



# ADVOCACY MESSAGING FRAMEWORK FOR INCREASED ACCESS TO SAFELY MANAGED SANITATION



## Advocating for Improved Access to Safely Managed Sanitation

Access to sanitation and hygiene directly impacts the living conditions of populations. Poor sanitation negatively affects national socio-economic development and productivity while increasing the risk of human exposure to fecal borne diseases such as diarrhea or neglected tropical diseases. Inadequate conditions of access to sanitation compromise the achievement of the Sustainable Development Goals (SDGs), especially goals 1 through 5, specifically related to well-being and health. Prioritizing sanitation, in terms of programming, funding and implementation can help scale up rates of access to services for all.

Despite the attention gained by sanitation over the years, the sector remains the least funded of all benefiting from little to no attention from authorities. African countries have committed to achieve the SDGs, as well as the Ngor Declaration targets by 2030. Keeping with the current trend, the continent will struggle to meet these objectives and fail to improve health and living conditions for all.

Even if there is a long way to go, African countries have reached a few milestones towards improving access to safely managed sanitation for all. For instance, Burkina Faso has increased funding for sanitation to nearly 0.5% of its national budget, as per the Ngor Declaration targets. Important progress can also be noted in terms of access to sanitation. In Senegal, the urban sanitation rate increased from 61.7% in 2013 to 67.4% in 2017, and rural sanitation increased from 38.7% to 42.3% over the same period.

This messaging framework is intended to support organizations working towards improving health living conditions by advocating for the prioritization of sanitation with increased funding and the development of effective policies and programs. Improving access to safely managed sanitation for all including the needs of women and girls, and those in vulnerable situations must be a high priority for every African country. Not only to guarantee healthy lifestyles, but because healthy populations contribute significantly to economic development across the continent. This document will help African sanitation and hygiene advocates and communications partners with delivering effective messages so as to foster concrete actions from key stakeholders in the sector.

The contents of this framework result from a study conducted in Burkina Faso to identify key advocacy messages for the prioritization of sanitation in Francophone West Africa. Based on the observation that Francophone African countries were among the least advanced for sanitation and hygiene management, it was essential to conduct an analysis to identify the most effective messages. Without political commitment, government leadership and sustained funding, the state of sanitation will not improve. However, the contribution of non-governmental actors remains critical.

## The Sanitation Landscape in Africa

Often associated with water, sanitation gets less attention from decision-makers, civil society organizations, the private sector, the media, and community and religious leaders.

In Sub-Saharan Africa, only 28% of the population had access to basic sanitation<sup>1</sup> in 2015, 75% of the West-African population live without adequate sanitation facilities, representing a significant burden for health and economic development (WHO/UNICEF, 2017). However, most of the population does not rely on sewerage sanitation services but on non-sewered rather.

More than 2 billion people in the around the world resort to a non-sewered sanitation system, without having access to a suitable and adapted sewage and a fecal sludge management mechanism (WHO, 2017). This results in fecal sludge being directly dumped in urban populations' living environment, increasing the proliferation of fecal borne diseases such as diarrhea and neglected tropical diseases.

Safe sanitation management is a major challenge for African countries, which demonstrates the need to raise awareness around this issue. Resolving sanitation issues and achieving SDG 6.2 relies on awareness raising and calling key stakeholders to action.



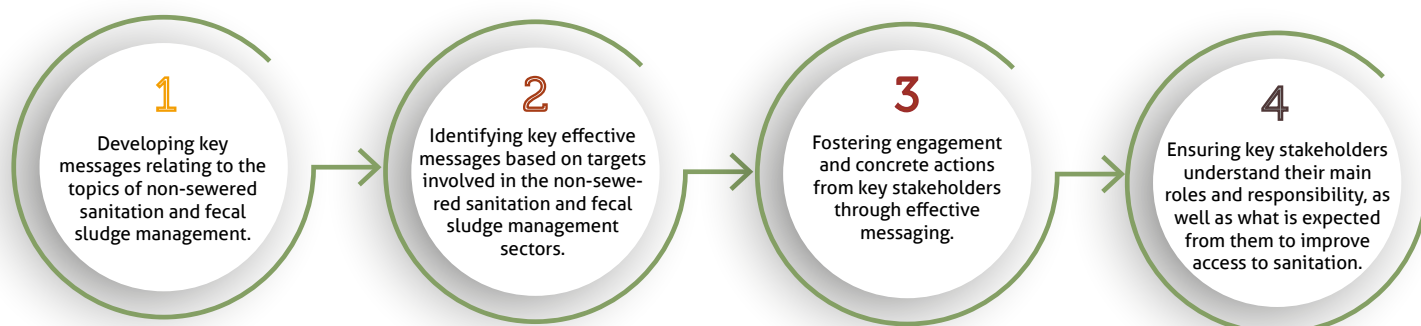
1 WHO-UNICEF Joint Monitoring Program (JMP) (2017): "Progress on Drinking Water, Sanitation and Hygiene." <https://washdata.org/sites/default/files/documents/reports/2019-05/JMP-2017-report-final.pdf>

## How will this Framework help you?

The Framework is aimed for organizations working in advocacy and communications such as civil society organizations, researchers, advocacy organizations with a focus on sanitation or public health issues across Francophone Africa. It provides a framework for developing targeted messages in the context of an advocacy strategy.

The message development and sample messages have been drawn from a broader analysis testing messages with stakeholder groups. Thus, the key advocacy messages have been tested and proven efficient with the different targets. Although the messages were developed for a non-sewered sanitation context, they can be tailored to other contexts using the step-by-step directions.

The Framework is designed to provide clear and user-friendly directions to develop effective messages for the key stakeholders involved in the sanitation sector. The guide provides the steps for:

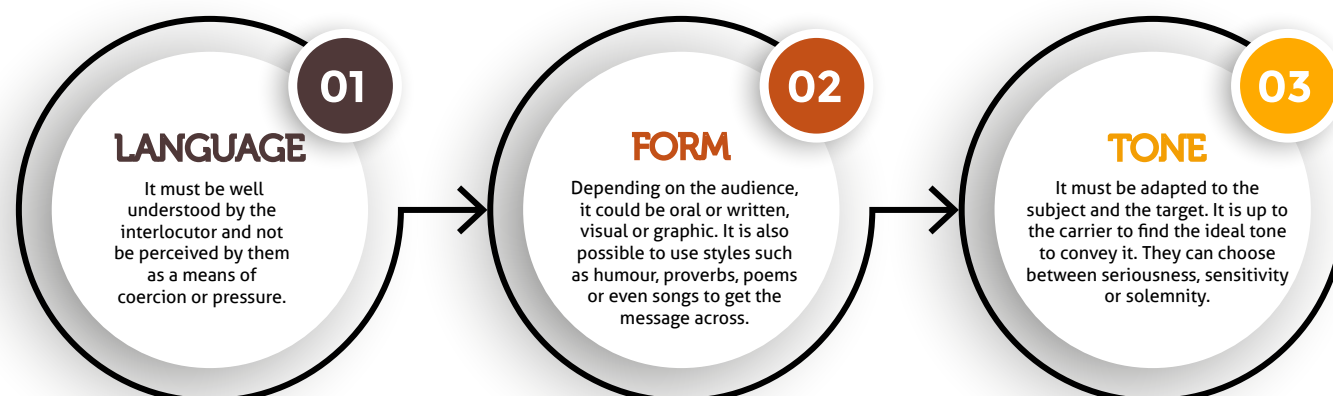


## Developing Effective Advocacy Messages

An appropriate key message should be easy to understand, and it should address a challenge in the sanitation sector. The message should also clearly designate a given stakeholder or target roles and responsibilities.

A successful advocacy message involves arguments that go beyond the catchphrase that summarizes the advocacy message. The message must be complemented with examples that align with the target's interests and are likely to have the greatest impact.

To transmit the appropriate message and discourse, a few parameters must be considered:



Effectively formulated messages increase the success chances of an advocacy strategy, and more importantly have the expected impact on the targets.

## Key Advocacy Messages by Target

Targets	Expected Outcomes
Government/National Decision-makers	<ul style="list-style-type: none"> <li>• Develop and implement clear and inclusive national sanitation policies</li> <li>• Establish a clear regulatory framework along the value chain</li> <li>• Increase funding for sanitation planning</li> <li>• Build the required and adequate sanitation facilities</li> </ul>
Local Elected Officials	<ul style="list-style-type: none"> <li>• Develop and implement municipal sanitation strategies</li> <li>• Build fecal sludge treatment plants</li> <li>• Ensure effective stakeholder coordination at the local level</li> </ul>
Parliamentarians	<ul style="list-style-type: none"> <li>• Vote laws and budgets in favor of sanitation</li> <li>• Hold the State accountable to fulfill its commitments around sanitation</li> </ul>
Civil Society Organizations	<ul style="list-style-type: none"> <li>• Hold authorities accountable to fulfill their commitments around sanitation</li> <li>• Monitor public policies development and implementation</li> <li>• Support national program implementation</li> <li>• Ensure equity and inclusivity</li> </ul>
Media	<ul style="list-style-type: none"> <li>• Increase communication around sanitation and fecal sludge management in media outlets</li> <li>• Hold authorities accountable to fulfill their commitments around sanitation</li> <li>• Call on financial partners, communities and the private sector to contribute to process of prioritizing non-sewered sanitation</li> </ul>
Private Sector	<ul style="list-style-type: none"> <li>• Invest in the sanitation sector and create employment</li> <li>• Invest in the development of sanitation by-products</li> <li>• Provide professional services to guarantee quality sanitation services</li> </ul>
Community/Religious Leaders	<ul style="list-style-type: none"> <li>• Communicate to raise the profile of non-sewered sanitation within their communities</li> <li>• Hold authorities accountable to fulfill their commitments around sanitation</li> </ul>
Non-Governmental Organizations/Technical and Financial Partners	<ul style="list-style-type: none"> <li>• Provide innovative financing and technology solutions, and awareness-raising</li> <li>• Contribute to national and community stakeholder capacity-building</li> </ul>





## Government

- Governments must enforce existing laws on the subject of sanitation (in particular the public hygiene code, the environmental code and the public health code), through concrete actions at appropriate levels and sanction those at fault!
- For the Ministry of Economy, Finance and Development: Allocate an annual budget commensurate with what is needed to implement the activities planned within the framework of the implementation of the national sanitation policy!
- Governments must develop policies and regulations, at the national level that promote and coordinate local authorities' efforts to improve access to sanitation.
- Governments, need to develop sanitation strategies that include effective monitoring, evaluation and accountability systems to monitor service quality!



## Local Elected Officials

- Sanitation is your responsibility: establish and apply current laws and regulations! You must ban open defecation and promote the use of latrines on your territory!
- Sanitation offers economic potential: sustainable management of the full sanitation value chain can generate resources for the commune!
- Sanitation contributes to improving the living environment and the health of populations: it is an opportunity for sustainable development and an electoral opportunity!
- If you have successfully improved sanitation management in your local areas, you must share lessons learned and expertise to help other local authorities overcome their challenges.



## Parliamentarians

- Parliamentarians must ask the various ministries about the application of laws in favour of sanitation: The Public Hygiene Code, the Environmental Code, the Public Health Code. Ministers must report to parliamentarians on the effective application of these laws (e.g. create the hygiene police to enforce the laws)!



## Civil Society Organizations

- You have a duty to question public authorities about their responsibilities in terms of sanitation and exploit progress!
- You must ensure that the rights of citizens are respected by controlling public actions and ensuring that they fulfil their duties!
- As citizens' representatives, you have the legitimacy, and therefore the obligation to take part in raising awareness and changing behaviour!
- If you live in an area with poor access to safely managed sanitation, call on your local authority representative to step up and take responsibility for improving these services.
- Civil Society Organisations (CSOs) have the potential to play a hugely important role in improving sanitation services. We urge CSOs to work together to coordinate local action, advocate on behalf of the most vulnerable in society and to hold local officials accountable for the improvement of local services.



## Media

- As media representatives, you can reach entire communities and decision-makers. Therefore, you have a duty to question public authorities about their responsibilities in terms of sanitation and exploit progress!
- If you live in an area with poor access to safely managed sanitation or witness access inequalities, it is your duty as media representatives to report it and call on authorities to propose concrete solutions.
- Broadcast messages to raise awareness on sanitation on your channels to help change behaviour!
- Sanitation is an important topic of interest to listeners: provide spaces for dialogue and discussion on sanitation! This is an opportunity to increase your audience!



## Private sector

- Sanitation is a profitable sector, there is money to be made! There are entrepreneurs who succeed and make a living out of sanitation! Come and profit from it!
- Invest in research and development of sanitation by-products and enjoy the benefits of your innovations.
- Become more professional to offer better sanitation services and you will have more customers!



## Community and Religious Leaders

- Sanitation contributes to the purity of the body and soul and the well-being of the population: get involved in changing behaviours!
- Lack of sanitation is a risk for vulnerable people in your community such as women who go into the bush to relieve themselves!
- Get involved in the fight against Open Defecation: it isn't clean, and it isn't dignified!
- Mobilise community support and promote solidarity mechanisms for sanitation!



## Non-Governmental Organizations/Technical and Financial Partners

- Share your experiences in sanitation to promote the sharing and appropriation of innovations!
- Provide more subsidies for sanitation financing and support innovative, sustainable and endogenous sanitation financing efforts!
- Favour new methods of raising awareness about sanitation to bring about sustainable changes in practices and the sustainability of achievements after the project or programme!
- Support communes in their activities linked to the local public sanitation service and their involvement in the entire the sanitation chain!

