Sanitation Marketing in Zambia

The Ministry of Local Government and Housing (MLGH) has commissioned iDE to explore the potential to develop a sanitation marketplace in rural Zambia. Through this project, MLGH aims to identify the best products, business models, promotion strategies, and partners to develop a thriving rural sanitation marketplace.

Study Areas

The iDE research team spent several weeks in the two study districts of Mazabuka and Petauke learning from households, builders, supply chain actors, and local government, and presented key insights from the assessment to the Sanitation Technical Working Group in February.

The study found out that latrines collapse sometimes, usually during the rainy season. When this happens, households abandon their latrines and either share a latrine with neighbors or revert to open defecation. Rebuilding the latrine is delayed for several months, after the rainy season has passed and field work has subsided. The new latrines are built with the same design and materials, and collapse inevitably recurs. Many households cited the need to rebuild every year. Though a habit of latrine-building exists, it does not rank high in household priorities.

Almost all of the toilets found in rural villages are dry pit latrines. People in rural areas generally desire a latrine over open defecation, and most have had a latrine at some point. The toilets in these areas are made from locally available materials – grass for thatching, clay for compacting or bricks, logs and mud for the slab – with little to nothing purchased. Households have strong do-it-yourself (DIY) habits and rarely pay for builders to build their structures.

Challenges

This DIY tendency, coupled with limited household finances, makes it challenging to develop a sanitation market in which rural users pay for goods and services. Since the initial assessment, the team has expanded the scope of the work to include some peri-urban areas in the two study districts – communities that are closer to the district centers, have better access to the markets, and have higher disposable incomes; yet still exhibit mostly rural characteristics.

The next steps in the project will be to generate a variety of potential solutions which will then be prototyped and tested in the field in Zambia.
The Sanitation and Hygiene Programme Document launch in 2007, is an integral part of the National Rural Water Supply and Sanitation Programme (NRWSSP). This document is the Government’s roadmap for facilitating the provision of adequate sanitation facilities and services in order to achieve the Millennium Development Goals and the National Vision 2013 for universal coverage for rural sanitation.

The guidelines to assist districts prepare the plans are still under review; but in order to operationalize this program, each district will produce a District Total Sanitation Plan (DTSP) involving all stakeholders at district levels. The compilation of the rural district plans will inform government, cooperating partners and civil society at both national and district levels.

The aim of the DTSP is to provide guidelines to districts on how to reach their targets to increase sanitation coverage for the rural population.

The plan should include:
- Objectives and targets for the district; number of people gaining access to improved sanitation; increase in district sanitation coverage; number of schools benefiting from appropriate sanitation and hygiene education.
- The districts should have a description of implementation strategies in accordance with national guidelines such as: Community Led Total Sanitation, Legal Enforcement, school sanitation, and social marketing.

In addition, the districts should list all activities that are planned to contribute to the achievement of targets and which organization or line ministry is responsible to implement and report on a listing of resources available at the district level such as human resources, budgetary allocations for sanitation, and logistics.

Methodology to design a DTSP
- District level stakeholders should be involved (district staff from all line ministries, civil society, traditional leaders, media, private sector, cooperating partners) as well as provincial staff. All the members of the District Water Sanitation and Hygiene should be part of the process;
- The planning process should be based on sanitation data form each ward, stakeholder’s analysis;
- The plan should describes each activity or set of activities, milestone for the coming 6 months, 1 year, 2 year and the agency in charge of each activity;
- The monitoring and reporting mechanisms should be detailed and be able to describe all indicators for each activities and disaggregate data for wards and chiefdoms;
- The use of internal districts resources should be maximized;
- The plan should be demand-driven, community-led, and gender-sensitive.

DTSP Preparatory activities
- A high level meeting to be initiated by council management, including District Medical Officer, District Education Board Secretary, Ministry of Chief and Traditional affairs and the Chair of the Joint Monitoring Programme Team should agree on way forward to design the DTSP, including gathering of information prior to the design workshop, logistical aspect of the one to two days planning meeting.
- Complete the pre-planning information data collection tools for District Total Sanitation Plan development.
DTSP - Continued

- Ensure sufficient time for sub-district consultations (community members, champions, environmental health technicians, councillors, and teachers) by institution;
- Identify local human resource support that is capable of facilitating planning meetings or request support from provincial authorities;
- Ensure logistical aspects of the planning meeting have been taken into account with specific responsibilities for each point.

Planning process
- The one or two day planning meeting should take place in the district headquarters to ease logistical problems. The meeting should be called jointly by the district commissioner with support from the council management.
- The list of participants should be as comprehensive as possible with a suggested limit of 35.
- General objectives and targets for the district; implementation strategies; resources available; roles and responsibilities; as well as reporting procedures should be discussed and agreed to and made part of the integrated plan.

Validation of the DTSP should be approved by the full council meeting before it is operationalized.

Oyera
“The Bright One”
By Tamara Mwamulowe—Provincial Support Team, Eastern Province

Oyera is one of the villages in Chadiza district which was triggered using the CLTS approach on 30th July, 2012. The village has a population of 57 people in 8 households. Before triggering no one in the village had a latrine and open defecation was not perceived as a problem.

During a monitoring visit in November, we observed that every household had constructed a latrine. The latrines were well decorated, using the local coloured soils. The floors were smooth, using a local soil that women use for polishing the floors of their kitchens. All the latrines had roofs, apart from one which at the time was still under construction. The village headman had even constructed three latrines for his household because he is a polygamist. Every household had a dish rack and a refuse pit. The only thing missing were covers for the squat holes, which the villagers were advised to provide.

Oyera means “the shining or the bright one.” When you enter this village, you become excited that this community has moved from nothing to 100% in terms of hygiene and sanitation transformation. It is shining. However, all that glitters is not gold, because in this case the members of this community were still practicing open defecation. Asked why they were still going to the bush, they replied that they understood that their village was to be inspected and declared ODF before they should start using them. Poor communication!

CLTS is an approach that demands facilitators to be effective communicators and conduct regular follow-ups to triggered villages so “fade out” is prevented.

The outcome of this monitoring visit was that the village was commended for their good work constructing the latrines and other hygiene facilities. They were advised that as the facilities belonged to them and they should begin using them.

Newly constructed latrine in the Copperbelt.
©UNICEF/Zambia/201/Fohr
Three Minutes with the Champions!

Since the beginning of this year, the Sanitation Programme team has been working round the clock to streamline operations. There have been a number of bottlenecks identified during the routine programme monitoring process by different actors.

Data collection and reporting are some of the key challenges that the programme is facing. A Monitoring Framework has been developed and is being implemented in intervention districts. A key tool is an Excel sheet developed to capture various achievements at the village level.

Community Champions play a key role in data collection. They are the link between the community and the district level team.

In this issue we feature Christopher Malambo from Monze district in Southern Province.

A father of four, Christopher is not a newcomer in community development. He is the Chairman of the Area Development Committee (ADC) and serves as an official in two other village committees. From Malambo village in Chona Ward, he speaks passionately about his work over the past decade. He was trained as a CLTS community champion in April 2012.

Why do you think you were selected for training? Because of my work in the community. I am currently the chair of the ADC. This is a key committee that links the district and village planning activities.

What is interesting about your work? Seeing the change that has taken place in my village. Initially the community did not see the importance of sanitation. After triggering, there has been change in their perception and at individual level. I feel happy.

What do you find most challenging? Initially people were used to subsidies. Our programme therefore faced the challenge of convincing the community that toilets will be constructed using locally available materials without support from donors or the Government.

What has enabled you to succeed as a “Champion?” My determination and commitment to make my society a better place with support from the Headman, Nicholas Hatembo; Chairperson of Sanitation Working Committee, Obed Moya; and Councillor Tearson Chiembo.

LUNDAZI’s DTSP

Lundazi is one of the first districts to hold a two-day workshop to develop their Total Sanitation Plan. Officers from the Department of Housing and Infrastructure Development (DHID) and Provincial Support Team (PST) facilitated the workshop using the draft guidelines provided by MLGH.

The toilet team spoke to the District Environmental Officer Regina Ngulube to share her experiences while developing the DTSP.

Were the guidelines useful?
The guidelines were useful and facilitation by the DHID and PST was great. Attendance from the district management was overwhelming.

What went well?
- Preparations before the workshop;
- Heads of department and key managers buy-in and their commitment to the 2-day process;
- The council contributed resources to ensure the process was successful;
- Participation of the private sector as well as civil society;
- Partners willing to join a small Task Force to finalize the plan.

What challenges did you encounter?
- We had limited time to plan for the meeting;
- More participants willing to participate but we had limited space.

Any recommendations?
- Involvement of more stakeholders as much as possible so that it is an inclusive process;
- Encourage councils and other partners to contribute resources and materials towards the process.