

# NATIONAL LAUNCH OF URBAN WASH BCC STRATEGY

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# INTRODUCTION

- In 2010, the MLGRD and MWRWH collaborated with CHF international to develop a WASH BCC strategy for the urban sub sector
- Follows initial steps by CHF to develop a project-specific BCC strategy for the WASH-UP project, funded by USAID.
- Discussions with WD and EHSD identified the absence of such a strategy at the national level as a gap
- Proposal to develop a national strategy to fill this gap, instead of a CHF Project-specific strategy



# WHY AN URBAN WASH BCC STRATEGY?

- Rapid urbanization, leading to strain on WASH services
  - Higher risk of waterborne diseases
- Recent experience of cholera outbreaks worrying
- Will help the urban sector to standardize the implementation of BCC interventions by different organizations working in the WASH sector



# WHY AN URBAN WASH BCC STRATEGY?

- The absence of any strategic document to guide BCC efforts targeting urban populations, as exists for the rural sub sector
- BCC is key to sustainable solutions
- Help sustain the results derived from efforts towards changing WASH behaviour in the urban communities including the slums.



# OVERVIEW OF THE PROCESS OF DEVELOPING THE URBAN WASH BCC STRATEGY

- Preliminary discussions with the MWRWH
- Wider Stakeholder consultations
- Formation of working groups
- Baseline survey in WASH-UP project areas
- Formative Research on BCC in WASH-UP Project Area
- Appointment of a Coordinator to facilitate and consolidate the BCC strategy, based on outputs from the working groups



# PROCESS CTD

- Coordinator prepared the draft BCC strategy document from inputs of working groups and stakeholder consultative meetings
- Draft strategy document was presented to stakeholders in two separate workshops in the Southern and Northern zones to:
  - Validate the draft strategy
  - Receive further inputs from experts and stakeholders to enrich the strategy document
- Inputs from stakeholders incorporated into draft strategy,
- National validation workshop, and a final draft produced



# SCOPE OF THE URBAN WASH BCC STRATEGY

- The strategy is laid out under key headings:
  - Situation Analyses
  - Audience Segmentation
  - Prioritizing Behaviours
  - Behaviour Analyses
  - Strategic Approach
  - The Message Brief
  - Communication Channels, Tools and Strategy
  - Management Plan
  - Monitoring and Evaluation
  - Overall Recommendations



# HIGHLIGHTS OF THE STRATEGY

- Situation Analysis. – giving an overview of the state of WASH services in urban areas:

## Water:

- 59% (2009)

## Sanitation

- Improved – 18%
- Open defecation – 7%
- Unimproved – 75%

Hygiene - ??





# AUDIENCE SEGMENTATION

- Need to target effectively
- selection of segments was based on ff criteria:
  - The proportion of the urban population covered in the segment,
  - Public health importance, and
  - The likelihood of being receptive to communication messages.
- Based on these criteria:
  - Eight (8) Primary Target audience segments considered “good” and
  - Four (4) segments considered “possibly good”



# *BEHAVIOUR ANALYSES*

- Systematic behaviour analysis identified Priority WASH Behaviours to focus on. These include:
  - 10 Macro behaviours, and
  - 26 Micro behaviours
- Based on these, eleven (11) Behaviour Change **Objectives** were identified



# BEHAVIOUR ANALYSIS - 2

- The Macro behaviours included:
  - Maintaining water safety at source of supply, especially at vending points and tanker trucks
  - Safe transportation of water to homes
  - Safe water storage and use at household level
  - Household water treatment/water disinfection
  - Safe disposal of Excreta
  - Safe disposal of household solid waste
  - Safe disposal of other solid waste
  - Hand washing with soap at 5 critical times
  - Food hygiene
  - Personal hygiene



# STRATEGIC APPROACH

- Strategy combines three main intervention areas that reinforce each other for sustainable behaviour change. These include:
  - Promoting access to hardware (e.g. infrastructure, products, and service level improvements);
  - Adopting approaches to hygiene promotion covering communication—IE and BCC, training, and mobilization—social and community
  - Creating an enabling environment, encompassing policies and advocacy, institutional development strengthening and creation as well as sustained financing schemes



# THE MESSAGE BRIEF

- The strategy provides a general frame for development of messages
- These will flow logically from the stated behaviour change objectives and the desired changes at the level of each target group,
- The definitive messages will be developed at the roll out stage stage.



# COMMUNICATION CHANNELS, TOOLS AND STRATEGY

- The mix of channels to deliver BCC messages include:
  - Institutional channels (eg Staff of various ministries)
  - Media channel
  - Socio-traditional and socio-cultural channels
  - Commercial channels



# MANAGEMENT PLAN,

- This section defines:
  - The institutional framework - strategy is anchored at the EHSD of the MLGRD
  - Roles and responsibilities of stakeholders
  - Implementation arrangements
  - Materials production
  - Capacity building plan
  - Budgeting, and an
  - Action plan



# MONITORING AND EVALUATION

- M &E Plan identifies process and outcome indicators
- Monitoring should be integrated within the overall M&E framework of the sector
- Internal and external evaluations recommended





# MOVING FORWARD

- Source funds to pilot this strategy for a period of 18 months to provide an opportunity to both field test and refine the overall strategy.
- A National WASH BCC Handbook or Manual to be drawn out of this strategy document
- A National Training of Trainers Manual on WASH BCC for urban sub sector with its various sections to be developed
- Update strategy every two years, based on emerging issues

