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## Capitalizing on WASHplus project achievements

*Innovative sanitation  
strategies implemented  
by WASHplus in Mali*

**June 2016**

**fhi360**  
THE SCIENCE OF IMPROVING LIVES



**SAHEL ECO**



## **About WASHplus**

WASHplus project supports healthy households and communities by creating and delivering interventions that lead to improvements in WASH and household air pollution (HAP). This multi-year project (2010-2016), funded through USAID's Bureau for Global Health and led by FHI 360 in partnership with CARE and Winrock International, uses at-scale programming approaches to reduce diarrheal diseases and acute respiratory infections, the two top killers of children under age 5 globally.

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## List of Abbreviations

CARE	: Cooperative for Assistance and Relief Everywhere
CHC	: Community Health Center
CLTS	: Community Led Total Sanitation
DRACPN	: Regional Directorate of Sanitation, Pollution and Nuisance Control
FHI 360	: Family Health International
GWI	: Global Water Initiative
NGO	: Non-Governmental Organization
OD	: Open Defecation
ODF	: Open Defecation Free
PDSEC	: Social, Economic and Cultural Development Program
UNICEF	: United Nations International Children’s Emergency Fund
VSLA	: Village Savings and Loan Association
WASH	: Water, Sanitation and Hygiene
WHO	: World Health Organization

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May all the achievements throughout this project empower us to further refine our future interventions.

Success, long life and prosperity to all!

# 1. Context

Mali is currently ranked 179 of 188 countries worldwide in the 2015 Human Development Index. It has one of the highest fertility rates in the world and a 2015 child mortality rate of 115 per 1,000 live births. The country experiences food insecurity and poverty that contribute to high undernutrition rates. The causes of undernutrition are complex and varied, resulting from a range of factors—insufficient information on appropriate practices and lack of critical supplies and services.

The WASHplus project developed an integrated WASH and nutrition program in the Mopti region - at the request of USAID - to increase the supply of appropriate, affordable, and sustainable WASH solutions, increase demand for low cost sanitation and improve sanitation and hygiene practices and nutrition

In general, a clear majority of Malian villages had no latrines. Most inhabitants defecated in the open. Existing latrines were built for the elderly. The structure was very weak because the pit's interior was not reinforced. During the rainy season, the risks of latrine collapse were high. In addition, flies and other insects could fly in and out easily



*Old latrines in Perimpen village and in Sévaré*

*« Very often my guests didn't come back happy even if they didn't tell me it was because I don't have a latrine »*

*Elhadj Boureima Karembe from Danga, Pignari commune*

The national policy framework included the national sanitation policy adopted in 2009, which encompassed aspects such as sanitation and quality of drinking water. In 2010, the Malian Ministry of Health published a National Strategy for Behavior Change in hygiene to reduce diarrheal diseases through a series of mechanisms such as social mobilization, communication for behavior change, public private partnerships, and advocacy.

The present document details the project's activities in sanitation. For complete information on the project please refer to the companion document **“Capitalizing on WASHplus project achievements: How WASHplus effectively integrated WASH and nutrition in Mali”** .

## 2. Initial sanitation situation

In 2014 WASHplus conducted a baseline survey in the intervention areas. The purpose of this survey was to gain general understanding of the WASH situation, to better target project participants and to assess potential outcomes of the intervention. The study revealed the following information about sanitation in the intervention area :

- 👉 **53%** of households defecated in the open;
- 👉 **18%** of households had access to improved sanitation;
- 👉 **22%** of mothers disposed effectively of their child's feces;
- 👉 **44%** of mothers used a potty to collect their child's feces.

To address these issues, WASHplus built on existing networks and activities from Keneya Ciwara II and other CARE-led projects under the Global Water Initiative (GWI) and WASH in Schools with the involvement of the private sector through other programs funded by USAID. The project also partnered with other stakeholders to promote an improved health system and fundamental hygienic behaviors, by working with several channels at the community level.

## 3. Brief description of the WASHplus project

WASHplus was a USAID project managed at the global level by FHI360 with CARE USA as the main partner in Mali. WASHplus created and supported interventions that fostered improvements in water, sanitation and hygiene while integrating a nutrition component. The WASHplus project was implemented in partnership with national NGOs, YA-G-TU and Sahel ECO, that carried out technical activities in three districts: Mopti, Bandiagara and Bankass in Mali's Mopti region.

### General objective

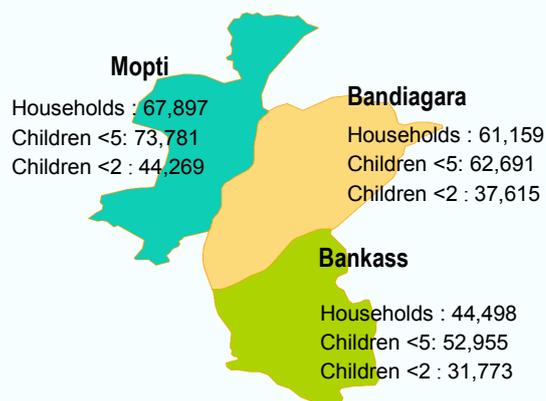
Improve the nutritional status of 19,000 children under 2 years old in 180 villages in the Mopti region.

### Specific objectives

1. Increase the supply of appropriate, affordable and sustainable WASH services for poor households and communities in rural and urban areas;
2. Increase the demand for low cost sanitation by poor households and communities in rural areas;
3. Improve sanitation, hygiene and nutrition practices within poor households and communities in rural areas.

### Intervention zones

In Mali WASHplus implemented the project in 180 villages spread across 18 municipalities mainly in the healthcare districts of Mopti (flood zone), Bandiagara and Bankass (arid zones).



WASHplus intervention zones

## 4. Community Led Total Sanitation (CLTS)

CLTS was a core activity of the project. Its integrated approach encouraged the community to analyze its own sanitation and hygiene situations as well as its defecation practices and their consequences, thus stimulating collective action to achieve and maintain an open defecation free (ODF) status by building latrines without any external funding.



*Villagers meeting for CLTS triggering*



*Placing food and feces side by side to illustrate how flies easily travel from feces to food*

### The purpose

CLTS is not merely about building latrines, it is mainly about ending open defecation (OD) through collective action by the community itself upon realizing the health risks associated with non-hygienic practices.

### The strategy

CLTS provokes shame and feelings of dirtiness and employs “disgust” to trigger households to construct low-cost latrines by households on the one hand, and on the other hand, the pride of the community which pledges to take charge and autonomously improve its own environmental sanitation.

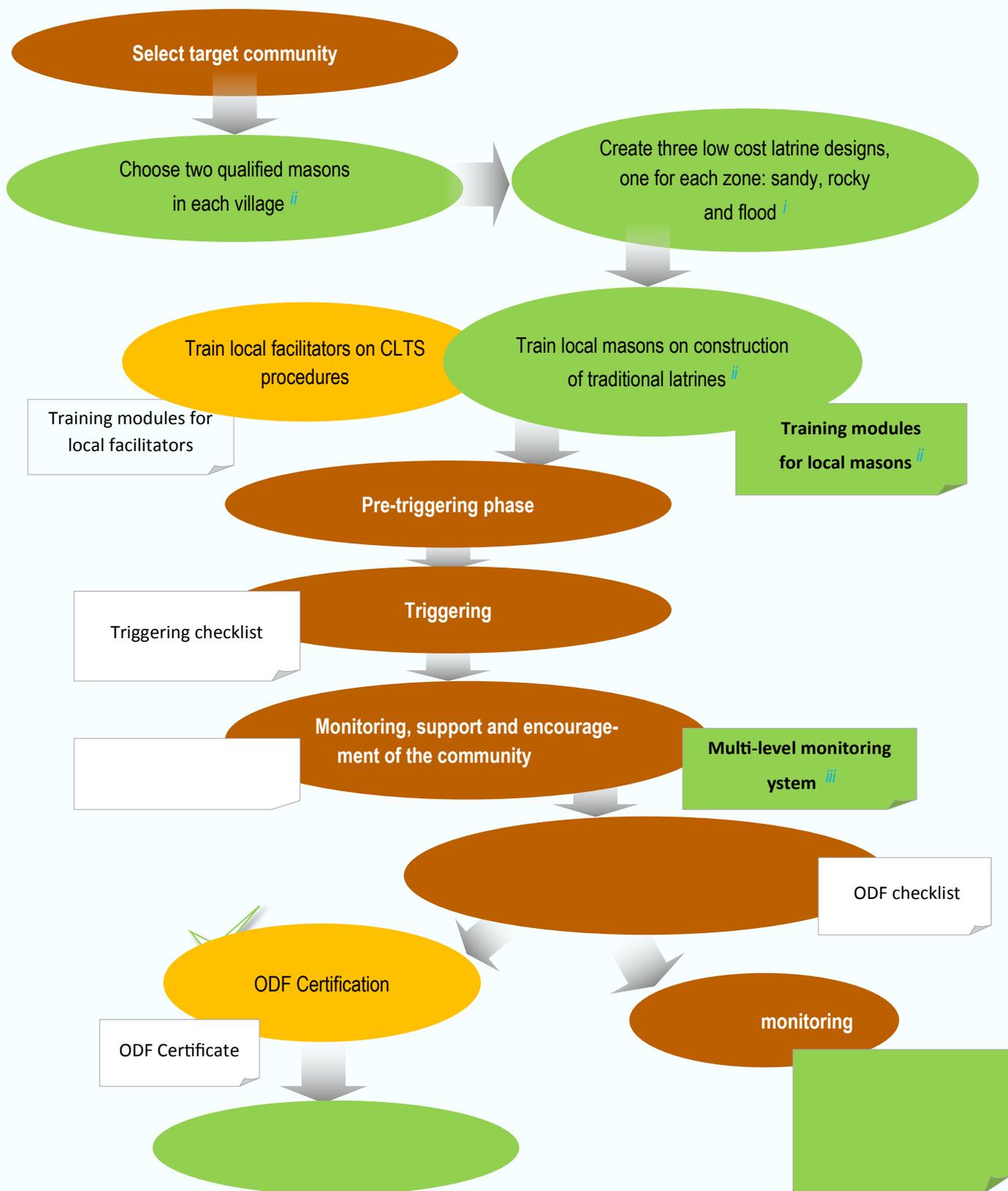
#### In principle CLTS is about

<b>moving beyond</b>	<b>to</b>
educating and training communities	> communities facilitating their own assessments
“we must subsidize the poor”	> “the communities can do it”
“we must persuade and motivate”	> “it depends on you; you decide”
standard top-down approach	> valuing diversity from the bottom up (“they imagine”)
increasingly large budgets and spending targets	> more refined budgets to achieve more
spending on equipment	> investing in human capital

## 4.1. Key steps of CLTS

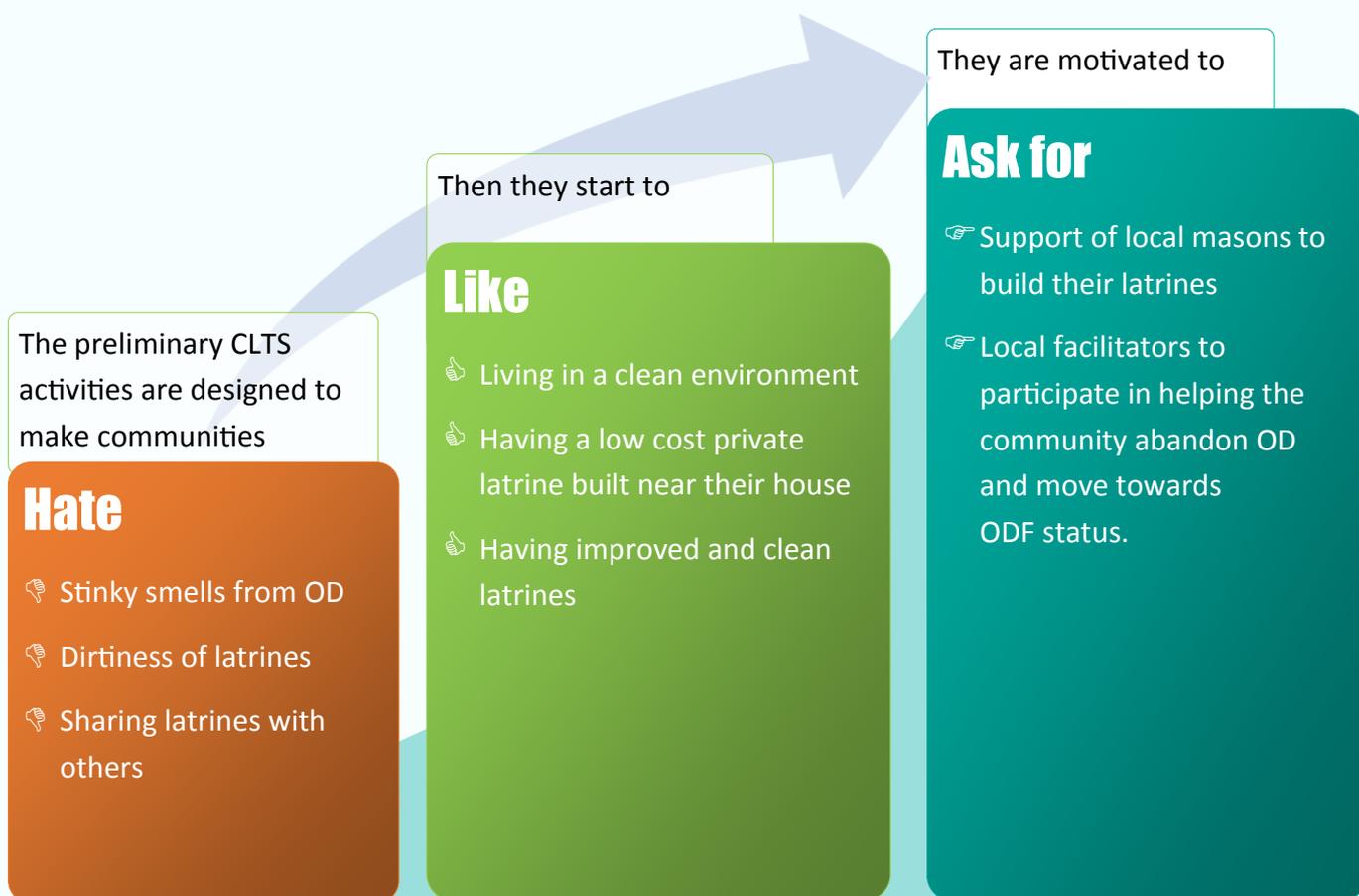


## 4.2. The CLTS process used by WASHplus in Mali



Note : Elements in **green** represent innovations introduced by WASHplus in Mali.

*i, ii, iii, iv, v* : See next paragraph.



**CLTS, a strategy to increase demand**

**4.2.1. WASHplus Mali innovations to the CLTS process**

- i. WASHplus developed new cheaper models of improved traditional latrines that were adapted for difficult terrains where few latrines exist. The former national guide did not mention any models of traditional latrines suitable for difficult terrains.
- ii. Before the triggering, local masons were trained on different construction techniques according to the ecological conditions of each zone to meet the demand of households after triggering. The project was also involved in selecting masons and developing training modules.
- iii. A multi-level monitoring system was implemented at different levels: households, village, commune, district and region - to provide technical support and maintain the community's momentum in constructing and using latrines.
- iv. Some nutrition elements were included in the post-ODF monitoring protocol.
- v. Some fruit trees were planted in ODF certified villages to compensate for the wood used in constructing traditional latrines. The fruits and leaves of these trees, such as the moringa species (that made up 40% of the trees planted) also contribute to enriching and improving diets in the community.

## 4.2.2. Involving local masons in constructing improved traditional latrines

«We have suffered enough from our own feces and those of our children. Saying that just making a little effort would be enough to render this village clean and viable sounded utopian to us. See how the village has improved. We feel proud every time a visitor comes to our village. Before people were not using latrines and the village was dirty. Today, even our animals have noticed this change because they can't find plastic waste that was everywhere. Children collect the plastic bags and sell them at 25 francs per bucket to the sanitation team; the plastic bags are then destroyed at a designated place within the village. We are even ready to freely share our knowhow to help other villages construct improved traditional latrines. Our latrines are built 100% with inexpensive local materials.»



**Drissa Djongo, mason in Allaye Daga**

## 4.2.3. The triggering in Simey village

« The triggering was conducted during a meeting held outside the village under a big tree, specifically where the villagers usually defecate. The project team brought a dish of food, which they placed next to a pile of human feces. Regularly, a fly went from the feces to the food and vice-versa. The team then asked a few members who were present at the scene to eat the meal. All of them refused. Thereafter we took a walk around the village to see the defecation areas. After these activities, the community of Simey decided to build latrines.»



**Triggering with residents of Simey village,  
Bandiagara district**

## 4.2.4. Multilevel CLTS monitoring mechanism

After the triggering, the monitoring system put in place allowed communities to maintain momentum in constructing latrines and to benefit from technical advice especially related to constructing latrines adapted to different terrains (rocky, sandy, flood-prone). The monitoring teams also had the opportunity to assess the village's level of hygiene and sanitation and to give practical advice for progressing toward ODF status .

« My contribution was to advocate at assemblies or town meetings to include the monitoring of project activities into the municipal social, economic and cultural development program (PDSEC). In this way, the mayors will also be assessed according to their contribution to their commune's sanitation.»

**DIAKARIDIA Niangaly : municipal elected official**

### Multilevel CLTS monitoring mechanism

LEVEL	ACTORS	FREQUENCY OF FOLLOW UP	TEAM MEMBERS	LENGTH OF THE FOLLOW UP	MONITORING TOOLS TO BE USED
<b>Region</b>	Communication and behavior change officer A representative of the sanitation department A representative of the health department Project's M&E officer	Every 45 days	Two members per team	Each team spent 2 days and covered 2 communes per district during each field visit.	Appendix 9 UNICEF, GWI latrine monitoring checklist, practical guide for the construction of traditional latrines
<b>District</b>	Supervisor A representative of the sanitation department A representative of the health department A representative of the social development unit	Monthly	Two people per team led by the supervisor and the sanitation department representative	Each team spent 3 days and covered one commune during a field visit (not all villages in the commune were covered)	Appendix 9 UNICEF, GWI latrine monitoring checklist, practical guide for the construction of traditional latrines
<b>Commune</b>	Facilitator Two elected officials A CHC representative	Biweekly	Two people per team: the facilitator and the HW are the leads.	5 days: all ten villages in the commune are covered	GWI latrines monitoring checklist, Appendix 8 & 9 UNICEF, practical guide for the construction of traditional latrines
<b>Villages</b>	WASH committee	Weekly	Members of the village WASH committee	All the households of the village	Latrine construction follow up map for all households in village; Monitoring action plan for latrine construction

#### 4.2.5. The ODF certification process

Following the triggering in the villages, a competition was organized between villages of the same municipality and within the district. ODF certification of the first village in each district was celebrated in the presence of elected officials and the high regional authorities: governor, prefect, technical services, USAID, and the national directorate of sanitation. Other villages were usually invited to the certification ceremony of the first village within the commune. Representatives from villages that did not win the competition hurried to return to their communities to convince them of the need to improve their efforts. This eventually led to a healthy competition between villages.

## 4.2.6. Environmental conservation

To compensate for using wood to construct latrines, some environmental regeneration measures were implemented within ODF certified villages. Some trees, mainly fruit trees, were planted. These included mango, moringa, guava and baobab trees. The plants were provided by the local NGOs.



« We have distributed trees according to the number of latrines built in each village. The objectives of this activity were twofold: to preserve the environment and to enrich children's diets with fruit from the trees. A total of 600 trees were given away in Mopti district »

**KOTIOUMBÉ, project supervisor at SAHEL ECO in Sévaré.**

## 5. WASHplus innovations in latrine construction

Rather than designing a standard latrine for the entire region, WASHplus considered ecological constraints facing the populations in the different intervention zones. As such, different types of sustainable latrines were designed to meet household needs.



## 5.1. CLTS and improving supply

Providing solutions is important for facilitating behavior changes fundamental to the CLTS process. Various approaches were implemented by WASHplus to improve the sanitation supply in the 180 villages.

### 5.1.1. Designing traditional latrines and slabs adapted to the project intervention zones.

A latrine design workshop was held that emphasized households' aspirations and ecological constraints in each intervention zone.

**Bankass, Seno zone:** the terrain is sandy and pit holes collapse easily with the humidity of rainy seasons.

**Bandiagara, the Dogon plateau zone:** the terrain is rocky, making it difficult to manually dig the latrine's pit hole.

**Mopti, a flood zone:** pit holes easily reach groundwater at a depth of 1 or 2 meters. Therefore, the latrine's pit hole quickly fills up with water.



*Stabilizing pit walls in sandy zone*



*Construction of pit holes in plateau zone*



*Wood covered with engine oil to protect from termites and leaking*



*Construction of latrines in flood zone*

As indicated in the following table, the price of most of the innovative traditional latrines are roughly half the price of Sanplat slabs.

***Benchmark prices for different latrine models***

District	Latrine Models Cost	
	Latrines with Sanplat slabs -FCFA	Latrines with traditional slabs-FCFA
Bankass (sandy)	28,850	14,700
Bandiagara (rocky)	31,750	14,000
Bandiagara (valley)	27,500	15,000
Mopti (flood zone)	28,000	25,450 (with wood); 17,500 (without wood)

### 5.1.2. Training local masons to construct latrines adapted to the project's different intervention zones

Before launching the CLTS triggering process, WASHplus identified two local masons per village to train to construct traditional latrines and slabs. The training allowed these local masons to acquire new latrine construction techniques specific to their zones. This was also an opportunity for knowledge sharing about different construction techniques specific to the ecological conditions of each area.

## 5.2. Construction of latrines in plateau areas - Bandiagara

### Construction challenges

- ☑ The terrain is rocky. It is difficult to manually dig the latrine's pit hole.
- ☑ The wood must be protected against termites and water leaking down from the slab.

### Construction steps



**1.** The mason trims the stones for constructing the latrine.



**2.** Preparing a mixture of mud with cow dung and engine oil.



**3.** After placing the stones, they are covered with wood.



**4.** The stones are stabilized with the mixture of mud, cow dung and engine oil.



**5.** Plastic material is used to cover the top and reduce water leakage.



**6.** Then everything is covered with the mixture prepared at step 2 to prevent water leaking from the slab top.



**7.** The cover is built with a mixture of cement and sand.



**8.** A traditional latrine built in the plateau area.

## 5.3. Constructing latrines in sandy and clay areas – Bandiagara

### Construction challenges

- ☑ The pit hole must be stabilized with local materials to prevent the latrine from collapsing.
- ☑ The wood must be protected against termites and water leaking down from the slab.

### Construction steps



1. The mason digs the pit hole.



2. The pit hole is stabilized with stones trimmed by local masons.



3. The wood is coated with engine oil to resist termite attacks.



4. A mixture of mud and cow dung is prepared to cover the pit hole.



5. Plastic material is used to cover the top and reduce water leakage.



6. Then everything is covered with the mixture prepared at step 2 to prevent water leaking from the slab top.



7. If the household has the means a layer of cement can be added to further stabilize the latrine and prevent water infiltration.



8. The cover is made from a mixture of cement and sand in a hand crafted mold.



9. A completed traditional latrine in sandy/clay area.

## 5.4. Construction of latrines in flood zones - Mopti

### Construction challenges

- ☑ The groundwater is very close to the surface. How can one dig the latrine pit hole without polluting the groundwater?
- ☑ Dig a shallow pit hole (0.5m) and extend it upwards with bricks built around it to build a top and protect the wooden slab with engine oil to prevent termites from destroying the wood.
- ☑ The wood must be protected also to resist water leaking down from the slab.

### Construction steps



**1.** The pit hole is not deep (0.5m). The contents are made into a small wall around the hole.



**2.** An extension is built around the pit hole with bricks.



**3.** A wooden slab is prepared and coated with engine oil to protect the wood from termites.



**4.** Old plastic bags cover the wood to prevent water infiltration.



**5.** The slab is consolidated with a mixture of mud and cow dung.



**6.** A layer of cement is added to prevent water from leaking through.



**7.** For the model without wood, bricks are stacked upward giving a conical shape at the top.



**8.** Everything is covered with mud or cement.



**9.** The surface is made very smooth with mud or cement, one step is added and a cover fabricated.

## 5.5. Construction of latrines in sandy areas - Bankass

### Construction challenges

- ☑ The pit hole must be stabilized with local materials to prevent the latrine from collapsing.
- ☑ The wood must be protected against termites and water leaking down from the slab.

### Construction steps



1. A local mason digs a pit hole of about 2 meters.



2. Bricks are made to stabilize the pit hole. Good quality sand, cement and brick treatments must be ensured.



3. The inner walls of the pit - from top to bottom - are stabilized with bricks.



4. The wood of the slab is coated with engine oil to protect it from termites and leaking water.



5. Then slab is consolidated with a mixture mud, cow dung and engine oil.



6. Preparing the defecation hole.



7. The slab's surface is covered with engine oil to reduce water infiltration.



8. A cover for the defecation hole is made.



9. A completed traditional latrine in sandy area.

## 6. The WASH-marketing strategy

In addition to rural areas, WASHplus also considered urban areas for promoting improved latrine models through the WASH marketing approach in the cities of Mopti, Sévaré, and Bandiagara.

The marketing approach was based on stimulating demand and supply from the private market to meet households' needs through sustainable and local sourcing of affordable and desirable sanitation products. The strategy follows the social marketing approach, using the "Marketing Mix" or "4Ps": Product, Price, Place, Promotion and improving the supply of sanitation products and services through the private sector, designed to meet households' aspirations and financial capacity.



WASHplus hired a team of local consultants to conduct a market study for WASH in Mopti's urban areas. The study highlighted the need to design products tailored to the purchasing power of target populations, specifically, those with no private latrines or those using traditional latrines.

The project developed a WASH Marketing Strategy to encourage innovation in local production through facilitating access to financing for households and local companies working in the WASH sector, and through building suppliers' capacity. The project worked with a communication firm that developed a plan and was to finalize communication materials to create demand and to work with the private sector to meet this demand.



*Innovative products designed to meet the needs of urban households*

# 7. Results

## Triggering CLTS

All **180** villages were triggered (**30** in 2013 and **150** in 2014). By project end, the monitoring mechanism put in place allowed WASHplus to document the construction of **10,230** latrines (**2,159** of which were rehabilitated). They were mostly improved traditional latrines, a project innovation, built in difficult areas (flood-prone zones, sandy and rocky areas). In terms of sanitation facilities:

- ✓ **71,610** people now have access to an improved sanitation facility since the project started;
- ✓ **11,437** latrines were equipped with handwashing stations at the project's close;
- ✓ **3,933** tippy-tap systems were installed at the entrance of latrines and/or near kitchens in households.



*Issa, a relais from Sohende in Wadouba commune, using his tippy-tap.*

## The monitoring mechanism

The results of the baseline and end line studies involving 800 (860 in the baseline) households in the intervention area showed positive changes in three key indicators related to sanitation: (i) a reduction in the number of children less than 2 years old who were suffering from diarrheal diseases during the 2 weeks preceding the study, (ii) a decrease in the proportion of households who practiced open defecation, and (iii) an increase in the proportion of mothers who dispose of small children's feces into a sanitation facility.

### Positive change in three key sanitation related indicators

Indicators – Sanitation	Baseline survey Rate	Endline study Rate
% of households with children suffering from diarrheal diseases during the 2 weeks preceding the study	<b>35%</b>	<b>27%</b>
% of household who practice open defecation	<b>53%</b>	<b>6%</b>
% of mothers who depose of the stools of their children properly	<b>22%</b>	<b>84%</b>

## ODF certification

Of the 180 villages triggered, **146** villages were ODF certified (more than **81%**) by project end :

- ✓ **54** in Bandiagara district
- ✓ **52** in Bankass district
- ✓ **40** in Mopti district.

**100** villages have developed post-ODF action plans.



*An ODF panel in the village of Sibi Sibi*

## The Mayor of Bankass was stunned by the end of open defecation in his municipality.

« I was the most skeptical person about changing behaviors in my municipality's villages. Before becoming mayor, I worked for an NGO from 1997 to 2005. I could not imagine that in such a short time frame a project could change communities' behaviors by ending open defecation. Several projects previously came into Bankass district to promote the SanPlat slabs but had no impact on community behaviors. But WASHplus, with the CLTS approach and the improvement of traditional latrines in difficult areas, successfully changed the behaviors of people in my municipality in record time. The celebration of ODF certification by each village has created a healthy competition between other villages who attended.»



**Allaye Guindo, Mayor of Bankass**

## Construction of community latrines

Some communities that wanted to maintain their ODF status decided to build additional latrines in their community. For instance, the community of Parou, in the commune of Sara Bara, after realizing the usefulness of latrines within households, decided to build two latrines at the bus station where there were always many passengers. The goal for the community was to make these latrines for passengers' use and, in doing so, contribute to greater sanitation in the village while minimizing the risks of contamination caused by open defecation.

## Positive effects on surrounding villages

« It was during our travels we noticed that in Gouna, a nearby village, located 8 km away from us, there was tangible change. People were building latrines that were affordable for all households in the community. Women were organizing sanitation days, and many other good activities. My village, Yarou Plateau, is very large with over 1000 people and more than 200 households.

After witnessing what was happening in the neighboring community, we decided, starting in December 2014, to improve our sanitation by constructing latrines, cleaning the village every Thursday and more recently treating drinking water with chlorine tablets. Implementing these measures was approved at a general assembly of all groups of the community. Today we have 61 newly built latrines and some others that have been rehabilitated.

The community's health status has improved a lot. What makes us happiest is especially the reduction of diarrheal diseases that were highly present here. »



**Hamidou Samakan, chief of Yarou Plateau village**



**Nearby villages also benefited from changes occurring in intervention villages**

## Planting tree

**7,269** trees were planted in the intervention villages as follows:

- ✓ **2,849** in Bandiagara District ;
- ✓ **2,749** in Bankass District ;
- ✓ **1,671** in Mopti District.

The survival rate was **65%** for the trees planted in the three districts.



## Communication tools

Printed materials were produced on the **4** types of latrines for different areas. There were thus **4** posters and **4** guides for building latrines to help the public at large build latrines that are better adapted to their environment.

The project also produced some radio communication materials: **56** radio programs and **206** rebroadcasts were aired in various dialects: Bambara, Dogon, Fulani, and French.

These programs, facilitated by local champions, aimed to increase adoption of good sanitation and nutrition practices, to strengthen the maintenance of ODF status in certified villages and to perpetuate the behaviors adopted.

## Hand washing with soap

*« I was very hostile to the practice of handwashing with soap. I used to eat without washing my hands with soap; before I used to drink untreated water from the pond. At that time, I was frequently sick and had to spend a lot of money and time to get better.*

*Today, thanks to the advice of WASHplus who taught us these good practices, I see a reduction of diseases for myself and also within my family.*

*My family now spends less on healthcare, and I can save more to meet our social needs and in particular to send my children to school. I appeal to other fellow hunters to adopt this behavior. »*

**Sekou Damango, 55 years old, a hunter in the village of Orossagou, Municipality of Segue.**



NB: Ash was used for handwashing whenever soap was unavailable

## Weekly village cleaning

In ODF certified villages, the communities organized weekly cleaning sessions.

*« We clean the village once a week »*

**Tomossi FONKORO, President of the women from Soguinadou village**



## 8. Lessons learned

- ✍ **Mobilizing stakeholders** (elected officials, community leaders, technical services, technical and financial partners) has a strong impact in terms of community mobilization during the triggering and monitoring sessions. Moreover, it facilitates success in implementing CLTS activities (strong community involvement).
- ✍ CLTS is an approach that does not encourage subsidies for constructing latrines. **It is necessary to design traditional latrines adapted to the environment with local stakeholder participation** (technical services and skilled masons) to provide latrine models that are resistant, cheap, easily accessible, and acceptable by communities.
- ✍ **Broadcasting programs on local radio stations** is a crosscutting activity during various steps of CLTS. First it focuses on project activities, while later it helps monitor results of villages in communes. Comparing villages from the same municipality or district created a healthy emulation around constructing and using latrines. This partly explains the impressive number of latrines that were built in such a short time. The radio broadcastis also helped to strengthen the achievements of ODF status and encouraged completion of post-ODF activities.
- ✍ **Involving champions in producing community radio programs** increased understanding and encouraged positive competition among communities in practicing improved WASH practices.
- ✍ **Pride in success motivates participation at multiple levels.** WASHplus sparked a sense of pride through certifications, ODF ceremonies and celebrations. An ODF panel and a certificate are issued to the ODF certified villages during the celebration; this empowers the **relais** to be behavior change role models even outside their village and to ensure the sustainability of ODF status in their own villages. For the communes, having more ODF certified villages makes **Mayors** proud and urges them to get more involved in eradicating open defecation. The celebration encourages villagers to maintain their status, to build more latrines in their households and in other places within the village and to keep the village clean. But it also serves to educate and challenge other non-ODF villages.
- ✍ **Sanitation activities generate income opportunities for overcoming challenges and ODF villages are emulated by neighboring villages.** Noukoumagna village, in the commune of Lowel-Guéou, was ODF certified in September 2014. However, the quality of latrine lids was questioned. Following discussions on how to improve their quality, the community decided to manufacture low-cost lids (250 FCFA) and to set up a sanitation store to sell them. The villagers decided that any household with a damaged lid must replace it or face a fine of 1000 FCFA (US \$ 1.68). The neighboring village of Namagué also asked its population to buy latrine lids from Noukoumagna's warehouse. Those who did not comply were fined 1000 FCFA. This facilitated the ODF certification of Namagué.

 National and international meetings and forums have been very useful opportunities to share the project's achievements in sanitation, at fairs directly related to this topic, but also to integrate some WASHplus sanitation approaches into more general activities, such as the International Women's Day.

During the celebration of the International Women's Day on March 8, 2015, WASHplus supported the Regional Directorate for the Promotion of Women, Children and Families to host a public event.

Various activities included theater shows on themes such as hygiene and sanitation as a foundation for health and a fair to demonstrate women's skills in growing vegetables, garden products, fruits, cereals, crafts etc. This allowed the project to promote improved latrines models developed for urban areas of Mopti and Bandiagara.



*« Thanks to the innovations in latrines construction, the WASHplus project was invited by the National Directorate of Sanitation, Pollution and Nuisances Control (DNACPN) to set up its own booth at the National Water and Sanitation Forum. WASHplus, in partnership with DRACPN, developed four models of improved latrines for difficult soil conditions: sandy, rocky, flood-prone and mobile latrines. The products were featured on big posters and flyers displayed in the booth. Many visitors were attracted by the flyers summarizing the four traditional improved latrine models for the agro-ecological zones in the region of Mopti. More than 300 flyers describing these technologies were distributed to participants »*

**Mahim TOURE, communication advisor , WASHplus project.**

## 9. Challenges and perspectives

The biggest challenge is to sustain the project's achievements within the communities and also among national and local stakeholders. This includes:

- Regular cleaning of villages in general and especially the ongoing use of latrines and maintaining the ODF status.
- Radio campaigns, are recognized as an important factor for maintaining the ODF status in villages.

In addition :

- The urban sanitation marketing activity was weakened by the inability to recruit private companies to provide latrines products, because of a perception that they would not be profitable, especially since demand in urban areas was not generated.

- The insecurity situation in some communes (Dialloubé, Soye, and Koubaye) in Mopti district delayed implementation of activities and post triggering monitoring in villages.
- Working in a participatory way with several partners resulted in delays in carrying out activities, such as ODF certification ceremonies, because all partners were not available at the same time.
- In ODF certified nomadic villages where the project planted trees to mitigate the use of wood for latrine building, plants were abandoned, and many did not survive.

## 10. Looking forward

- The policy changes in the national CLTS guide occasioned by WASHplus' innovations can help other sanitation projects in Mali.
- It would also be good to codify WASHplus project innovations in post ODF activities, including the decision-making module to assist communities for better resource management and tree planting.
- Other projects by CARE, USAID, and other partners working in WASH will adopt WASHplus's effective approaches.
- It is important to establish an appropriate participatory monitoring system at the beginning of a project for communities to monitor achievements. In fact, promoting the use of latrines in the WASH sector requires detailed and easy to observe indicators such as the sanitation ladder, the number of households using each type of latrine, the numbers of public and private latrines, etc.
- Given the risks of villages returning to open defecation after a few months or even few years, due to the dysfunction of latrines caused by drainage or natural disasters, post-ODF support should be provided by involving the authorities at all levels.
- Scaling up ODF requires defining what resources (human, financial, etc.) are necessary to ensure the required CLTS monitoring at all steps.
- To support the willingness of households to build improved latrines, it could be necessary to work with microfinance institutions to finance sanitation activities.
- Promoting and strengthening Village Savings and Loans Associations (VLSA) systems is important for the community to organize and manage its own funding for latrine construction and acquiring hygiene and sanitation products. This is more important for urban latrine improvement, where the cost of product and labor are usually much more expensive.

# 11. Documentation

## *Tools*

- 📁 Latrine construction technical guide
- 📁 Posters aimed at creating disgust
- 📁 Visual presentations on improved traditional latrines construction
- 📁 Villages ODF certifications in the project intervention area
- 📁 Tools / Marketing communication tools: radio spots

## *Strategic documents*

- 📁 Communication strategy for the promotion of improved latrines in the cities of Sévaré and Bandiagara
- 📁 WASH-marketing strategy
- 📁 ODF status monitoring and verification guide
- 📁 Traditional latrine construction guide by ecological zones

## *Reports*

- 📁 Supply chain study report
- 📁 Reports on the training of WASHplus and CARE's facilitators and supervisors in Mopti
- 📁 Report on the training of local commissions for the harmonization of CLTS monitoring, evaluation and certification approaches
- 📁 Reports of public events (World Toilet Day, Global Handwashing Day, World Water Day, Environment fortnight, consultation framework) funded through project

## *Training guides*

- 📁 Masons' training guide for local latrines building in Seno (Sandy area)
- 📁 Masons' training guide for local latrines building in Bandiagara (Plain, sandy and argillaceous area)
- 📁 Masons' training guide for local latrines building in Mopti (flood-prone area)

## *Reference document*

- 📁 Partnership memorandum CARE DRACPN-WASH

