

THE CLTS JOURNEY

In rural Madagascar, CLTS is the preferred approach for eliminating open defecation, and these actions also drive overall improvements in sanitation and hygiene. CLTS was introduced in the country in 2008, following its success in Asia. The crux of the approach lies in creating an enabling environment in which communities become self-reliant and improve their own sanitation and hygiene situation without external help.

CLTS focuses on igniting change in sanitation and hygiene behaviour within whole communities, rather than constructing toilets through subsidies. The specific stages in this social awakening, or 'triggering' process include:

- **Pre-triggering:** facilitators visit communities to collect basic information and build rapport
- **Triggering**, which includes three phases:
 - **Discovery phase:** With the help of a facilitator,

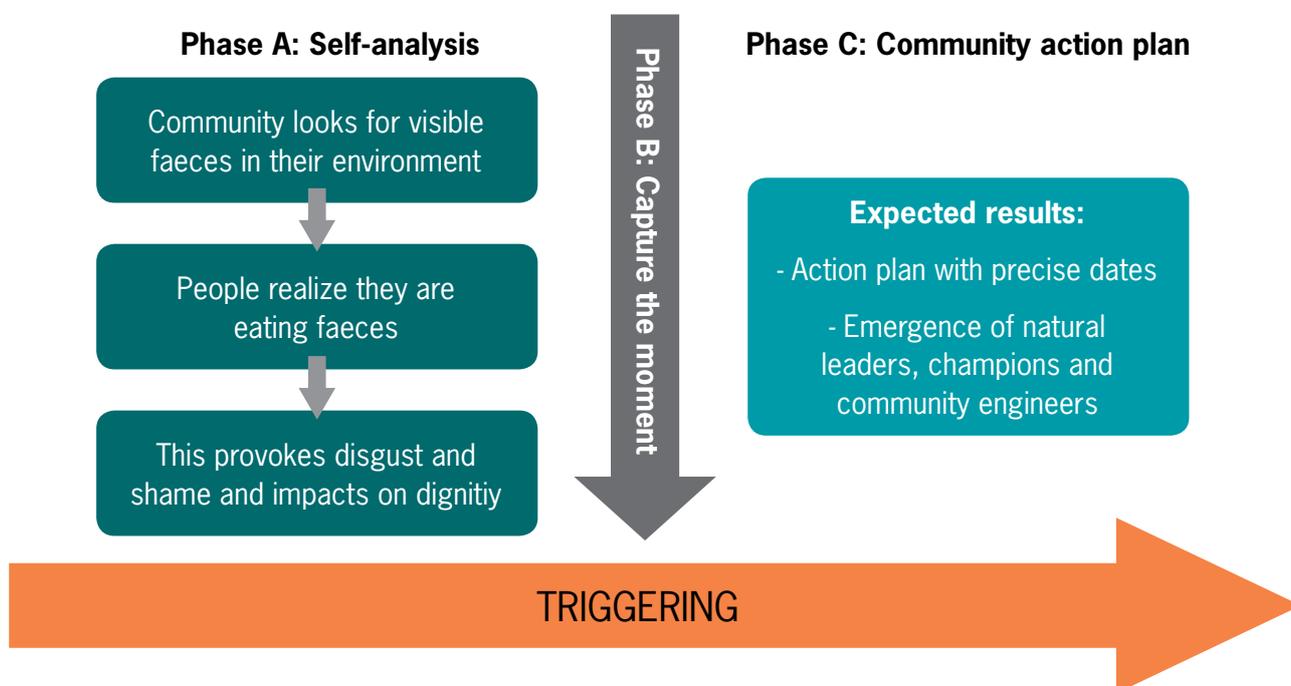
a community meeting is held which analyzes the collective sanitation situation. The meeting also raises awareness of the fact that because of open defecation, people are unknowingly eating faeces, which has a negative impact on health and dignity

Ignition moment: This realization provokes shame and disgust, and the community collectively makes an immediate decision to end open defecation

Action plan: The community develops actions to be taken to become ODF and identifies natural leaders that can lead these activities

- **Post-triggering follow-up:** These activities are aimed at supporting rapid ODF achievement, the sustainability of behaviour change and the scaling up of improved sanitation. The activities include various innovative approaches that will be presented in the next section of this case study.

FIGURE 1: TRIGGERING PHASES



NEXT PAGE: TRIGGERING CHILDREN IN THE COMMUNE OF MANGARANO, USING THE OPEN DEFECATION MAPPING TOOL.
CREDIT: FAA/FANO RANDRIAMANANTSOA





CLTS timeline

2011: CLTS Foundation, led by Kamal Kar, provides support to FAA and sub-grantees to improve the quality of CLTS activities and instil the true spirit of the approach in the minds of all actors

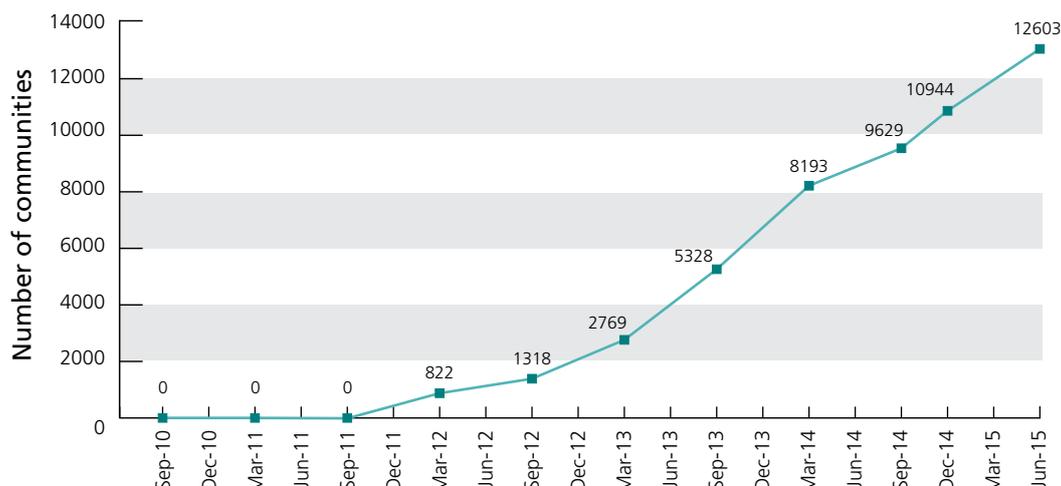
2012: CLTS standardized; follow-up support provided by CLTS Foundation on quality and scaling up

2013: FAA harmonizes its approach with the activities of other actors in the water, sanitation and hygiene sector

2014: CLTS incorporated into Madagascar's national strategy

2015: CLTS incorporated into national 'roadmap', which provides a concrete plan on how to achieve national ODF status by 2019; FAA intensifies the sharing of its CLTS experiences with other countries

PHOTO: EQUITY IS A CROSS-CUTTING THEME ACROSS THE FAA'S WORK. THE GSF-FUNDED PROGRAMME WORKS TO ENSURE THE INCLUSION OF PEOPLE WITH DISABILITIES AND OTHER VULNERABLE GROUPS. CREDIT: WSSCC/KATHERINE ANDERSON

FIGURE 2: NUMBER OF ODF COMMUNITIES – RESULTS PROGRESSION

Key lessons learned and achievements

In the initial years of the FAA programme, very few villages achieved ODF status. Between the start of the programme in April 2010 and October 2011, there were close to zero ODF villages recorded. However, as the programme progressed, key lessons were learned and FAA's CLTS strategy was developed to address the lack of results. Lessons learned included:

- Shifting the focus from processes and activities to results
- Accepting that the FAA programme does not have all the answers but rather has to learn along the way, especially from the communities themselves
- Moving from routine to strategic thinking. This includes strategically choosing villages where there is a likelihood of rapidly achieving ODF status, and supporting natural leaders and consultants from these villages. Once ODF status is achieved, these villages can be used as a means to trigger surrounding villages
- Moving from a top-down to a bottom-up approach that consists of local decision making, community participation and grassroots mobilization
- Shifting the focus from triggering one village at a time to an approach that first triggers whole fokontany³ and then communes
- Moving from one-size-fits-all solutions to context-specific solutions generated by communities. This can include a shift from relying on pre-defined latrine models to identifying and valuing emerging local technologies
- Moving from an internalized project mentality focused on a defined end date to building a movement that engages stakeholders at all levels, thereby providing more sustainable results

- Moving from the mentality that the programme can 'do it all' to involving all national stakeholders – from traditional leaders, to journalists to local mayors – to 'do it together'

- Developing an approach that includes the most vulnerable
- From October 2011 onwards, the programme began to record significant increases in ODF villages, as shown in figure 2. These achievements can be largely attributed to the lessons learned and changes in strategy. From June 2012 to June 2015, there was a close to twelve-fold increase in ODF villages, leading to a total number of 12,603.⁴ In addition, there are now more than 90,000 people involved in the sanitation and hygiene movement in Madagascar, an increase of more than 80,000 since 2013.⁵



ABOVE: AT THE HEART OF CLTS IS THE 'TRIGGERING' PROCESS THROUGH WHICH A COMMUNITY FACILITATOR HELPS IGNITE CHANGE AND MOBILIZE ACTION TO END OPEN DEFECATION. CREDIT: WSSCC/DAVID TROUBA

³ Government subdivisions that consist of groups of villages comparable to local parishes.

⁴ Figures as of June 2015 have been provided by the GSF Executing Agency in Madagascar and are pending verification by the Country Programme Monitor.

⁵ As recorded by the FAA in its 2015 presentation to the Water Supply and Sanitation (WSSCC) Steering Committee.