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sustainable environment, education & development

Interim Report

Project Malio (Year 2): A community-led approach to eliminating open defecation and facilitating sustained behaviour change, Fort Dauphin, southeast Madagascar

Activities conducted from May 2015 – October 2015



November 2015

SEED Madagascar

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1. Introduction

According to the most recent report from the WHO and UNICEF's Joint Monitoring Programme only 12% of Madagascar's population has access to improved sanitation (WHO/UNICEF, 2015). This means that an additional 2.1 million people in Madagascar would need to gain access to sanitation each year to reach the UN's 2030 target of universal access (WASH watch, 2015). Due to the severe lack of sanitation infrastructure the practice of open defecation is widespread, contaminating food and water sources and perpetuating the incidence of diarrhoeal diseases. In the urban commune of Fort Dauphin in the southeast of the country, 4,470 cases of diarrhoeal disease were reported in 2013 (Ministry of Health, 2013), and thousands are more likely to have gone unreported. With much of the town becoming seriously overcrowded, this lack of water and sanitation infrastructure demands immediate attention.

Project Malio is working to reduce the practice of open defecation by facilitating behaviour change alongside improving hygiene practices within Fort Dauphin, the urban centre of Madagascar's Anosy Region. The project is engaging the entire town in a high impact and broad scale behaviour change programme that focuses on defecation: motivating and mobilising the community to eradicate the practice of open defecation and supporting the construction of 800 latrines for the most disadvantaged families, and 14 school latrines for the town's public schools. SEED Madagascar [SEED] (formerly Azafady UK) anticipates project activities will directly benefit 38,000 residents, with the indirect benefits of a cleaner environment impacting the entire community of some 63,000 people.

Building on the success of project year one (PY1), Project Malio has extended its work into four new *fokontany* (village clusters), supported by a comprehensive evaluation of PY1 to ensure that project activities are as wide-reaching and valuable as possible. This report details the activities conducted during the first six months of the second year of Project Malio, from May to October 2015.

2. Activity Detail

2.1 Partner Association Training

This year Project Malio has supported five Partner Associations, providing continued support for Association des Surfeurs Avenir de Fort Dauphin (ASAF) and Avotry Association, whilst entering three new partnerships: Fikambanana Ampotatra Miray Inina (FIAMI), Fikambananiny Tanora Ambinany (FTA) and Fikambanana Ara Sosicely Tanambao (FISOTA). Using monitoring, evaluation and learning (MEL) from PY1, the application process was adjusted to ensure that all Partner Associations supported by Project Malio held the

same principles in relation to improving hygiene and sanitation within their respective *fokontany*. This more rigorous application process has directly resulted in improved motivation and enthusiasm from the Partner Associations in the first 6 months of PY2.

Feedback from previous partner associations in PY1 identified the training sessions as highly beneficial, however it was noted that further sessions on budgets would be useful. Consequently, the core subjects remained the same with an additional emphasis on financial training and management. The topics covered professional operating principles, writing official letters, communication with official bodies, proposal writing, activity design and development, transparent financial management, monitoring and evaluation, budget development, report writing, communication and advertising within communities, as well as the Community-Led Total Sanitation (CLTS) approach. To date, 6 of the 11 training sessions have been completed. In October, having successfully completed half of the training schedule, each partner association presented their strategy and action plan at a review session using the skills gained from the first five sessions. Each association received support and constructive criticism by association partners and Malio staff. Feedback forms indicated that partner associations found this an extremely useful exercise in problem solving and knowledge sharing. Each association described themselves as 'very motivated' to continue with the training, rating it as 'very useful' to the development of their associations as a whole.

35 partner association support sessions (seven with each association) were conducted by the Partner Association Mentor (PAM), ensuring associations are on track with the objectives set during each training session. Support sessions were also the basis for additional training on awareness raising and community communication techniques. This has resulted in the associations increasing their involvement with project Malio activities and providing *fokontany*-specific assistance to Community Liaison Officers (CLOs), such as gathering beneficiaries for CLTS triggering and holding additional awareness raising events.



Partner Associations work on their activity plan as part of the proposal writing training

2.2 Mass Advertising Campaign and Radio Broadcasts

Malio's high-profile mass media campaign continues to provide hygiene and sanitation messages to a large proportion of the population of Fort Dauphin, extending the reach of hygiene awareness messages to people not directly involved with the project. 246 short

slots, 58 community interviews and 61 episodes of the Malio-related drama series focusing on sanitation and hygiene issues were aired on four stations in Fort Dauphin. An assessment of the reach and comprehension of hygiene-related radio messages was completed in September. Interviews were conducted with a random sample of 411 people within six *fokontany* and consisted of nine questions. 84% (347/411) of people interviewed had heard of Project Malio and 70% (291/411) had heard at least one short slot relating to sanitation and hygiene on the radio. Of these 291 participants, 96% (278/291) stated that they changed their behaviour due to information they had heard on these broadcasts; these behaviours included washing hands before preparing food or after defecating, and digging holes to openly defecate in.

48% (199/411) of people had heard of Malio's hygiene related drama series "Diamondra" on the radio, 80% (159/199) of whom were able to identify at least one correct hygiene and sanitation theme from the series. Answers included: open defecation, latrines, improving hygiene, and reducing illness. Of interviewees stating correct messages, 60% specified one theme (e.g, stopping open defecation) and 40% identified more than one correct theme.

To understand the reach of Malio Information Education Communication (IEC) materials, participants were asked whether they had heard of this information from sources other than the radio. 31% (126/411) of people surveyed had not heard of these sanitation messages from other sources before. For interviewees who had heard these messages, CLTS triggering events were cited by 34% (140/411) of participants, word of mouth by 5% (21/411), billboard messages accounted for 8% (32/411), T-shirts or *lambahoany* (traditional Malagasy sarong printed with hygiene-related messages) by 7% (28/411) and 14% (58/411) identified a range of sources - for example, interviewees had seen billboard messages and attended triggering events.



Winners of the handwashing quiz receive IEC materials as their prize

To bolster findings on the reach and comprehension of messages from Malio billboards within Fort Dauphin, a random sample questionnaire was completed with 100 residents. Of these, 74 participants had seen the Malio billboards, confirming appropriate location of the billboards. 82% (61/74) of participants fully or partially correctly identified the hygiene-related messages. 80% (59/74) of people stated that they had changed their behaviour because of the messages they had seen, with actions including building a household latrine, stopping openly defecating, and digging holes to defecate in.

Since the beginning of PY2, 168 people have enquired about how they can build a latrine outside of any triggering or Malio promotional events. This has surpassed the number of

people requesting a latrine for the whole of PY1 (85 over the year) which may be an indication of the extended reach of Malio's mass advertising campaigns.

2.3 Household Sanitation Support

Institutional triggering, as reported in PY1, is an important process that encourages influential figures within the community to support project Malio activities. This process was completed in May in the four PY2 target *fokontany* of Bazarikely, Ampotatra, Ambinanikely and Amboanato. CLOs carried out further training with COSANs (*fokontany* committees for health and sanitation) and *fokontany* Chefs (community leaders) on CLTS and community communication techniques. With guaranteed support from each *fokontany* leader, 32 community triggering events attended by 928 people were completed by



A CLO audits a newly built latrine in Bazarikely

September. Sessions were facilitated by CLOs and used the same participatory approaches as PY1 to help facilitate open discussions concerning the sanitation and hygiene of each *fokontany*, resulting in the signing of 32 community action plans. At the end of each triggering session, motivated members of the community had an opportunity to sign up for a SEED latrine. As Project Malio targets the most vulnerable members of society, site verifications were conducted in these 814 households, ensuring that latrines were distributed fairly. Site verifications identified motivated households with low incomes and enough space to build a latrine. This resulted in 170 selected households for the first wave of construction. Households which did not meet the criteria, or already

had a latrine, were automatically transferred onto the non-beneficiary focus group list, ensuring they still received non-construction support.



CLO's mark the most recent scores for a participatory monitoring session in Ampotatra

A latrine audit of all first wave beneficiaries was completed in October, officially verifying the completion of 169 latrines: 27 in Bazarikely, 31 in Ampotatra, 29 in Ambinanikely and 82 in Amboanato. One household was not able to complete

the construction process due to land issues; CLOs are working with the family

to address this with the aim to include this latrine in the second wave of construction. These 169 latrines resulted in 2130 people accessing improved sanitation infrastructure.

359 household support visits were completed, providing individual support and advice. Latrine beneficiary focus groups began in August and to date 53 have been finished, with 445 beneficiaries attending over the three months. Non-beneficiary focus groups began in October; 21 have been conducted so far. Both sets of focus groups cover the same themes as PY1: disease prevention through faecal management, latrine maintenance and emptying, the importance of handwashing with soap, and general hygiene. These groups provide a supportive space where people can obtain advice from CLOs and their peers.

The remaining 124 participatory monitoring sessions from PY1 were completed by August. These workshops encouraged beneficiaries, in conjunction with the CLOs and COSANs, to rate each other's latrines in the areas of latrine maintenance, latrine cleanliness and a hand-washing station with soap. After three rating sessions, a ceremony was held to award the 63 (13 in Ampasikambo, 25 in Esokaka and 25 in Amparihy) households who had received gold star rating for each criteria. Each household received a water bucket, water jug, T-shirt, Malio branded cap and *lambahoany*.

2.4 School Activities

Maintenance and management plans for school latrines are a prerequisite to any construction support provided by SEED. To date, 13 have been signed. However, it was felt that further training with head teachers was necessary to ensure sufficient implementation of plans. This was delivered by the School Liaison Officer (SLO) with support from the SEED's WASH specialist at the beginning of October to coincide with the new school year. The workshop also facilitated a knowledge sharing space for head teachers to problem solve and share innovations relating to their own school sanitation issues. One issue highlighted from discussions was that not all teachers are driven to promote sanitation and hygiene within schools; additional triggering events targeting teachers will be held in November to stimulate motivation around school WASH related activities. At the end of the workshop,

additional latrine cleaning materials were given to each school, including 10 buckets, 10 posters, 10 water jugs and soap.

Educational sessions commenced in late October as the new school year got underway. In addition to the classroom based sessions, hygiene behaviour themed puppet shows will



Students from EPP Centre I participate in a participatory educational session on handwashing

support project messages this year. A timetable has been agreed with head teachers from all 12 participating EPP schools starting from November, ensuring all primary school students have the opportunity to experience the puppet show. This is particularly exciting for the Malio team following the success of the shows at Global Handwashing Day celebrations (see section 2.7) and the positive feedback received from students.

2.5 School Latrine Provision

The latrine repairs for EPP Centre II which began in April of PY1 were completed in July, providing the primary school with two fully functioning latrines and two urinals. Repairs on EPP Centre I are ongoing and are set to be completed in December. This will provide Centre I with four newly refurbished latrines. In October, repairs commenced on EPP Ampamakiambato and were completed within the month, equipping the primary school with four fully functioning latrines and two urinals. Plans for repairs at EPP Ambinanibe are underway and are due to begin in November. All schools which have signed maintenance and management plans will receive materials for 'Tippy Taps' (homemade watering containers made from old plastic bottles) at the beginning of November as part of a drive to sustain improved handwashing practices in schools.

2.6 Public Latrine Support

The Amparihy public latrine continues to be well managed by Avotry Association. Cleanliness of the public latrine continues to be monitored twice a week and the average cleanliness rating for October was 1.5/5; with 1 representing "very clean" and 5 "very dirty". The average for the first 6 months of PY2 was 1.8. 14,467 people have used the public latrine in PY2; the monthly user average was 2411 with a daily average of 79. This has not increased significantly since PY1 and may be an indication Malio household latrines are working well and are providing an alternative to the public latrine. Furthermore, an additional public latrine was recently built in Amparihy, providing more sanitation infrastructure for the *fokontany* residents.

At the end of the last project year, some difficulties were faced with the previous tenant, "Association Milazaka Development", concerning non-payment of rent. The contract was therefore dissolved on the 13th June and an advertisement for a new tenant was displayed within the Municipality building in July. After interviewing three potential renters, a contract was signed on the 13th of August with Association Fiasatagna, a small business for women's traditional handicrafts. The rent from Association Fiasatagna has supported the renovations of the business unit and each month half of the rent goes to the public latrine. This ensured that Avotry Association was able to complete essential repairs on the building, such as repairing the roof.

2.7 Mass Mobilisations

To celebrate Global Handwashing Day, the Malio team organised a town-wide mobilisation focusing on raising awareness of the importance of handwashing in preventing the transmission of disease. Students from the 12 EPP and three CEG partnering schools were invited to participate in all-day activities. The event was a huge success, attended by over 600 people including representatives from the Ministry of Water, the Ministry of Health, the Ministry of Population, and the Ministry of Tourism, all Chefs of the town's 12



Children enjoy a puppet show as part of Global Handwashing Day activities

fokontany, as well as Diorano WASH (the regional platform for water, sanitation, and hygiene). Activities included: Tippy Tap demonstrations, a dance competition set to the national WASH song, and a handwashing quiz. Prizes were then given to winners of each competition, including buckets, handwashing jugs, and soap. Using the training received in PY1 on puppetry, a hygiene and sanitation related puppet show was delivered at the end of the day. This was especially well received by the school children, who will have the opportunity to see an additional puppet show at their schools this year (see section 2.4).

A knowledge, attitudes, and practices (KAP) rapid catch survey was conducted throughout the day; 100 people were surveyed representing nine areas in Fort Dauphin. 98 people



Students from CEG de Référence compete in the Global Handwashing Day dance competition

stated that they used a latrine rather than openly defecated and 87 said that they wash their hands with soap after defecating. When asked what the single most effective way to prevent the transmission of diarrhoeal disease, 91 people stated hand washing with soap, 5 said visiting a doctor, 3 answered sleeping and one person said antibiotics. This indicates that the motivation towards and knowledge of the health benefits of handwashing with soap are high.

3. Conclusions and Lessons Learned

The first six months of PY2 have proved busy but exceptionally rewarding for the Malio project. Momentum from PY1 has continued and gathered speed as more people hear about and get involved with project activities. Many of the initial challenges experienced at the beginning of the project have been resolved. Consistent recording in, and reference to, the Malio 'lessons learned' log has ensured that activities are continually being reviewed and developed to be as efficient as possible.

Using learning from PY1, greater effort has been made to ensure latrine-beneficiary focus groups are run concurrently with latrine building. Quarterly evaluations and enhanced coordination between Malio team departments has greatly supported this process. Subsequently, focus groups on latrine maintenance and management will only occur once latrines have been built and beneficiaries have had time to familiarise themselves, and their families, with using the latrine. Additionally, the construction process has been adjusted so that beneficiaries do not wait extensive periods of time in between attending triggering events and receiving their first instalment of construction materials. This has aided in sustaining the motivation of beneficiaries.

Latrine audits conducted in September in Bazarikely, Ampotatra and Ambinanikely showed that an average of only 53% of beneficiaries installed handwashing stations, falling far lower than the expected uptake. Given concern that Malio staff motivation for hygiene awareness dissemination was low, further training was provided by SEED's WASH specialist on community triggering techniques for handwashing with soap. This, combined with a high-profile media campaign to celebrate Global Handwashing Day, resulted in considerable improvement in October's latrine audit results for Amboanato, with 80% of beneficiaries maintaining a handwashing station. Equipped with new triggering techniques for encouraging handwashing with soap, it is hoped that CLOs will observe a high uptake of handwashing stations with the second wave of PY2 beneficiaries.

Given the recent success, motivation is running high within the Malio team who are encouraged by the dedication of partner associations and beneficiaries. With a further 240 latrines to be built this year, the Malio team are confident that the second half of PY2 will produce strongly positive results.