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Interim Report

Project Malio (Year 1): A community-led approach to eliminating open defecation and facilitating sustained behaviour change, Fort Dauphin, Southeast Madagascar

Activities conducted from May 2014 – October 2014



Residents of Amparihy discuss a sanitation action plan for their community

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1. Introduction

According to the WHO/UNICEF's most recent report, the 2015 Millennium Development goal to halve the proportion of people living without sanitation is running 130 years behind schedule (WHO/UNICEF, 2014). In Madagascar, just 14% of people have access to improved sanitation (UNICEF, 2011) and 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 (MoH, 2013), with thousands more likely to have gone unreported. With much of the town seriously overcrowded, water and sanitation infrastructure warrants immediate attention.

Project Malio is working to reduce the practice of open defecation and facilitate behaviour change and improved 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 them to construct 800 latrines for the most disadvantaged families, and 14 school latrines for the town's public schools. SEED Madagascar (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 by the end of the 3 funded years.

Project Malio is an expansion of SEED Madagascar's (SEED's) pilot initiative, Project Soaiegna, which was previously funded by Guernsey OAC. Project Malio is taking the activities and lessons learned from Project Soaiegna and broadening their reach and impact by focusing on town-wide hygiene, sanitation, and capacity building. This report details the activities conducted during the first six months of Project Malio, from May to October 2014.

2. Activity Detail

2.1. Project preparation

The first three months of Project Malio were dedicated to preparation activities including staff recruitment and training, detailed activity planning, and design of the project's monitoring and evaluation approach. With the essential groundwork complete, the project was then publically launched on 20th August. The launch included introductions from key stakeholders such as the regional Minister of Water and representatives from regional and town authorities; an overview of Project Malio from ONG Azafady's Head of Community Health; and an explanation of project activities from the Project Coordinator. Questions from attendees including community members and future project beneficiaries, local authorities and government officials were taken by representatives from both SEED and ONG Azafady. The event attracted a large turnout of people interested in learning more about the project and feedback on the proposed activities was positive.



Team members explain the project at Malio's official launch

2.2. Partner Association Capacity Building Training

Extensive training for the Project Malio team was conducted by SEED’s WASH Specialist in conjunction with senior ONG Azafady staff prior to the start of activities. All new staff members participated in orientation and induction sessions to familiarise them with standard SEED policies and procedures as well as the CLTS approach, which is central to Project Malio. Further to this, staff received additional role-specific training on topics including facilitation skills, monitoring and evaluation (M&E), data collection methods, working with the community and vulnerable populations, health and safety, and construction techniques. Weekly English lessons were also run for all team members.

In addition to training for the core Malio team, in August SEED developed and ran a train-the-trainer workshop for seven senior ONG Azafady staff. Participants were shown ways to assess their audiences’ needs prior to a training, common “ice breakers” and creative ways to involve group participants, participatory learning activities, and evaluation techniques – building their skills to develop, plan, and implement participatory, dynamic and interactive trainings on their areas of expertise for members of other Project Malio partner associations.

Following the train-the-trainer workshop, six trainings for other partner associations have been conducted by ONG staff to date, with a total of over 60 partner association members in attendance. Topics covered include: communicating with local authorities and organisations; communicating and advertising within communities; introduction to professional operating principles; budget development; transparent financial management; and writing official letters.



Azafady UK’s train-the-trainer workshop for NGO staff

Each ONG Azafady-run training session has been attended by Project Malio’s Partner Association Mentor (PAM) to assess participants’ level of engagement and understanding and provide feedback on the trainer’s performance. Particular successes and challenges encountered have been discussed with the WASH Specialist,



ONG Azafady’s Director of Finance and Administration runs a budget development training for other Malio partners

Project Coordinator and Head of Project Development and appropriate changes incorporated into future training sessions. The PAM has also completed 7 weekly visits to each of the partner associations to date, supporting members to complete homework assignments from the trainings and to apply what they have learned to their own association’s operations. Results from monthly feedback sessions with partners indicate a high level of satisfaction amongst members who have attended trainings and support sessions so far, with all but one participant satisfied with the content of the trainings. Group activities during trainings have proved particularly popular whilst lack of French language skills has been reported as the biggest barrier to understanding training topics; all trainers have adapted their training material accordingly.

2.3. Mass Advertising Campaign and Radio Broadcasts

During September and October, a total of 132 short radio slots were aired on three local radio stations, three times a day. These slots explained the purpose of Project Malio and ways in which local residents can get involved. They also invited the entire community of Fort Dauphin to participate in a town-wide project slogan and logo competition. 23 ideas were submitted and winners were chosen in early October. The winning slogan and logo will be printed on multiple IEC materials in the coming months and these materials will be used both to promote Project Malio messages and as prizes at project events. Fokontany-wide competitions were also conducted in the three PY1 target fokontany to come up with individual neighbourhood slogans which, once chosen, will also be printed in IEC materials to foster a sense of fokontany-wide pride and collectivism.



The winning entry in the town-wide logo competition

In late October, meetings were held with representatives from a radio company based in Antananarivo, Madagascar's capital city, to discuss the creation of a drama series set in Fort Dauphin in which characters will undergo easily relatable sanitation challenges. Specialists at the radio company are currently working on the scripts which SEED will review prior to broadcasting to ensure the content and language used is locally appropriate. This process is expected to be completed in December, with broadcasting scheduled for early 2015.

2.4. Mass Mobilisations

October marked the beginning of preparations for World Latrine Day, which is on 19th November. Mass mobilisation events including community beach clean-ups, beach soccer competitions, a carnival, and a parade are being planned to get the entire community of Fort Dauphin excited about and engaged in sanitation and hygiene issues.

2.5. Sanitation Action Planning



Project Malio's Coordinator explains the impact of poor sanitation at an institutional triggering

In late August, institutional triggering and pre-triggering events were held in each of the three PY1 target fokontany: Ampasikabo, Amparihy and Esokaka. Institutional triggerings were conducted with chefs fokontany [heads of village clusters] and influential community members to introduce them to Project Malio's methodology and to ensure their support for project activities. Times, dates, and locations for community level triggering events were also decided at these institutional triggerings. Pre-triggering was then conducted with the chefs fokontany to collect data regarding the head of each sector within the fokontany, the population and number of households in each sector, and number and location of open defecation sites. Three open defecation sites were identified in each of Ampasikabo and Esokaka, while five were identified in Amparihy.

Following the completion of institutional and pre-triggering events, the Malio team began a series of community level triggering meetings to encourage people to consider and discuss the implications of open defecation in their area. 20 meetings were held with a total of 640 residents across 20 sectors of Ampasikabo, Amparihy and Esokaka. Each triggering used at least three participatory CLTS activities such as community mapping, faecal

transmission demonstrations, and calculations to measure the quantity of matter from open defecation produced in the area and the expense incurred as a result of diarrhoeal disease. These activities helped participants to consider open defecation in a new light, stimulating debate and motivating people to improve their sanitation situation. Following often heated community discussions, participants were supported by Azafady's Community Liaison Officers (CLOs) to develop community sanitation action plans which included commitments, activities and timeframes for the community to address the sanitation situation in their sector. Commitments made by sectors included eliminating open defecation in their sector, building latrines, digging holes to defecate in until latrines are built, ensuring latrines have lids, washing hands after defecating and before eating/cooking, and participating in Project Malio activities. Each sector indicated that they would continue efforts to complete their commitments "until infinity", indicating strong motivation but also the need for additional training for CLOs to ensure they prompt participants to identify more tangible deadlines which can be meaningfully monitored.



An example of a community mapping exercise at a community triggering in Esokaka

Community level triggering meetings ended with the opportunity for motivated households to sign up for Project Malio's latrine construction support. 639 households signed up for latrine construction support and were evaluated against a strict set of criteria including vulnerability, motivation and adequate land available to ensure the latrines were appropriately allocated. 150 latrines were provisionally allocated to households in Amparihy,



A demonstration showing how flies can spread faecal contamination shock people in a community triggering in Ampasikabo

25 to Ampasikabo, and 90 to Esokaka. Households allocated a latrine were required to pay a 5,000Ar (approx. £1.25) contribution towards the latrine costs and a deadline for this payment was set as 31st October. 177/265 (67%) households paid by the deadline and latrine construction support for these households began at the start of November. Given the number of latrine applicants – and following learning regarding the importance of participant motivation from the Malio pilot, Project Soaiegna – the team took a no-tolerance approach to those who missed the payment deadline and households from the waiting list are now being invited to participate instead. A final list of latrine beneficiaries for PY1 will be finalised in mid-November.

2.6. Household Sanitation Support

Although SEED is providing the resources for selected households to construct a latrine, it is the households themselves which have the responsibility of actually building the facilities. From the start of November, Azafady's Construction Team will provide each household with technical construction assistance to control quality, while monthly CLO visits will support households to overcome emerging maintenance and behaviour change issues. To facilitate latrine construction, the Project Malio Construction Team spent September and October preparing the various latrine components. 173 concrete household sanitation platforms (SanPlats), 163 concrete floor slabs, 130 latrine lids, 75 superstructure frames and wire for 89 pit reinforcement cages were

prepared during this period; the remainder of the components required by households to build their latrines during PY1 will be completed alongside household support over the coming months.

2.7. School Activities

In October, Project Malio surveyed over 2,000 students in Fort Dauphin's public (non-fee paying) schools to assess students' knowledge, attitudes and practices (KAP) related to sanitation and hygiene, and to also ascertain what type, if any, of educational classes students have received regarding hygiene and sanitation. A simple survey was used with the EPP (primary) students, while a more in-depth survey was used with CEG (middle school) and Lycée (high school) students. External data collectors were contracted for a ten day period to collect the data, which will be analysed by the WASH Specialist in November and results used to inform the development of the curriculum and content of the educational sessions implemented through Project Malio.

Additionally, interviews of staff at each of the participating public schools are planned for mid-November to ascertain best practices for teaching sanitation and hygiene material in the local context and to gain their opinions on appropriate and necessary content to include and ways to engage and impact students' KAP. As with the student survey data, this information will inform the development of the educational session curriculum.



Students will be encouraged to take learning from school WASH sessions back to their households

2.8. School Latrine Provision

Alongside student and staff assessments, observational data was collected on the sanitation facilities at each of the participating schools. Data collected included presence of latrines, cleanliness of latrines, presence of hand washing facilities, whether there are separate latrines for males and females, physical condition of the infrastructure, and the presence of someone in charge of maintenance. These data were collected not only to provide a baseline for school latrine provision, but also to triangulate the self-reported data collected from the student surveys. As of October, all EPP data had been collected, with analysis scheduled for November.

Once analysis is complete, Azafady's School Liaison Officer (SLO) will support staff, students and parents at each school to develop a School Latrine Maintenance Action Plan to lay out the specifics of the latrine maintenance process and who is responsible for such processes. These Action Plans are intended to foster a sense of ownership and pride among the school communities and to provide tangible accountability measures and sustainability for the school latrines. Once these are in place, SEED will support motivated schools to repair or construct new latrines and hand washing facilities.

2.9. Public Latrine Action planning



The Amparihy public latrine

This aspect of Project Malio is extremely contingent on the participation of the community, partner association Avotry, and local authorities. The role of ONG Azafady, SEED, and Project Malio is not to lead but to support these groups to come together under an umbrella

committee to design and implement measures to ensure the sustained management and financing of the public latrine.

In late September, the PAM and Project Coordinator discovered that the business unit which was originally built to provide funds for the public latrine was no longer being operated by the local authorities as planned but had been given to a single individual. This was an unforeseen obstacle and has delayed the development of the umbrella committee and subsequent activities. Meetings are planned for November to meet with the individual who has assumed responsibility for the business unit and the commune to discuss ownership. Capacity building of the Avotry Association is underway in the meantime (see 2.2).

3. Conclusions and Lessons Learned

The first six months of Project Malio progressed promisingly and have laid the groundwork for a successful first year. The first three months were devoted to project preparation, following which much progress has been made in the areas of community triggering, latrine allocation, and construction preparation. The initial stages of the project have provided several important learning opportunities for the Malio team, many of whom are new staff members. With thorough monitoring and evaluation measures in place, challenges and unforeseen circumstances have been identified early, discussed with the team and relevant measures taken to address them – either by adapting project activities or providing additional team training. All lessons learned throughout the project are being documented in the “Project Malio Lessons Learned” Log which is referenced regularly.

Partner associations have proved extremely interested in receiving training from ONG Azafady and are eager for more training opportunities. Via PAM weekly support sessions, it was ascertained that partner associations are particularly interested in receiving financial trainings and the schedule was rearranged accordingly to include these trainings earlier in the year. Additionally, PAM Partner Support Survey data indicated the formality of trainings in French hindered participants’ understanding and ability to translate the material to their associations, and measures are being taken to ensure trainings are adapted to the associations’ needs.

Public interest in Project Malio has also been positive. Residents from across the town participated in the town-wide slogan/logo competition, and the mayor and members of her staff have expressed full support and enthusiasm for the project on numerous occasions. In previous Azafady latrine building projects, there have



Residents of Ambasikabo indicate interest in Project Malio latrine construction support



A young girl demonstrates how to use a household latrine

been concerns that staff family and friends have been prioritised and from the start of Malio the Project Coordinator has been careful to vet the relationships of every household that has been chosen for latrine building to ensure appropriate distribution.

Motivation across the three PY1 target fokontany has generally been promising, although certain sectors within Amparihy proved less motivated than expected. This was

discouraging to new CLOs and an immediate meeting with the Project Coordinator, CLO Manager, WASH Specialist, and Heads of Community Health, Construction and Project Development was held to discuss reasons for this. Given the success of triggering in other sectors by the same CLOs, it was concluded the low motivation was not due to the team and it is hoped that these sectors will begin to engage more when they see the success of the project in other areas.

Due to construction constraints, however, several households interested in building a latrine have not been able to do so through Project Malio: the water table is too high in 6 households Amparihy; 4 interested households across the 3 PY1 fokontany do not have enough land; and 3 households in Amparihy live on rented land where the owner will not allow a latrine. The Malio team is considering the feasibility of adapting the standard latrine design for such cases, whilst supporting these households to find alternatives such as sharing a neighbour's latrine or participating in other Malio activities.

The Project Malio team is excited about the future of the project, with innovative, participatory and high impact activities scheduled throughout the rest of PY1. Project Malio's approach to urban hygiene and sanitation, via facilitated behaviour change and latrine construction, is already changing the lives of residents in Ampasikao, Amparihy, and Esokaka, and is on track to benefit the entirety of Fort Dauphin.