennium Development Goals, etc)
- ✓ Using articles and messages broadcast on television and radio, reiterate the Government's commitment to achieving the Millennium Development Goals
- ✓ Conduct impact studies and prepare advocacy documents
- ✓ Organise donor conferences
- ✓ Set up one-to-one interviews with donors and other financial partners
- ✓ Develop a robust partnership between ministerial departments in charge of water and sanitation, international and national NGOs, UN agencies and the private sector
- ✓ Develop cross-sectoral partnerships (AIDS, health, education, environment, etc) to maximise impact, improve fund management and prevent dilution of efforts
- ✓ Publicise the added value of the DIORANO-WASH initiative
- ✓ Media
- ✓ Work in collaboration with existing structures towards getting them to buy into the DIORANO-WASH vision in their hygiene education activities
- ✓ Organise provincial conferences on the strategy, objectives and activities linked to the DIORANO-WASH vision
- ✓ Popularise and promote marketing efforts centred around the promotion of soap and appropriate family latrine building technologies in rural areas
- ✓ Monitor, assess and document the results of the DIORANO-WASH vision

Players

- DIORANO-WASH Committee and Permanent Secretariat
- DIORANO-WASH Regional Committees
- Relevant Ministries (Health, Energy and Mines, Education, Environment, Water and Forestry, Finance, Communication and Population, Agriculture, etc)
- FID, SEECALINE, SRDP
- United Nations Agencies
- WSSCC, USAID

IV.4 MOBILISATION AND AWARENESS BUILDING

Schools, health centres and social venues should all be pressed into service to begin the process of rallying communities and building up their awareness to hygiene issues. Teachers, community and religious leaders all can play key roles in initiating changes in people's behaviour.

Creating change in this way is hugely important for Madagascar, as observance of local taboos and traditions prohibit people from using latrines, whilst washing is considered as something only women do.

Care will be taken to identify suitable key development actors from the local authorities, the community leaders and the religious leaders, taking account of the amount of influence each has. Inspiring change in rural areas can only succeed if the right balance is achieved. The DIORANO-WASH initiative relies heavily on the integration and the acceptance of these different personalities if it is to change the way people behave.

Before any work begins at a particular site, the DIORANO-WASH initiative recommends that a one-day workshop is held to bring together the local authorities and development workers. The aims of this workshop are to:

- Inform and raise the awareness of the key players on the DIORANO-WASH initiative;
- formally request their involvement;
- identify those who are motivated and who can be rallied;
- define the roles and responsibilities of the various players;
- adopt the strategy and methodology to use to implement the project (water, sanitation and hygiene education sector);
- draw up the project implementation schedule;
- set up the DIORANO-WASH monitoring committee at the site in question;
- prepare a project acceptance agreement with DIORANO-WASH vision.

Broadly, this agreement outlines the objectives of the DIORANO-WASH Committee for that site, and will cover in particular the following points:

- Collaboration with those media the communities have access to;
- Support for the community in integrating the DIORANO-WASH vision into its Community Development Plan;
- Extension and implementation of the DIORANO-WASH campaign at a decentralised level;
- Production of a draft agreement between the DIORANO-WASH Committee and those programmes already underway;
- Awareness building within the population to encourage their financial support;
- Assist rural communities in understanding why using latrines and hand washing are important, using one-to-one discussions, meetings (commune, church, health centres) and visits to flagship projects;
- Involvement in the functioning of the DIORANO-WASH network.

Projects that have already started or that have not finalised, from the outset, the "DIORANO-WASH agreement", may join this initiative at any stage during their implementation.

Players: Decentralised structures of the Ministries of Health, Energy and Mines, Education, Environment, Water and Forestry, Finance, Communication, Population, Agriculture, etc, FID, SEECALINE, SRDP, elected representatives (Deputies, Mayors, *Fokontany* Presidents), church ministers, parish priests / teachers / primary health centre doctors, representatives of NGOs and local associations.

IV.5 INFORMATION, EDUCATION AND COMMUNICATION (IEC)

In Madagascar, the DIORANO-WASH Committee considers that hand washing is a practice that, if genuinely adopted and practiced, constitutes a solid defence against diarrhoea-related diseases. Research shows that hand washing can reduce diarrhoea by 43%. The impact is even more significant when hand washing is combined with the effective use of sanitation installations.

Bearing this in mind, IEC messages will be constructed focusing on 3 main themes: hand washing with soap at critical times, effective use of hygienic latrines and the safe water chain (keeping drinking water clean from source to use). Research/actions will be undertaken using participatory methods (PHAST) to identify simple, understandable messages that rural communities can relate to.

The following table presents the features of the IEC initiative of DIORANO-WASH Madagascar.

Methodology

- participatory development of messages with the target populations
- for urban areas, calling on specialist public relations agencies.

Enhancement of message quality:

- documentation of/references to existing positive practices
- contextual messages or adaptation of messages to cultures and existing realities, taking the results of the KAP study into account.

Possible channels of communication:

- press, radio, television, documentary films, commercials
- *kabary*, speeches, homilies
- bills, posters, brochures, leaflets, stickers
- postage stamps, exercise book covers, *lambahoany*
- gadgets, badges, t-shirts, caps
- streamers, flags, pennants
- comic strips
- sketches, role-play, puppet shows, drama
- folk songs, *hira gasy*, carnivals, flagship schools
- Sanitation and Hygiene competitions
- talent shows
- forums/round table sessions/workshops
- the Internet, website

IV.6 PARTNERSHIP

The DIORANO-WASH initiative will support and encourage the NGOs and the private sector to integrate and to get involved in implementation of the DIORANO-WASH campaign through their intervention in community-based water and sanitation projects.

Complementarity and partnership are necessary on account of the complexity of certain water projects which demand particular expertise that is not necessarily found at community level, but which can be provided by the international and national NGOs.

Partnership improves coordination and management and prevents the dilution of human and financial efforts. Within the framework of implementation of community projects having the DIORANO-WASH vision, the NGOs will be called upon to take on the following responsibilities:

- Using participatory methods, to coordinate and provide technical assistance to communities needing to identify their water, sanitation and hygiene requirements, and to get these communities involved in the commune development plan;
- To provide the communities with technical assistance in the development of proposals for water, sanitation and hygiene projects integrating the DIORANO-WASH vision;
- To support communities in their establishment of structures for monitoring the DIORANO-WASH initiative, and to help the communities design structures for the sustainable management of water and sanitation;
- To provide the community with technical support in constructing/installing/rehabilitating water systems, and in the development and extension of appropriate technologies for family latrine building (e.g.: SANPLAT, etc);
- To develop simple and powerful messages and extension tools in order to promote changes in behaviour in relation to hygiene practices, based on the themes of hand washing, effective use of latrines, and hygiene of containers for water collection and storage in the home;
- To bring their expertise to bear in the training of water point and sanitation system engineers.

V. PRELIMINARY ACTIONS FOR THE DIORANO-WASH CAMPAIGN

V.1 FUNDRAISING

The success of the DIORANO-WASH initiative hinges on the ability of partners to raise the necessary funds. The fund-raising effort must be collective, involving all parties (authorities, international donors, NGOs, communities) and ensuring they all honour their commitments.

STRATEGY	ACTIVITY	PLAYERS
Identification of financial partners and their areas of interest/mandate (private sector, donors, Government)	<ul style="list-style-type: none"> - Make a list donors and private sector partners with a view to producing a directory - Develop a national development plan for the water and sanitation sector - Determine their priorities and mechanisms - Organise a round table session to present the development plan and the DIORANO-WASH strategy - On a national, regional and international level, share the experiences, lessons and added value gained from the DIORANO-WASH strategy 	Permanent Secretariat of the DIORANO-WASH Committee The Committee may call on the appropriate body
Mobilisation of decision-makers (e.g. deputies, elected representatives, senators, etc)	<ul style="list-style-type: none"> ✓ Reaffirm commitments, using existing documentation (e.g. 20/20 Initiative, PRSP, EU/Africa, Millennium Development Goals, etc) ✓ Reiterate the Government's commitment to DIORANO-WASH ✓ Organise donor consultations ✓ Publicise the added value of DIORANO-WASH ✓ Media ✓ Work in collaboration with existing structures to achieve acceptance of the DIORANO-WASH vision in their activities, getting them to include their education and training activities ✓ Provincial conferences ✓ One-to-one meetings with all donors ✓ Develop partnerships with international NGOs ✓ Develop cross-sectoral partnerships (AIDS, health, etc) 	- DIORANO-WASH Committee - Relevant Ministries (Health, Energy and Mines, Education, Environment, Water and Forestry, Finance, Communication and Population, Agriculture, etc) - FID, SEECALINE, SRDP
Community mobilisation (rallying of public opinion: direct appeal to public without waiting for funds)	<ul style="list-style-type: none"> ✓ Collaborate with the media to get key awareness-building messages across to rural communities, stressing the importance of water, sanitation and hygiene, using songs and theatre ✓ Support the community in integrating water, sanitation and hygiene programmes into the commune development plan ✓ Popularise the DIORANO-WASH initiative: implement the DIORANO-WASH campaign at decentralised level ✓ Draw up a draft agreement between the DIORANO-WASH Committee and programmes already underway ✓ Build people's awareness of their need to contribute financially to water and sanitation projects. 	- DIORANO-WASH Committee - Relevant Ministries (Health, Energy and Mines, Education, Environment, Water and Forestry, Finance, Communication and Population, Agriculture, etc) - FID, SEECALINE, SRDP

V.2 SURVEY OF EXPERIENCES AND BASELINE KNOWLEDGE OF THE POPULATIONS

The sector does not currently have any exhaustive information on the work carried out in Madagascar, on the promotion of hygiene in connection with water and sanitation projects (the types of players involved, studies carried out, tools or approaches). There is therefore evidently a need to collect and categorize this information in order to produce a database of actions being implemented. Capitalising on the experiences gained will then serve to improve new projects.

Several types of studies need to be planned.

A. PRELIMINARY STUDY

This study should be conducted first to see exactly where the knowledge base line is.

The study will be conducted as follows:

Objective

To conduct a preliminary study on projects that have been carried out on the knowledge, practices and attitudes regarding the water, sanitation and hygiene sector, where the projects have focussed on the following themes:

- hand washing with soap at critical times
- effective use of hygienic latrines
- keeping water clean from source to use

Specific objectives

- o Find out about projects run in Madagascar in the area of hygiene education and promotion (what, where, how, by whom and since when?)
- o Find out what reliable information (research, evaluations etc) is available in Madagascar regarding hygiene behaviour, with particular reference to knowledge and practices in the use of latrines, hand washing and keeping water clean
- o Understand the successes and failures that have been recorded or noted in the field of hygiene education and promotion
- o Learn what messages/tools are already being used in hygiene promotion
- o Identify which existing administrative and technical structures are in charge of water and sanitation sector development programmes and projects in rural areas

B. ASSESSMENT AND EVALUATION OF APPROACHES IN SCHOOLS (HAMS PROJECT, ETC)

A special study on the approaches adopted in schools will be implemented. The objectives of the study will be as follows:

- Assessment and evaluation of the existing tools used for hygiene education and promotion in the country today.
 - The evaluation has the primary aim of determining the efficacy of two different approaches; the approach based on cascade training, and the direct approach in schools with complementary actions for building water points and latrines.
 - The evaluation should determine, in all scenarios, whether hygiene education based on the child-for-child and child-for-community approach has influenced schoolchildren and communities in adopting new habits when it comes to water, sanitation and hygiene. More specifically, the evaluation should produce qualitative data on the percentages of people (schoolchildren, communities) who wash their hands and who use latrines. The evaluation should determine the condition of the latrines and the water collection and storage containers, as well as list the hand washing methods used.
- Evaluation of the quality of the training documents and other complementary documents, and to analyse the content and the methodology of educating schoolchildren.
- Presentation of the results of the evaluation and provide recommendations on the approach or approaches to be developed and to be extended on a larger scale.

C. KAP (KNOWLEDGE, ATTITUDE AND PRACTICES) STUDY INTO WATER, SANITATION AND HYGIENE MATTERS

The KAP study will involve building up a database of qualitative and quantitative data on the knowledge, attitudes and practices of the rural populations living in the Toliara and Antananarivo provinces. The study will concentrate in particular on the women who are responsible for managing water and for hygiene in the household.

In particular, this will involve:

- Studying and evaluating the attitudes and practices of women and children in relation to hand washing, the use of latrines and the hygiene of the water collection and storage containers.
 - For example:
 - How many women boil their water or add water purification solutions (c.g. Sûr'Eau) before they drink it?
 - How many women collect up their children's faeces and dispose of them in the latrines?
 - How many households regularly wash the containers they use for collecting and storing water at home?
- Studying the efficacy of the soap distribution network and identifying the information dissemination partners in the villages who are able to strengthen the distribution chain (water point committee, teachers, parents' association, health centre managers, etc).
- Evaluating the IEC materials used in hygiene promotion and those materials used to promote soap usage in rural areas, thereafter offering reliable channels

of promotion and providing IEC messages for adapting to ensure the target population will relate to them.

- Identifying the factors which cause high-risk behaviour and bad practices.
- Describing the reasons behind current behaviour, attitudes and practices:
 - Quantify the frequency of hand washing in the target regions and list hand washing methods currently used and their contexts;
 - List those groups who wash their hands (and those who do not) at critical moments¹, determine when and how, etc;
 - Understand what motivates and facilitates hand washing within communities;
 - Identify the target audiences;
 - Compile data on channels of communication currently used.
- Making recommendations using the results of the study, with a view to planning future activities and developing appropriate IEC strategies.

The procedure to use will be a simple, progressive and planned approach which draws from a summary of practical and theoretical lessons in anthropology (the need to look at the problem through the eyes of those concerned), epidemiology (careful identification of high-risk practices) and the participatory approach to development (PHAST, APRM or PRA).

The study will entail simultaneous use of quantitative and qualitative research techniques that may include surveys, discussion groups aimed at the target audience, behavioural tests, talks, interviews and structured observations for compilation of data, amongst others.

V.3 LAUNCHING THE PILOT PROJECTS

To better evaluate the strengths and weaknesses, and in order to learn the lessons needed to both consolidate the experiences gained and schedule the DIORANO-WASH actions on a large scale, the National Committee has decided to launch two pilot water and sanitation projects in two pilot provinces, in accordance with two considerations:

- one area considered "underprivileged" as regards water and sanitation, where customs and traditions may hinder the DIORANO-WASH Campaign taking any concrete form (Tuléar), and;
- one area where "things work" reasonably well and where there are already many public water points (Antananarivo).

The provinces of Tuléar and Antananarivo have been selected, but there is nothing to prevent other players from launching their own campaigns in other provinces with the assistance of the Provincial Committees.

In these provinces, the community-based pilot projects integrating the DIORANO-WASH vision will follow the 9 stages described below. This process may, in the future, be extended to all projects inspired by the DIORANO-WASH vision.

¹ After using the toilet and cleaning the baby, before touching food and before eating.

1. Identification of water, sanitation and hygiene requirements

The NGOs will train the communities to use methods for identifying and planning water, sanitation and hygiene projects (PIAST, PRA, etc). After this phase, the communities will prepare their community development plans (CDP). The data compiled will be fed into the commune development plan or the project proposals ultimately submitted to the financial partners.

Players: Health facilitators, water point committees, NGOs and other local associations.

2. Information and awareness building workshop for key players

The objectives of the workshop are:

- to launch officially the DIORANO-WASH initiative on the site targeted by the project (commune, *Fokontany* or school);
- to provide information to, and build awareness amongst, the key players regarding the DIORANO-WASH initiative;
- to involve the key players in the project;
- to elect the DIORANO-WASH Committee for the target site;
- to validate the intervention sites;
- to define the roles and responsibilities of the various bodies involved in implementing the project;
- to adopt the project strategy and implementation methodology;
- to develop the project implementation schedule;
- to sign the initiative acceptance contract.

Awareness building activities include the organisation of cultural events in communes and schools, centred on the DIORANO-WASH theme.

3. Development of IEC Tools

IEC tools will be developed under the coordination of the DIORANO-WASH National Committee, in collaboration with the DIORANO-WASH local committee and with technical assistance in the setting up of the project from the NGO supporting the communities or the school. Development of messages is participatory. The messages must be pre-tested/tested before they are disseminated.

The content of the messages is focused on the three messages of DIORANO-WASH:

- Hand washing using soap at critical times
- Effective use of hygienic latrines
- Keeping drinking water clean from source to use.

Duplication and validation are the joint responsibility of the DIORANO-WASH National Committee and the financial partner.

4. Setting up of technical and financial structures for the maintenance and management of water and sanitation projects in communities and schools

In villages or Fokontanys

The NGO supporting the communities supervises this setup based on the principle that each water point (well, borehole, standpipe, public drinking fountain) must have a water point user committee. The users appoint 3 people: a president, a treasurer - who collects contributions - and a person responsible for hygiene and maintenance.

In communes

In communes, it is the water point committees which form a commune association. Members are made up of the presidents of the water point user committees from each village. The members of the commune association set up a board made up of a president, a vice-president, a secretary, a treasurer and a health facilitator; the latter coordinates, advises and supports the communities so that they acquire hygienic latrines and adopt hygienic attitudes and practices. The NGO, in association with the DIORANO-WASH National Committee, handles the training of a water point mechanics who carry out repairs for the commune. The repairs mechanic must have repair tools as well as a plumbing and mason's kit.

In schools

Creation of a schoolchildren's parent committee (FAF). Using contributions it receives, this committee covers the costs of the upkeep and maintenance of the water points and latrines. The commune repairman is responsible for the upkeep and maintenance of the school water and sanitation facilities.

5. Hygiene education activities

In communities

- Training health facilitators in communication techniques in behaviour changes and basic notions regarding hygiene, particularly with regard to principal water-related illnesses and their prevention.
- Coaching facilitators in the organisation of discussion meetings regarding hygiene in households, building people's awareness to the need for changes in behaviour, and addressing attitudes to water, sanitation and hygiene (hand washing, use of latrines).
- Specific support to help them organise awareness-building activities using theatre, songs and itinerant audio-visual activities.

In schools

- Training teachers in the hygiene education module.
- Schoolchildren's parent associations.
- Providing target schools with small items of equipment necessary for cleaning, sweeping and maintenance.

The schoolchildren, under the supervision of teachers, will organise themselves to carry out these tasks.

The DIORANO-WASH School Clubs (WSC), responsible for the continuous monitoring and controlling of IEC activities and actions, will ensure that the activities are actually carried out.

Evaluation workshops are envisaged, with a view to evaluating and redirecting the actions to be taken.

The DIORANO-WASH Club brings together schoolchildren and teachers through extra-curricular activities such as entertainment and cultural events, the themes of which are structured around the key messages (using storytelling, puppet shows, role-play and sketches, etc) and improving the surroundings of the water and sanitation facilities.

DIORANO-WASH School Days

An entertainment and cultural day will be arranged every school year, to remind everyone of the DIORANO-WASH initiative and re-energise the structures set in place.

6. Setting up water and sanitation systems

Implementation of community-based water and sanitation projects is supported by NGOs or local associations. The roles and responsibilities are:

- To coordinate and technically assist the communities in preparing studies and implementing water and sanitation systems;
- To ensure that the community is continually, and at every stage, involved in the monitoring, evaluation, planning and execution of the project.

The NGO ensures that simple, easy-to-manage systems are set up.

For water, the recommendations are for small gravity-fed systems extending not more than 5 km from a village of approximately 1,000 people, for wells and boreholes, and for rainwater collection systems.

For sanitation, household hygienic latrines are recommended (SANPLAT, etc).

Each District will receive support in setting up a promotion workshop managed by a community association. The workshop develops several latrine solutions, and to ensure the workshop is self-financing, sells the products manufactured to the local population.

In schools, alternate and separate VIP latrines for boys and girls are recommended.

At this level, the role of the commune authorities is to:

- Build awareness within the communities of their need to participate financially and materially to the implementation of the project as follows: 5% of the total cost of the work, contribute local materials, undertake community work for the digging of pits, etc;
- Ensure a positive and harmonious environment for all players involved in their areas, so that they can fulfil their responsibilities;
- Supervise communities in setting up associations and water point committees and even provide them with support in collecting water contributions based on the rates agreed between beneficiaries.

7. Checking water quality

The DIORANO-WASH initiative recommends that each water point is tested and undergoes physico-chemical and bacteriological analysis. The NGO supervising implementation of community projects is responsible for contacting the Institut Pasteur, the Jirama laboratory or the Water Department to undertake the analyses. The related reports are sent to the Water Department so it can set up a database of results. The initiative recommends that some time in the future, a team of well-equipped laboratory technicians is set up in each province to carry out the bacteriological and chemical analyses.

8. Monitoring and Evaluation

Indicators:

A much more in-depth discussion is clearly required for indicators. In actual fact, a select committee operating on the same basis as the small technical committee, will be in a position to develop these indicators.

In relation to the Monitoring and Evaluation activities, the indicators that can be objectively verified will cover the following points:

- The number of communities or schoolchildren that have acquired the practice of hand washing at critical times
- The rate of reduction in diarrhoea in communities or amongst schoolchildren
- The rate of use of latrines
- The cleanliness of facilities and their surroundings
- The existence of a DIORANO-WASH Club in schools or the number of DIORANO-WASH Local Committees.

9. Medical checks and monitoring of schoolchildren's health

Registers will be created in schools to monitor the health of schoolchildren. Medical checks will be carried out at the start of the DIORANO-WASH project and thereafter every three months. The results will be recorded in the registers in order to assess the impact of the DIORANO-WASH initiative.

Actors: headteachers, District Health Departments (DHD) and primary health centres (PHC).

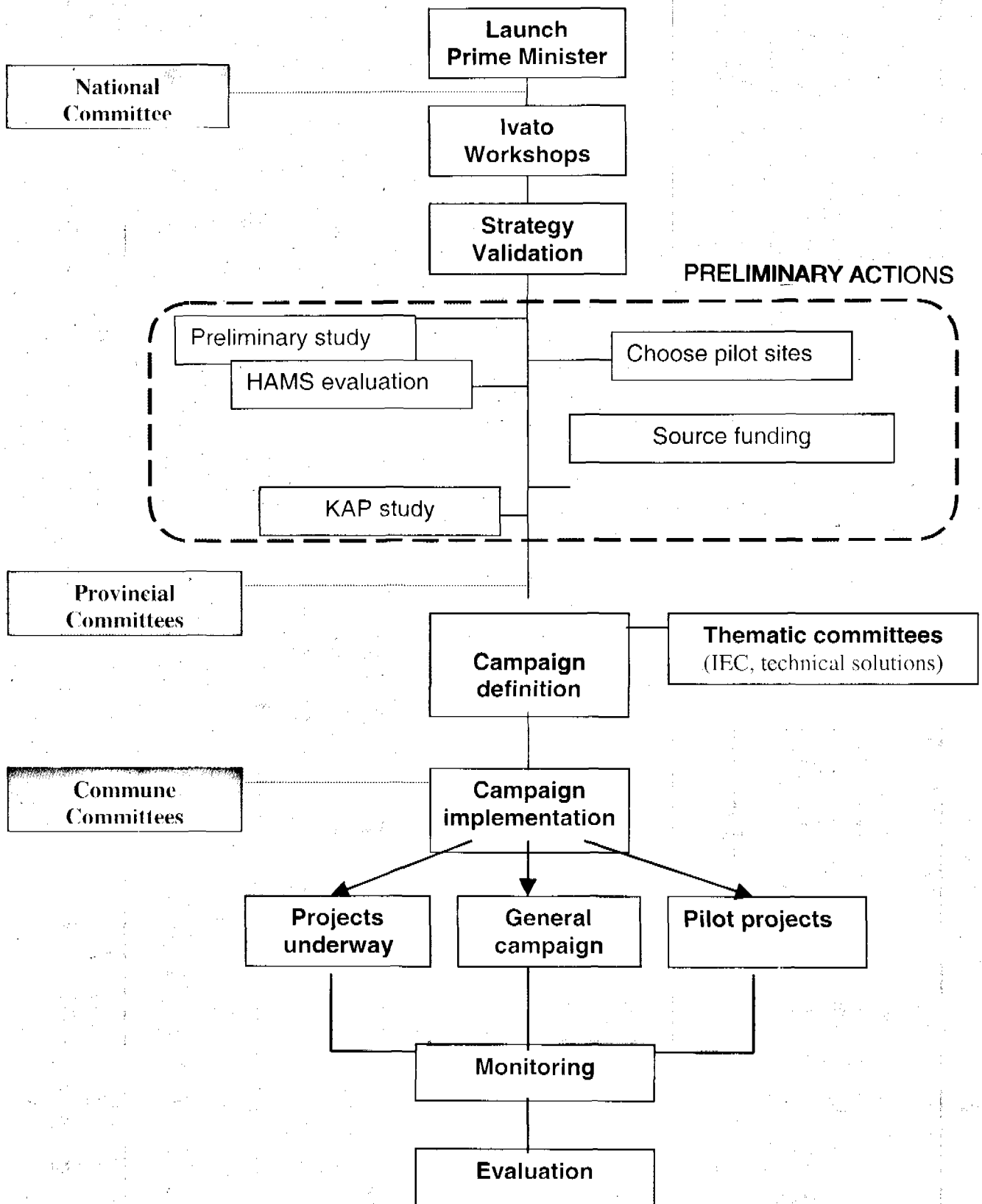
VI. IMPLEMENTATION SCHEDULE

Implementation of the DIORANO-WASH strategy can begin as soon as the National Committee approves it.

Two documents are used to illustrate the schedule to be followed:

- **A flow diagram outlining the procedures the DIORANO-WASH Initiative will follow**
- **The schedule for implementation of the DIORANO-WASH Initiative 2002-2015**

THE OUTLINE PROCEDURES OF THE DIORANO-WASH INITIATIVE



SCHEDULE FOR IMPLEMENTATION OF THE DIORANO-WASH INITIATIVE (2002-2015)

Activities	Sept-Dec 02	Jan-Mar 03	Apr-Jun 03	Jul-Sept 03	Oct-Dec 03	Jan-Mar 04	Apr-Jun 04	Jul-Sept 04	Oct-Dec 04	Jan-Sept 05	Oct-Dec 05	2005-2015
Advocacy actions and sourcing of funds												
Preliminary phase	Launch of WASH initiative by the PM											
	Setting up WASH Permanent Secretariat and Committee											
	Meeting in Geneva											
	1 st DIORANO-WASH national workshop, to define strategy											
	Development of strategy											
	Setting up various DIORANO-WASH Committees (Thematic)											
	Setting up WASH decentralised structures											
Assessment of experience	Preliminary study											
	Assessment of "hygiene and sanitation in schools" actions											
	KAP study											

ACRONYMS

AIDS	Acquired Immunodeficiency Syndrome
APRM	Accelerated Participatory Research Method
CDP	Commune development plan
COMDP	Community development plan
DHD	District Health Department
DIRMEM	Department of Ministry of Energy and Mines
DIRMIN	Interregional Departments of Ministries other than the DIRMEM
EHP	Environmental Health Project
EU	European Union
FAF	<i>Fiarahamiombon'Antoka ho Fahombiazan'ny fampianarana /</i> Schoolchildren's Parent Committee
FID	Development Intervention Fund
HAMS	Hygiene and Sanitation in Schools
HRAP	Human Rights Approach to Programming
IEC	Information Education Communication
KAP	Knowledge, Attitudes, Practices
MEM	Ministry of Energy and Mines
MICS	Multiple Indicator Cluster Survey
MINESEB	Ministry of Secondary and Primary Education
MINSAN	Ministry of Health
NGOs	Non-governmental organisations
PHAST	Participatory Hygiene and Sanitation Transformation
PHC	Primary Health Centre
PRSP	Poverty Reduction Strategy Paper
SANPLAT	Sanitation Platform
SDP	Special delegation president
SEECALINE	Expanded School and Community Food and Nutrition Surveillance and Education Programme
SRDP	Strategic Rural Development Programme
UNICEF	United Nations Children's Fund
USAID	United States Agency International Development
VIP	Ventilation Improved Pit
WASAMS	Water and Sanitation Monitoring System
WASH	Water, Sanitation and Hygiene
WB	World Bank
WSC	WASH School Committee
WSSCC	Water Supply and Sanitation Collaborative Council

GLOSSARY

Effective use of hygienic latrines	The act of using hygienic waste removal systems correctly on an everyday basis.
Hand washing	The act of hand washing regularly and therefore with lasting effect, using abrasive or detergent elements such as soap, particularly at critical moments, namely after defecation, before eating, before preparing food and after wiping children's bottoms.
Human development	This is a process aimed at expanding individuals' opportunities, by building human aptitudes and capacities. Whatever the level of development, the three essential capacities to achieve human development are the ability to live a long life in good health, accessing information and a decent standard of living. The concept of human development is holistic in the sense that everyone is at the heart of every aspect of the development process.
Hygiene education	Hygiene education is one of the specific forms of health education. It deals only with health problems connected with water and sanitation. Health education concerns all activities aimed at promoting health and reducing risks to the health of the population. The main objective of hygiene education is to improve further the behaviour of individuals with regard to water hygiene and personal, food, domestic and public hygiene. It is also aimed at protecting the water supply and promoting good management of the environment, particularly with regard to removal and treatment of solid and liquid waste.
Hygienic latrines	All systems allowing the safe removal of waste, the common point of which is a <i>platform</i> that can be cleaned (sitting or squat toilets, smooth waterproof slabs, etc).
Hygiene promotion	A planned approach aimed at preventing diarrhoea by the widespread adoption of safe hygiene practices. This requires a participatory approach with the target population.
Iguaçu Action Programme	The Iguaçu Action Programme is a fundamental commitment to eliminate poverty and to achieve sustainable human development. The programme began in 2001 and will finish in 2005, and aims to significantly reduce the percentage of people without access to safe water and sanitation services, with a view to halving this percentage by 2015.
IEC	This is a series of operations that, via one or more appropriate channels of Communication, initially, I nforms the target audience on facts and new ideas before E ducating them so that the target audience can acquire knowledge and full

mastery of the subject in question, as well as gain practical skills to enable them to take control of their own destiny in relation to the expectations formulated at the outset.

Keeping drinking water clean from source to use

All measures aimed at removing the risks of contamination during water collecting at the collection point, during transportation, and during storage up until use (including uses other than drinking).

MDG

The UN Millennium Development Goals, the aims of which are to:

- Reduce extreme poverty and hunger
- Provide primary education for all
- Promote equality of the sexes and women's independence
- Reduce infant mortality
- Improve maternal health
- Combat HIV/AIDS, malaria and other diseases
- Ensure a sustainable environment
- Set in place a worldwide partnership for development

PHAST

PHAST or Participatory Hygiene And Sanitation for Transformation is an approach aimed at promoting hygiene, sanitation and acceptance of responsibility by communities for sanitation and water facilities. It provides communities with basic tools, techniques and knowledge, so as to identify their problems and find solutions together.

Safe water

Any water intended for human consumption meeting the organoleptic, chemical and physical criteria defined by WHO, and consumption of which is not harmful to health.

Sanitation

According to WHO (1998), this means intervention aimed at reducing health risks by providing populations with a clean environment and measures aimed at rupturing disease transmission. This consists of combating disease vectors, and setting up facilities necessary for personal hygiene and cleanliness in homes. The notion of sanitation thus brings together behaviour and facilities that act in synergy to create a healthy environment.

SANPLAT

SANPLAT, or *sanitation platform*, is an improved type of slab designed and manufactured with fine grade concrete to ensure the surface is smooth for the construction of hygienic latrine which can be easily cleaned. The best-known types are the 60 x 60 cm model and the 150 cm diameter arched circular slab. But apart from the simple technical aspects, SANPLAT is also a philosophy focused on cheaper (affordable) technologies and ease of installation in villages.

Vision 21

Vision 21 is a perspective set in place by the **Water Supply and Sanitation Collaborative Council (WSSCC)**. It has

Regional Coordinators in Africa, Asia, America, in the insular microstates of the Caribbean and the Pacific, in Central and Eastern Europe and in the newly independent states of the former Soviet Union. This Vision is aimed at a world where, by 2015, everyone will be aware of the importance of hygiene and will have safe water and adequate sanitation.

WASH campaign	This means implementation of the WASH strategy focused on the three key messages, namely hand washing, the effective use of latrines, and keeping drinking water clean from source to use. These are conveyed using the appropriate means of communication which are at the same time based on the search for the broadest partnership at all levels within the country.
WASH Initiative	The WASH initiative consists of triggering the process making it possible to achieve the national promotion and widespread adoption of the WASH triumvirate (Water, Sanitation and Hygiene), whilst integrating all the nation's powers.
WASH Label	This is a reference to, and adhesion to, the WASH Philosophy focused on the three key messages. It implies respect of the principles, procedures and rules defined by the WASH Committee and specified in the WASH strategy.
WASH Philosophy	The WASH Philosophy makes the Water, Sanitation and Hygiene triumvirate a coherent and inseparable "whole". It encourages and supports the systematic integration of the "sanitation" and "hygiene" aspects into any project relating to safe water supply.
WASH Vision	WASH arises from the effort of the Water Supply and Sanitation Collaborative Council (WSSCC) to rally support and political action worldwide in order to encourage effective participation by men and women in accepting and practising proper hygiene, and ensuring safe water and a sanitation service in households. These factors can improve the living conditions of everyone, and more specifically, of women and children. They can contribute significantly to the reduction of poverty and to human development and well-being.