Water: Unifying theme for multi-sectoral programs in Madagascar

From this

To this

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Honorary Presidency
3 Ministries: Energy & Mine, Health, Education

DIORANO-WASH Platform

**Levels**

- Honorary Presidency
- Ministries: Energy & Mine, Health, Education

**Roles**

- Think tank
- Validate WSH strategic orientation
- Infos & best practices exchange forum
- Implement national WSH program (PNAEPA)

- Very dynamic WASH coalition:
  - recipient of WSSCC Grant Sanitation Fund this year

**Levels**

- National Committee
  - General Assembly of ~100 WSH actors members

- Ntl Steering Committee

- Regional Committees
Ultimate Goal: Reduce U<5 children’s mortality and morbidity → water - diseases

Obj: National massive promotion of 3 key Water Sanitation & Hygiene (WSH) messages/practices → MAP WSH coverage goals

<table>
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<th>YEAR</th>
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<td>45%</td>
<td>50%</td>
<td>55%</td>
<td>60%</td>
<td>65%</td>
</tr>
<tr>
<td>Sanitation</td>
<td>58%</td>
<td>60%</td>
<td>62%</td>
<td>65%</td>
<td>68%</td>
<td>71%</td>
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<tr>
<td>Hygiene</td>
<td>58%</td>
<td>60%</td>
<td>62%</td>
<td>65%</td>
<td>68%</td>
<td>71%</td>
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3 key WSH messages

1- Hand Washing w/ Soap: (Apr.-July)

- Best HW station contest @ school
- Joint activities w/ deworming campaign and Mother Child Health Week…
MCC & Litchi fruit exploiters association sought help from WASH

**Reason:** Issue about national export

_Country litchi fruit export threatened by international embargo due to lack of Water Sanitation and Hygiene_

**Actions:** water supply, latrine and hand washing station at harvesting sites,

Behavior Change Communication (BCC): farmers, crop collectors, transporters and handling staff

**Results:** International auditors praised all the efforts made to improve the quality of the litchi value chain

_The country received the EUREPGAP certification and can continue to export litchi fruits_
Lessons drawn from the Litchi fruit harvesting in Madagascar

1st: health benefits

2nd: Protect ecosystem

3rd: Agribusiness products quality assurance

4th: Economic growth

5th: Contribute to development

$1 invested in WSH ➔ in return between $5 - $11*

3 key WSH messages (continued)

2- **Safe Disposal of Feces**: (Aug.-Nov)
   - Low cost latrines
   - RRI* Latrines (*Rapid Results Initiative 30, 60, 90 days)
   - Drama contest: “Convince me to use a latrine”…

3- **Potable water @ POU**: (Dec.-Mar)
   - Radio spots,
   - Mobile video sessions
   - Women’s associations trainings and promotional activities
Diarrheal Disease (DD) reduction by WSH interventions

- **Household water treatment** - 30-50% reduction in child DD prevalence – twice as effective as interventions at water source
- **Safe water storage** – 21% reduction
- **Proper handwashing** - 43% reduction
- **Sanitation** – basic, low-cost systems can reduce DD by 30% or more

Source: Clasen et al, 2006
Clinical Level

**Case management:** Diarrhea Disease ➔ Zinc and Oral Rehydration Salt

**Prevention:**

- **WASH Friendly Health Centers**
  - Model WSH Behavior Change site
  - Contribute to improve quality of health services delivery

- Water supply, latrines & handwashing facilities

- Staff & Clients promote & implement WSH 3 key msgs/practices

- Reach community thru volunteer Community Health Workers; sensitized treated patients
WASH friendly health centers contribute to Performance Quality Improvement

- Quality of health services delivery improved, spread of infections prevented

Alternatives

Ideal situations
WASH friendly health centers contribute to Performance Quality Improvement

- Quality of health services delivery improved, spread of infections prevented
Community Level

Case management:

- Community Case Management: **Diarrhea**, Pneumonia and Malaria

Prevention:

- Community Health Workers: BCC, POU water disinfection products, water storage containers, soap
- Water supply, latrines & handwashing facilities, wastewater mngt (community & household)

Gender issues:

- Water infrastructure closer to village → time saving: women & girls

Gender & Cultural issues:

- Separated male & female latrine solved women’s problem of retaining all day & only relieve themselves till dark
Trigger sustainable WSH Behavior Change

School attendance, drop out rate

WASH friendly schools

Water Supply, latrines & HW facilities

Teachers & Students promote & implement
3 key WSH msgs/practices

Involvement of parents’ association

3.5 million lost school days/year

Water related diseases
Hand washing station (alternative)

Feco-oral transmission poster
Water Sanitation Hygiene &

Champion Commune approach

Water crosscuts the 4 pillars:
- Watershed management
- Prevention of major diseases
- Generates economic development results
- Sound water management reflects good governance
- and contributes to Education
Champion Commune approach

• Platform for development
• Involves communities identify strategies to better respond to their needs
• Seeks to integrate the 4 development pillars
• Focuses on communities at the commune level
• Fosters sustainable BC
• Implements significant, feasible & measurable actions
• Communes achieve their predefined objectives (i.e. X nbr vaccinated children, X nbr pre & post natal consultation,…

➢ Certified Champion Commune and get a modest award

Some communes use their award to build and/or repair water infrastructure.
Challenges & Way forward

- BCC alone “WSH Soft component” does not change behavior
  - With new water DA $, build low cost mix WSH infrastructure.
  - Joint planning & oversight Health & ENV-RD offices

- WSH Financing
  - Micro credit

- How to attract private sector investment?
  - Possible GDA w/ Rotary WASRAG