

INNOVATIONS IN SANITATION AND HYGIENE BEHAVIOUR CHANGE

As the first GSF programme, the FAA was the testing ground for various approaches based on the essence of CLTS, which helped to drive the programme's learning and sharing culture. Sub-grantees have utilized a range of approaches within local communities, sharing their challenges and success with the larger FAA team. Through FAA's strong learning and sharing system, many of these approaches have been evaluated for their potential to be implemented on a larger scale, and some have become best practice, both within and outside of Madagascar. This case study highlights three best practice approaches evaluated and utilized by the FAA programme: Follow-up MANDONA, local and institutional governance and sanitation marketing.

Follow-up MANDONA

Inspired by CLTS triggering approaches, Follow-up MANDONA is aimed at helping communities speed up their achievement of ODF status and initiate the development of local governance mechanisms for sustainability. This approach is applied only after the initial triggering event in a given community. 'Mandona' is both a Malagasy word which means 'push' and an acronym which stands for the following:

- Motivate households
- Analyze the sanitation situation
- Normalize anomalies together
- Decide to act now
- Organize activities
- No-one is left behind
- Advance towards open defecation free status

BELOW: A LOCAL WOMAN PRACTICES USING A HANDWASHING FACILITY FOLLOWING TRIGGERING ACTIVITIES IN THE COMMUNE OF MAROALIPOTY. CREDIT: FAA/FANO RANDRIAMANANTSOA



Principles of the approach include:

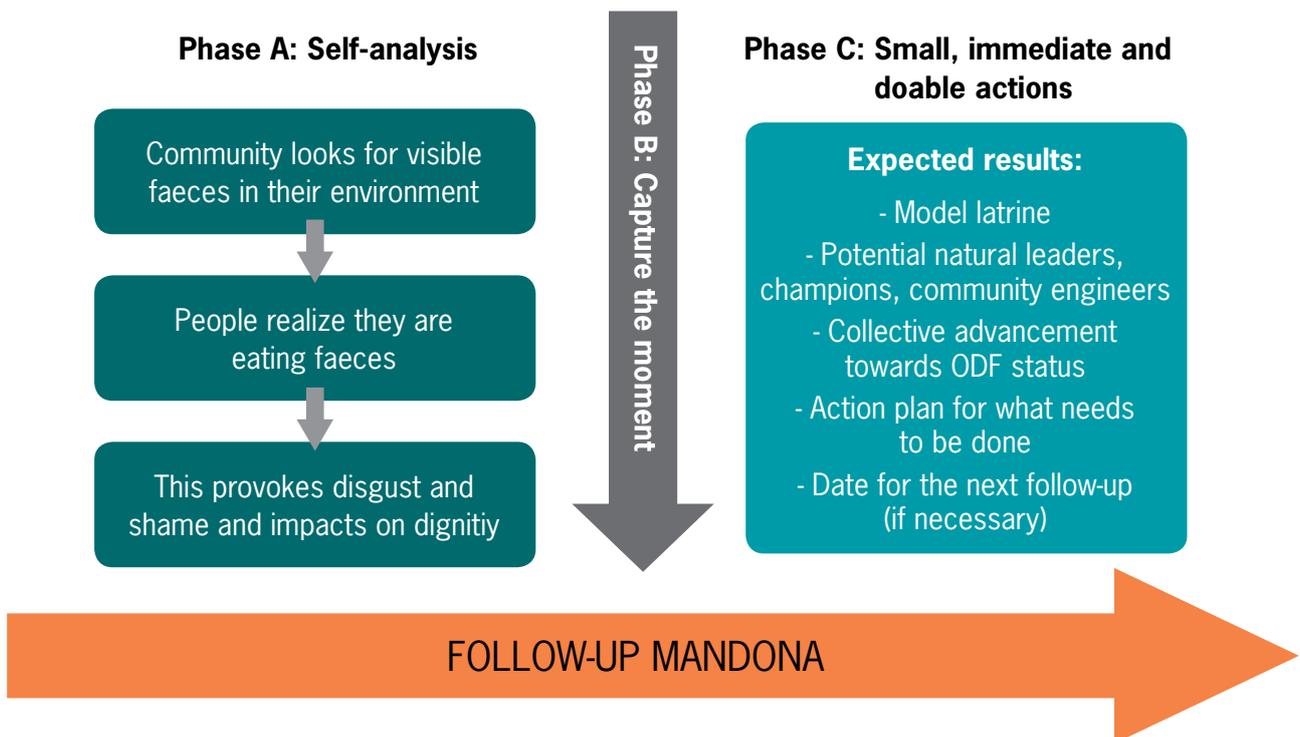
- Prioritizing increased awareness
- Prioritizing the emergence of new community actors (natural leaders, community consultants, community engineers, etc.)
- Prioritizing capacity building of actors as opposed to building infrastructure
- Prioritizing the recognition of community efforts
- Facilitating but not sensitizing
- Implementing the small, immediate and doable actions approach
- Never stopping work in a village without first helping it advance towards ODF status
- Respecting CLTS principles, which include: showing evidence in a participatory manner that the community is eating each other's faeces; provoking disgust, shame and highlighting the negative impact on dignity; providing facilitation for the community to take collective action
- Never sensitizing or mobilizing the community to take any action related to sanitation and hygiene without first triggering the community

In addition to serving as a tool for post-triggering follow-up, it is also a powerful tool that can be applied in villages that were declared ODF but slipped back to open defecation.



ABOVE: A NATURAL LEADER DEMONSTRATES HOW TO GENERATE, GATHER AND USE ASH FOR SANITATION IN THE COMMUNE OF AMBATONDRAZAKA. CREDIT: FAA/JOSÉA RATSIRARSON

FIGURE 3: LINK BETWEEN TRIGGERING PHASES AND FOLLOW-UP MANDONA



Stages of implementation

1. Pre-MANDONA follow-up:

Together with a facilitator, the community analyzes the sanitation situation and agrees on the timeline for Follow-up MANDONA activities.

2. Follow-up MANDONA session, which consists of four steps:

Step 1 – Initial community meeting

- 1) Participatory review of the community action plan developed during the triggering process
- 2) Participatory analysis of the progress towards the objectives jointly agreed within the community
- 3) Evaluation of efforts made thus far
- 4) Recognition of progress made to date, even if very minor

Step 2 – Establishing a community model

In a participatory manner the community is encouraged to develop feasible and context-appropriate models for building fly-proof latrines and handwashing facilities, and cleaning open defecation zones through small, immediate and doable actions. In the case of fly-proof latrines, the facilitator identifies the owner of a non-fly-proof latrine and triggers her or him to realize that she or he is continuing to involuntarily ingest faeces. This normally takes place in front of the entire community, so that community members can be triggered as well. The facilitator then asks what small, immediate and doable actions can be taken to put an end to this situation.

After the owner, possibly together with other community members, identifies the improvements – which can include producing a drop-hole cover, filling holes in the slab, distributing ash in the pit, discarding paper used for defecation and building handwashing facilities – she or he takes the necessary action immediately.

Step 3 – Replication of the model

Once one latrine has been made fly-proof, it becomes the model latrine. The rest of the community is then encouraged to carry out the same actions for their own latrines straight away. To really mobilize immediate action, the facilitator asks all of the latrine owners how long it will take to bring their latrines up to the standard of the model latrine, and how challenging it would be to carry out the small, immediate and doable actions identified previously. The facilitator and community then agree on a timeframe for replicating the model latrine. The timeframe is relatively short, usually less than 15 minutes.

Step 4 – Self-support

Once the deadline for improving latrines has passed, the facilitator invites the owner who built the initial, model latrine to support another household who has not yet been able to build an appropriate latrine. Other community members are thereafter encouraged to support each other, and this creates a ‘snowball effect’ – a second person supports a third person and so on, until all households have been covered. Throughout this exercise the facilitator will make a list of potential natural leaders and community consultants who can provide further support to households as needed.



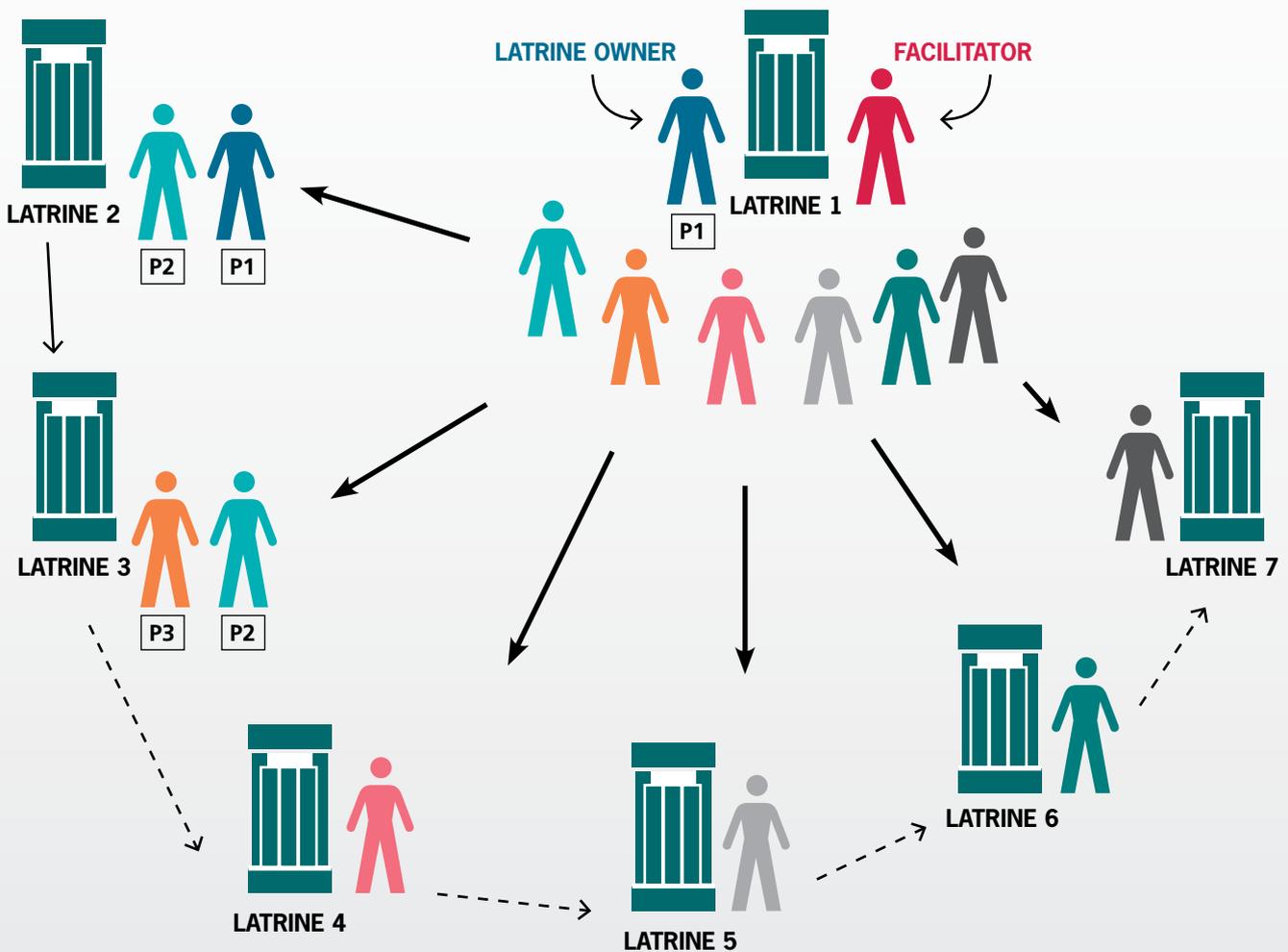
ABOVE LEFT: A FLY-PROOF LATRINE USING LOCAL MATERIALS AND BUILT AFTER TRIGGERING ACTIVITIES. CREDIT: WSSCC/DAVID TROUBA

ABOVE RIGHT: A LOCAL WOMAN STANDS BY HER LATRINE, BUILT WITH LOCAL MATERIALS AFTER TRIGGERING ACTIVITIES. CREDIT: PIM VAN DER MALE

Step 5 – Community feedback meeting

At the end of the Follow-up MANDONA process the facilitator provides feedback to the community on its new sanitation status and the remaining challenges to be addressed. A new action plan and deadline is agreed, and the facilitator encourages the community to establish a governance mechanism for managing activities and sustaining improved sanitation and hygiene.

FIGURE 4: FOLLOW-UP MANDONA: REPLICATION OF THE MODEL AND SELF-SUPPORT



Disseminating the approach beyond the FAA

Conceptualized by the NGO MIARINTSOA, one of close to 30 sub-grantees in Madagascar, Follow-up MANDONA has been continuously refined and strengthened by the FAA. The approach has been shared with sector partners across Madagascar, as well as other GSF-supported programmes in Africa, notably Benin, Togo and Uganda.