



A local mason, learning how to line a pit latrine with innovative "trapezoid" bricks.

Sanitation marketing focuses on creating the demand and supply side to improve sanitation facilities, particularly for households to move up the "sanitation ladder". In order for sanitation marketing to be effective, several components are required:

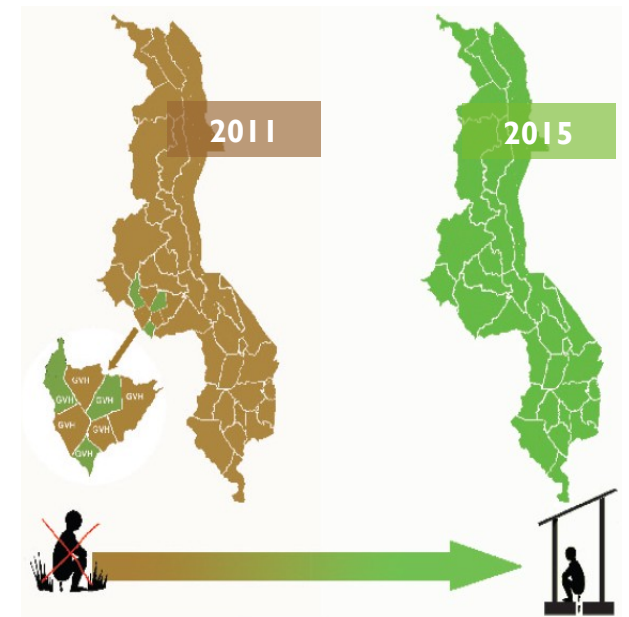
1. Masons and builders with the technical and business skills needed to be successful
2. A variety of latrine options that are affordable, durable, and appealing to households
3. Financing systems available at village-level for both households and "sanitation businesses"
4. Linkage with CLTS, so that the supply offered by sanitation marketing can be effectively taken up by the demand created in CLTS triggered/ODF villages



The following organizations, led by the Government of Malawi, have adopted the ODF Strategy and are currently working to ensure that Malawi becomes Open Defecation Free by 2015.



AN OVERVIEW OF THE
**OPEN
 DEFECCATION
 FREE**
 Malawi 2015
 STRATEGY DOCUMENT



■ ODF Open Defecation Free
■ OD Open Defecation

WOULD YOU LIKE TO KNOW MORE?

For more information, to receive the full version of the ODF Malawi 2015 Strategy, or to get involved, please feel free to contact a member of Malawi's National ODF Task Force:

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Malawi's Strategy for Becoming Open Defecation Free (ODF) by 2015

WHAT IS ODF?

The Malawi definition for ODF has 2 levels.

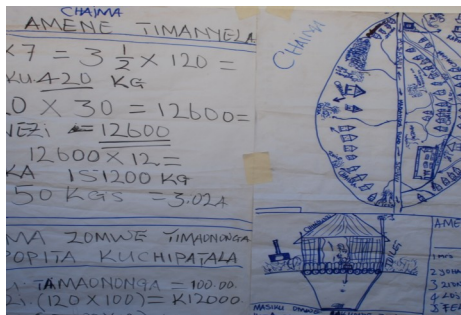
ODF: Every household uses a latrine with privacy, there is no shit in the bush (sharing is acceptable)

ODF++: Every household has a latrine with cover and hand washing facility; all primary and secondary schools, CBCC's, religious institutions, market centres and health centres in the village have latrines with covers and hand washing facilities

WHY A STRATEGY FOR ODF?

After almost 50 years of independence, about 8% of Malawians are still practicing open defecation throughout the country. This translates into more than **224,560 tonnes of bibi per year!** Where does it go? It may not all be seen, but it definitely goes somewhere. Faecal matter ends up contaminating our drinking water, food, and pollutes our air as dust. Eventually, that *bibi* comes back to us and we end up consuming it! It is no wonder Malawi has such a high prevalence of diarrhoeal diseases, including cholera. Every year in Malawi, diarrhoeal disease causes thousands of unnecessary deaths among children.

This is why the Government of Malawi resolved to develop a strategy to make Malawi Open Defecation Free (ODF) by 2015, which supports the Malawi Growth and Development Strategy II.



"Shit Calculation" & "Shit Mapping" done by a Malawian which thereafter decided to be ODF.

KEY COMPONENTS OF THE STRATEGY: HOW TO MAKE ODF MALAWI 2015 A REALITY

I. STRENGTHENING CLTS

SCALING-UP CLTS , TRAINING & CAPACITY BUILDING:

We must create a critical mass of excellent CLTS Facilitators across the country, identified from all organizations implementing CLTS. In this way we will form a large group of key facilitators that can be called upon in support of CLTS.

QUALITY FROM START TO FINISH:

PRE-TRIGGERING → POST-TRIGGERING

Selecting an appropriate date and time for the triggering is important, so that a majority of the village turns up for triggering, especially the village head.

The triggering requires very skillful facilitation, utilising a variety of tools: shit calculation, shit mapping, transect walk to the bush, flies-to-food demonstration, and also tools that reveal the importance of hand-washing.

Follow-ups are critical. Even a village which explodes with desire to stop Open Defecation during triggering can fail if there are no local leaders on-hand to help motivate and support them through the process. Extension staff, especially HSAs, have an important role in following up.

VERIFICATION OF ODF STATUS

There is need to really clarify what are the key criteria that constitute Open Defecation Free (ODF) Status for a village. Also, a key action moving forward is establishing an effective approach for the "verification process", which guarantees accurate determination of ODF status.

THROUGH HSA ROUTINE WORK:

HSAs are key players when it comes to CLTS, as sanitation and hygiene promotion fall under their job description. CLTS should be included in their routine work as a tool they can use

to promote good health in the villages they supervise. Some ORT resources should be allocated to support HSAs to be active on CLTS in their villages.

CREATING TA-LEVEL TEAMS:

To better accelerate and support CLTS progress, it will be important to have Traditional Authorities (TAs) play a leadership and coordination role for CLTS for their area.

SCHOOL-LED TOTAL SANITATION (SLTS)

Involvement of school children and teachers through SLTS is currently being piloted to understand the keys to success, before scaling up to the entire country. Targeting schools with SLTS in the same communities triggered with CLTS will make for a more comprehensive approach.

SHARING LESSON LEARNED:

There shall be need to share lessons learned on CLTS through the "S.H.i.T.S Newsletter" and other discussion groups amongst CLTS implementers & supporters.



2. PUBLICITY

The ambitious goal of ODF Malawi 2015 will only be achieved if all Malawians are aware and committed to achieving it. Therefore, widespread publicity for the strategy is needed using a variety of communication channels.

3. ENGAGING LEADERS All traditional leaders must be familiarised with and involved with all components of the Strategy. District Commissioners & District Health Officers should also be engaged to get their active support for ODF at district level.

4. SANITATION MARKETING Where CLTS creates the demand for sanitation, Sanitation Marketing will become increasingly important as a tool for improving the supply of appropriate latrine designs to households seeking durable and affordable options.