



Sustaining collective behaviour change through community and institutional governance

Local community governance

Sustaining behaviour change is one of the major challenges in the sanitation and hygiene sector. The FAA's intense sub-grantee efforts and presence on the ground are difficult to sustain in the long term, and it is therefore possible that communities slip back to defecating in the open or carrying out other unhygienic practices. In addition, the need to achieve large-scale sanitation coverage and hygiene behaviours and the demand for minimum standard requirements for latrines, further accentuates the sustainability challenge. Within the FAA, the concept of local community governance emerged as one solution.

The aim of this approach is to effectively transfer the leadership and technical capacity for maintaining and sustaining sanitation improvements from the sub-grantee to the community and local governance structures. This includes both the technical and organizational know-how necessary to ensure the maintenance of facilities and sustainability of behaviour change.

The transfer of technical capacity is carried out through the Follow-up MANDONA process. During the last phase of Follow-up MANDONA, the community is encouraged to establish a mechanism through which all members of the community can support the collective maintenance and improvement of latrines. As this type of regular, self-organized and collective community work is a tradition deeply rooted in Malagasy culture, sub-grantees therefore build on existing structures and habits. During this process, the goal is for each household to evaluate their own sanitation situation and ask for or provide support as necessary, in order for the whole community to maintain ODF status. This is achieved through dedicating time to clean and make small upgrades to latrines, for example making sure there is a tight fitting drop-hole cover, ash is used in the latrine and water is available for handwashing. The collective sanitation and hygiene work is integrated into general community work that often occurs once or twice a month, known locally as 'asam-pokonolona'.

Through this process, the aim is to solidify behaviour change and mobilize the community to gradually climb the sanitation ladder.

A system for monitoring the collective community work is put in place through a logbook that records household participation and a sanitation register that records all sanitation actions carried out in the community. The logbook is managed by fokontany chairmen. Sub-grantees continue to monitor the community work as a whole, until it becomes systematic. Once it does, they limit their involvement to monitoring the logbook. Sub-grantees never participate in the actual work involved in 'asam-pokonolona' – instead, they focus on advocacy at the commune and district levels to ensure that there is commitment to support community efforts.

Institutional governance

As part of the governance process, sub-grantees gradually hand over leadership responsibilities to local institutions, such as municipalities and local authorities, to ensure sanitation and hygiene initiatives become completely locally owned. This includes helping institutions enhance their technical, financial and organizational leadership related to sustaining ODF status.

Transferring technical leadership to local institutions is achieved through institutional triggering, which involves implementing the methods used in community triggering to ignite change at the institutional level. Transferring financial leadership involves carrying out advocacy activities targeting local decision-makers, in order to boost community financing for improved sanitation. In addition, transferring organizational leadership consists of helping institutions fully establish mechanisms that support community efforts.

Once these capacities have been transferred, sub-grantees hold ceremonies in which the torch is passed to local institutions. These institutions are then encouraged to support neighbouring institutions in their activities to sustain behaviour change and improve sanitation.



ABOVE: INSTITUTIONAL TRIGGERING IS ACHIEVED, AS NATIONAL AUTHORITIES CONVENE TO END OPEN DEFECACTION IN MADAGASCAR BY 2019. FROM MID-LEFT: PRESIDENT OF THE REPUBLIC OF MADAGASCAR HERY RAJAONARIMAMPINANINA, WSSCC EXECUTIVE DIRECTOR CHRIS WILLIAMS, PRIME MINISTER JEAN RAVELONARIVO, MINISTER OF WATER BÉNÉDICTE JOHANITA NDAHIMANANJARA, AND THE CHAIR OF THE GSF PROGRAMME COORDINATING MECHANISM MICHÈLE RASAMISON. CREDIT: FAA/NIRINA ROMÉO ANDRIAMPARANY

PREVIOUS PAGE: SANITATION AND HYGIENE ACTIVITIES ARE AMONG THE PRIORITIES OF PERIODIC COMMUNITY WORK KNOWN AS 'ASAM-POKONOLONA'. IN THIS PHOTO A NATURAL LEADER IN AMPITAMBE VILLAGE HOLDS A SANITATION REGISTER THAT RECORDS ALL SANITATION ACTIONS CARRIED OUT IN THE COMMUNITY AS PART OF 'ASAM-POKONOLONA'. CREDIT: WSSCC/MATILDA JERNECK