



Sustainable Sanitation and
Water Renewal Systems



Social Marketing for Scaling-Up Sanitation for the Urban poor ~A case of slum communities in Kawempe Division, Kampala City



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Presentation Outline

- ❖ Introduction
- ❖ Methodology
- ❖ Results and Discussion
- ❖ Conclusions
- ❖ Recommendations



Introduction

- ❑ Globally, 2.6 billion people have no access to toilet facilities (UNDP 2006), with 1.6 million children under 5 years dieing of diarrhoea diseases every year (WHO and UNICEF 2006).
- ❑ In Uganda present latrine coverage is 62.4% with 37.6% of the population having no access to toilet facilities (MoES 2008).
- ❑ Over 1.5 million people live in slum areas of Kampala (UBOS 2005). These constitute of about 60% of the population in Kampala



Introduction cont'd

- ❑ In a study conducted by Action aid, close to 80% of slum dwellers in Kampala lack access to toilets.
- ❑ Incidence and prevalence of diarrhea, cholera and other infectious diseases accruing from poor sanitation and hygiene practices are the main epidemics in these areas with most risk burden being on children, pregnant women and the elderly people. These diseases are prevalent during rainy periods.



Some Sample Statistics on latrine coverage in one of the parishes (Bwaise I) in Kawempe division

Bwaise 1 zones	H/Holds Sampled	Populations in Sampled H/Holds	Latrine coverage (Good to Fair)	No latrines/ Access
Industrial area	344	1391	11%	89%
Bishop Mukwaya	263	728	42%	58%
Ssempa	152	497	73%	27%
Kisenyi	611	2186	30%	70%
Kiyaga	114	677	44%	56%
Kiyindi	148	502	69%	31%
Kulumba	143	424	63%	37%
Lule	135	985	73%	27%
Sum	1910	7390	51%	49%

Introduction continued

- ❑ SSWARS in partnership with WaterAid adopted social marketing approach to lure communities to prioritize and actively participate in sanitation and hygiene improvement.
- ❑ Sanitation social marketing considers sanitation as a social good and uses commercial marketing principles of product, price, promotion and place to promote sanitation.



Methodology

- ❑ Baseline surveys
- ❑ Community trainings
- ❑ Development of toilet technological options Catalogue, desk models and demo units)
- ❑ Community sanitation centre
- ❑ Continuous community sensitizations and promotional campaigns on sanitation and hygiene
- ❑ Formation of Sanitation Savings and Credit Cooperative schemes
- ❑ Solid waste recycling centre construction

Results and Discussion

- Results from base line and needs assessment showed sanitation as still one of the challenges facing slum dwellers with most parishes having latrine coverage (by ownership) below 30%. User loads for available some available toilet facilities was very high (Table I) and the quality of their construction is poor

Results and Discussion continued

User loads of a few sampled latrine facilities in the three parishes in Kawempe Division

Latrine	Zone	Latrine facility & Stances	Type of user	No. of users
Bwaise II	Nakamilo	VIP- 4	Spire P/S	728 pupils, 10 staff
	Tebuyoleka	VIP- 4	50 H/Hold	300
Kyebando	Kisalosalu	VIP- 4	80 H/Hold	400
	Elisa	VIP- 6	Winterland P/S	710 pupils, 33 staff
Mulago	Upper	VIP- 3	40 H/Hold	240

Results and Discussion continued

- ❑ Environment littered with polythene bags and plastic bottles/ Garbage disposal and management
- ❑ Human excreta in some areas and in flooding waters
- ❑ Limited number of technological options

Results and Discussion continued- State of sanitation



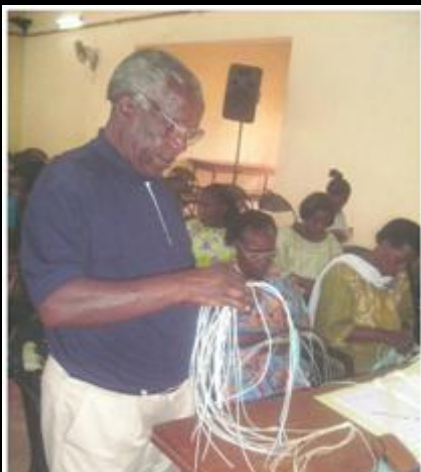
Results and Discussion continued

- Training of community members and masons. Over 30 toilets of varying technologies built by trained masons. Form the accessible supply chain.
- Community members trained in biogas production and 3 plants constructed in Bwaise II. Venues for energy saving and environmental protection

Results and Discussion continued

- 100 community members trained in garbage management and waste recycling. Resulted in employment opportunities with different products such as polythene bags being made and sold

Results and Discussion continued



Results and Discussion continued

- ❑ Sanitation savings and credit cooperative schemes formed to boost sanitation coverage
- ❑ Sanitation learning centre constructed for the community
- ❑ Community sensitizations and hygiene promotions boosting behavioural change in prioritization of san and hygiene practices

Results and Discussion continued



Results and Discussion continued



Conclusions

- ❑ Vital role of sanitation marketing
- ❑ Reduced incidence of cholera in division (from 333 in 2006 to 1 in 2007) and no case has yet occurred currently as per 2008.
- ❑ Sanitation promotion needs a multi-approach
- ❑ Urban poor engage most where there is quick harvest/ profits/benefits
- ❑ Mix of income generation and sanitation vital
- ❑ Strengthening of SSACCOS steers san improvement and latrine construction

Recommendations

- ❑ Need for government to enforce laws of not approving any commercial or housing structures without toilet facilities.
- ❑ Strong political back up and integration of politicians in sanitation drives is worthwhile in ensuring adherence to improved sanitation and hygiene behavioral practices. It also enhances follow up and monitoring of community practices and reinforcing of the behaviors being promoted during community meetings or political rallies.
- ❑ Strong community involvement enhances accountability and quality of the work being done in the communities.
- ❑ More sensitization and awareness campaigns are needed to keep communities aware of their responsibilities.
- ❑ Need to replicate best practices .

Recommendations

- ❑ Continuous advocacy, community mobilization and sensitization vital for behavioral changes
- ❑ Need creativity, innovativeness and cost effective technologies and approaches.
- ❑ Need to broaden scope of advocacy and sensitization and incorporate hand washing with soap activities in order to effectively decrease WATSAN disease related incidences. As well as linkage of HESAN to other diseases

Recommendations

- ❑ Need for identification of core needs/problems of communities before any intervention for any programme to be successful and have lasting impact in the community.
- ❑ Joint efforts from government , NGOs development actors especially in water and sanitation sector and all other stakeholders involved need strategic governance and partnerships to enhance and strengthen sustainability of the interventions and community water and sanitation management structures

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