POLICY INNOVATION TO ACCELERATE CHANGE:
A WASH ADVOCACY PEER TO PEER NETWORKING MEETING

21 August 2015
World Water Week
Stockholm, Sweden
AGENDA

- Breakfast and networking
- Introductions, agenda, objectives, and outcomes
- Round Robin Case Studies
  - Jane Nabunnya, IRC (Uganda)
  - Feliciano dos Santos, ESTAMOS (Mozambique)
  - Darius Mhawi, TAWASANET (Tanzania)
  - Syed Shah Nasir, Integrated Regional Support Program – IRSP (Pakistan)
- Open discussion: What is needed to make advocates for WASH successful?
- Lunch
- What happens when you engage Ministers of Finance?
- Open discussion: Domestic resource mobilization
- Coffee break
AGENDA

- Open discussion: Evidence driven advocacy
- How to create demand for WASH in decentralized governments
- Round Robin Case Studies
  - Maria Chuma, PADMOZI (Mozambique)
  - Jeanette Noack, Alianza de Derecho Ambiental y Agua – ADA (Guatemala)
  - Hanna Woodburn, Global Public Private Partnership for Handwashing (Global)
- Introduction to the WASH Advocacy Landscape
- Wrap up and next steps
OBJECTIVES FOR THE DAY

- Demonstrate the importance of advocacy at all levels
- Share best and emerging/innovative practices
- Discuss the importance of using data for advocacy
- Explore effective ways to advocate for domestic resource mobilization/public finance
- Discuss next steps and the future of WASH Advocacy
IRC’s WASH Advocacy work in Uganda

Jane Nabunnya Mulumba
IRC Uganda Country Director

World Water Week
Advocacy Day 2015

August 21, 2015

Supporting water sanitation and hygiene services for life
IRC’s WASH Advocacy work in Uganda

- IRC International Water and Sanitation Centre in Uganda is currently involved in three policy advocacy campaigns:

1. With WaterAid and Water for People, integrating Service Delivery Indicators in Sector monitoring and performance

2. Scaling up the Sub County Water Supply and Sanitation Boards

3. With Uganda Water and Sanitation NGO Network (UWASNET) supporting the Ministry of Water and Environment to convince the Ministry of Finance Planning and Economic Development (MoFPED) to increase budget allocations for Operations and Maintenance (O&M) of rural water facilities from 13% to 15% by February 2016.

Advocacy work to increase O&M funds is ultimately to change the budget allocations in the District Water and Sanitation Conditional Grant.
Increase of O&M funds - Activities

- Action research to collect evidence
- Video documentaries and audio recordings
- Meetings of the Functionality Thematic Group
- Breakfast /other meetings with Members of Parliament
- National and district policy advocacy dialogues, meetings and consultations
- IEC materials; posters, policy briefs, flyers,
- Capacity building sessions for Civil Society Organizations e.g., use social accountability approaches
- Media and on-line communication; collaboration with Water and Environment Media Network, newspaper articles/features, documentaries, radio and TV programming,
- Presentations at key sector events; Joint Sector/Technical Reviews, Sector Working Groups, District/Sub County Budget Conferences
Increase of O&M funds - Successes

• Contracts with different funders interested in the advocacy work
• Partnership with UWASNET – MoU signed, shared purpose and resources
• Strong commitment and support from Government and UWASNET – ready to invest time and money, lead the district level engagements
• Well developed joint operational plan with inspiring activities
• Research on budget tracking and financing WASH
• The Uganda Parliamentary WASH Forum agreed to work with us
• The WSS development partners are allies and partners
• Both IRC and UWASNET have the technical expertise and experience in advocacy
• IRC & UWASNET effectively communicating with each other and to the policy makers at national and district level
Increase of O&M funds - Challenges

• 111 districts to reach out to and involve, within a short period
• Multiplicity of actors with different interests and demands and many factors and influences, beyond our control.
• Political interference and misinterpretation of facts and issues
• Changes in the political landscape; campaigns, elections
• Policy changes related to budget are long-term processes
• Changes in the composition of the Functionality Working Group
• DWSCG allocation formula is complicated
• Change in planning and budget cycle
• Belief that budget related advocacy is only for the economists
• Capacity to do practical advocacy at the decentralised level is lacking
THANK YOU FOR LISTENING
ADVOCACY - WASH

Feliciano dos Santos, ESTAMOS
Distrito de Mandimba, Mozambique
Objective: Review the budget law, authorizing the district to use funds for WASH
### Evidence

- **Provincial Economic and Social Plan (PES OE 2015) Niassa province**

<table>
<thead>
<tr>
<th>Nº</th>
<th>Action</th>
<th>PSAA Status</th>
<th>PSAA Year</th>
<th>Target</th>
<th>Observation</th>
<th>Localisation</th>
<th>Budget</th>
<th>Authority</th>
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<tr>
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<td>Realizar</td>
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<td>Nos Distritos de Maia, Marrupa, Mecula</td>
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#### Prioridade 5: Assegurar a gestão sustentável e transparente dos recursos naturais e do ambiente

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<th>Acção</th>
<th>Indicador de</th>
<th>Meta</th>
<th>Periodicidade</th>
<th>Localização</th>
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<td>por actividade</td>
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DPCAA
## District Economic and Social Plan (PESOD 2015)

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<tr>
<th>SECTOR</th>
<th>CÓDIGO</th>
<th>ACTIVIDADES</th>
<th>Orçamento Interno</th>
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Budget approved by parliament
Follow up

Meetings

• Community level
• District level
• Provincial level
• National level
Advocating for the improvement of MHM facilities in Tanzania Secondary schools under the SEDP II

Emmanuel Jackson
TAWASANET – Tanzania

Supported by: WASH Advocates & ACCRA CCS
Implemented by: TAWASANET - Tanzania
About TAWASANET

- TAWASANET stands for Tanzania Water and Sanitation as an umbrella institution for civil societies organizations working on the Water and Sanitation sector in the country.
- It is coordinated by the secretariat which is mandated to the day to day activities of the network on behalf of the member organizations.
- Currently the network is constituted by about 60 member organizations with different capacities and coverage all over the country.
Introduction

• **MHM** = Menstrual Hygiene Management
• **SEDP** = Secondary Education Development Program

MHM has been given little attention though it has big impact to the life of the matured and accelerates poor academic performance for the school girls.
Objective

The overall objective of the challenge is to lobby for the consideration of spending some amount of money set for capitation grant to improve facilities and provide sanitary pads for girls to ensure sustainability of MHM in Tanzania schools.
Activities

1. Inception meeting with other project collaborators (children/girls) focused entities.

2. Quick study to strengthen available evidence-based statistics and analysis on the missing school days for girls due to poor MHM and its repercussion towards equitable access to education.

3. Prepare and publish simplified advocacy materials

4. Stakeholders meeting at the National level and form a technical committee to address the issue

5. Strategic consultative meetings with Minister of Education and Senior officials at the Ministry level

6. Establish a task force team for advising and follow-up actions agreed by the Ministerial decision makers.

7. Media engagement addressing equity in education through improved MHM.
Activity 1: Inception meeting

Invitees include: Stakeholders/collaborators

Media institution – TAMWA

Women and Children based organizations, i.e KIWOHEDE, TWCWC

WASH – Water Aid Tanzania, SAWA

Child Rights, i.e TCRF

Education - Tanzania Education Network reach of many CSO’s working
Inception meeting cont...

Success/lesson learnt

• The meeting was very successful.
• Received commitment from each representative
• There is readiness of the collaborators to participate in the advocacy mission
Activity 2: Quick study on MHM

Objective of the study

To strengthen available evidence-based statistics and analysis on the missing school days for girls due to poor MHM and its repercussion towards equitable access to education

Study area

2 districts – 1 the Urban & 1 Rural based
Currently finalizing the analysis of collected data
Upcoming activity

Stakeholders meeting

Purpose of the meeting

• To share study findings
• Propose alternative approaches for advocacy
• Select technical team members
• Develop and sign the commitment agreement among the stakeholders to ensure effective participation
Challenges

• Resistance in provision of access schools to conduct study from education officials

• Limited time to stay with schools girls as they are in schools compound where other related academic issues were going on

• The coming general election campaign may affect the initiative to be accomplished on time
KEY INGREDIENTS FOR SUCCESSFUL ADVOCACY

- What is needed to make advocates successful?
- Funding
  - How is advocacy in developing countries being funded? Is there a way to increase funding at the local level?
  - How are donors funding WASH advocates in the south?
- Communications and knowledge sharing
  - What is the most effective way to get southern voices heard in the south?
- Messaging for advocacy
  - What messages are working?
  - Who are the targets?
  - Who are the messengers?
EVIDENCE DRIVEN ADVOCACY

- Using existing evidence to drive advocacy
- Creating the evidence base
  - Nutrition costing exercise
    - World Bank, Thousand Days, and Results for Development
CREATING DEMAND FOR WASH IN DECENTRALIZED GOVERNMENTS

A RIGHTS BASED APPROACH TO WATER AND SANITATION CASE IN KENYA

PRESENTATION BY:

CATHERINE MWANGO TOBIAS
KENYA WATER FOR HEALTH ORGANIZATION AND WASH ALLIANCE
THE CONTEXT

- Kenya Constitution 2010-Revolutionary with Bill of Rights chapter
- Devolved government - most transformative aspect of Kenya’s governance in the Constitution.
- Other supportive laws to the Constitution as related to Devolution are:
In devolved Government (Article 147 –COK 2010),

- To promote **social and economic development** and the provision of easily accessible services throughout Kenya;
- To ensure **equitable sharing** of national and local resources throughout Kenya;
- To facilitate the **decentralization of functions and services**, from Nairobi the capital City of Kenya; and
- **Citizen (Public) Participation** – In Planning and Budget planning
OPPORTUNITIES AND GAPS - ENABLING ENVIRONMENT FOR THE DEVOLVED GOVT SYSTEM

Provision of Water and Sanitization services - Assigned to County governments.”
GUIDING PRINCIPLES:

CSOs aware of competing attention to other sectors therefore has laid strategies to help Devolved govts prioritize WASH

“RESOURCES FOLLOW PLANS...”
WSP Evidence on Statistical information on County profiles indicating Sanitation access levels per County and its Ranking – 

Economic Loss i.e. US $ 5,420,000 spend on health where sanitation is low
KWHAHO’S strategy conti... 

- **Strengthening local level dialogue** through the WASH Dialogue Forums, as platforms for open communication, information and knowledge sharing for responsive actions by both DUTY bearers and RIGHT holders.

- **Strengthening citizen participation** in ongoing county level process specifically in county budget making, policy formulation and implementation.

- **Capacity building of the county government Officers as** duty bearers to Right to WASH standards & inclusion of an equitable access dimension county level policy making process.
Financing water and sanitation services remains a key factor to service delivery. Apart from the counties’ own sources of revenue from local levies, they shall receive funds from the central government through the conditional transfers. County governments have leeway to allocate some chunks to their county plans and priorities; hoping that WASH would be a key priority.
Increased Budget Allocation.

Use WASH Dialogue Forums, Media campaigns for Advocacy.

So Budget allocations for WASH - increased in three counties – Kajiado, Elgeyo Marakwet, Bungoma @ 5%, 10%, 8% respectively – yr 2015/2016
## Budget Allocation influencing …

<table>
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<th>Name of Ward (Kajiado County)</th>
<th>Sectors</th>
<th>County Budget allocation (USD)</th>
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<td>Dalalekutuk</td>
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<td>Health</td>
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<td>Ildamat</td>
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<tr>
<td></td>
<td>Health</td>
<td>40,000</td>
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</table>
Success contin’…

- **USD 90,000** allocated by Bungoma County to Water resource Users Association (WRUAs) for water catchment conservation.
13 springs protected in Bungoma county through County level funding linkages
WASH DIALOGUE FORUMS OUTCOMES

- Influenced drafting of **County Water bill** in Kajiado and Kisumu Counties
- **136 appropriate** pit latrines were constructed at household level in Elgeyo Marakwet county as a result of the WASH Dialogue Forums
Our approach

1. Mobilization and Sensitization
   • Project introductory meetings with Chiefs and local leaders (including area chairmen) briefing meetings
   • Landlords and area leaders meetings
   • Tenants and area leaders

2. Community outreach and Education
   • Trainings for CHVs on WASH technical module
   • Door-to-door campaigns

A clean up activities
Our approach cont’d

3. Mass Mobilization and education

Radio show

Road shows conducted across both Kwa Njenga and Kayaba

Sanitation Champions drive done

World WASH days Celebrations—Environment, Toilet Day and Hand washing day.

4. Review and planning

Local level stakeholders feedback and review
CBOs and one LCPs feedback meeting
CHVs planning and reviews
Landlords reviews
Exhibition and WASH Fairs...
How to Create Demand for WASH in Decentralized Governments

Awareness creation on Rights Based Approach to WASH.

Empowers communities (Right Holders) to demand for their rights;

Enhances relevant government agencies to improve service delivery
How to Create Demand for WASH in Decentralized Governments

WASH Dialogue Forums - Through the Water Dialogues Forums, communities have been linked to funding agencies to construct 13 no. Springs and benefitted 36,885 people.
SOME KEY OUTCOMES REALIZED SO FAR..

We have established **citizen oversight committees** to monitor WASH budget allocations e.g. in Kajiado County Dalalekutukuk ward.
Kuywa WRUA in Bungoma County participate in spring protection; and women draw water after protection
SOME KEY OUTCOMES REALIZED SO FAR..

We have established citizen oversight committees to monitor WASH budget allocations e.g. in Kajiado County Dalalekutuk ward.
Menstrual Hygiene Management Policy Development - collaboration

1. MINISTRY OF HEALTH - Authority and taking on
2. KWAHO (WASH Advocates/ACCRAS) - 9000USD
3. KEWASNET - 11,000 USD
4. WASH UNITED - 5000USD
5. WASH Alliance Kenya (WSSCC) - 8000USD
6. Zana Africa - 500 USD

TARGET – Now Larger Population

OUTPUT – MHM POLICY and DISSEMINATION TO COUNTIES
LESSONS LEARNT

COLLABORATION

INTERVENTION IN Mombasa County

KNOW All the major actors in an area i.e. National Govt and County Government - in Competition in Mombasa

LACK OF CONSULTATION WITH THE RIGHTS HOLDERS ON TECHNOLOGY

Consequence - RIGHTS
PAMODZI

MARIA CHUMA
Advocacy Issue
Lack of a clear policy of decentralization and accountability at the national, provincial and district level sectors for planning and budgeting in WASH, which contributes to low water and sanitation coverage - water (30%) and sanitation (9%) in rural areas.

Policy advocacy objective
• The ministries of public works, housing and water resources & Ministry of State administration and Public Function & Ministry of economy and finance allow responsibility to the districts for planning, budgeting and execution of WASH activities through revisions of the LOLE and State budget by 2018.

Project outcomes
• At the end of the project there is information, communities demand WASH and district technicians interact with communities and use the evidence as tools for strengthening the role of districts for planning and budgeting, as well as discussion and coordination between key decision makers at top level.
‘Top down’ approaches to development planning and budgeting which exclude vulnerable groups, lack of co-ordination and clarity of roles among stakeholders, and inadequate prioritisation of sanitation and hygiene.
Progress to date
Contacts with the different stakeholders to present the objectives of the act, collect evidence

Budget approved by parliament
## Budget approved by the municipality

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<th>Orçamento</th>
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<td>Construção de sanitários da EPC 1º de Junho</td>
<td>1.542.853.00</td>
</tr>
<tr>
<td><strong>SAÚDE &amp; SALUBRIDADE</strong></td>
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</tr>
<tr>
<td>Reabilitação do Centro de Saúde de Inhagóia A</td>
<td>1.500.000.00</td>
</tr>
<tr>
<td>Prestação de melhores cuidados materno-infantis</td>
<td>422.819.00</td>
</tr>
<tr>
<td>Reabilitação de sanitários do Hospital Geral da Polana Caniço</td>
<td>1.500.000.00</td>
</tr>
<tr>
<td>Construção do aqueduto na Rua 7 – Bairro 25 de Junho</td>
<td>1.250.000.00</td>
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<tr>
<td>Construção do Cemitério de Michautene fase 1</td>
<td>40.539.943.00</td>
</tr>
<tr>
<td>Limpeza e manutenção de rotina das valas de drenagem</td>
<td>1.000.000.00</td>
</tr>
<tr>
<td>Operação e encerramento da lixeira do Hulene</td>
<td>2.500.000.00</td>
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<tr>
<td><strong>SAÚDE &amp; SALUBRIDADE</strong></td>
<td></td>
</tr>
<tr>
<td>Construção e reabilitação das secretarias dos bairros</td>
<td>4.500.000.00</td>
</tr>
<tr>
<td>Construção da Av. Cardeal Dom Alexandre e prolongamento da Av. Cândido Mondiane</td>
<td></td>
</tr>
<tr>
<td>Requalificação física do cruzamento da Rua de França com a Av. Keneth Kaunda</td>
<td>3.500.000.00</td>
</tr>
<tr>
<td>Reabilitação da Rua da Beira</td>
<td>18.293.256.00</td>
</tr>
<tr>
<td>Construção em pavé da Rua do Zundape: Irmaos Ruby/Av. J. Chissano</td>
<td>13.884.000.00</td>
</tr>
<tr>
<td>Requalificação do mercado do Xipamanine</td>
<td>1.699.000.00</td>
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</tbody>
</table>
Budget approved by the municipality

- The budget of the municipality of Maputo presents some data that highlights common gaps of the public budgets in Mozambique to not display a good level of transparency and breakdowns of items;
- The funds from the State budget are not disaggregated from the budget of the municipality, for example, the heading "combating urban poverty" remains opaque with simple presentation of the amount of 20,738,570.00 Mts-not allowing the public to know what is expected in that heading;
- It is not known what concrete actions will be developed in the so-called "environmental education plan", which will consume more than twice the value of rehabilitation of EPCs;
- Has budgeted amounts for cleaning of drainage ditches but has nothing to water taking into account that the municipality of Maputo has the peri-urban areas where they are resettled populations plagued by floods. These places aren't supplied by water from the network and even private operators.
Step forward

• Presentation/submition of evidence to the district technicians and to the advisory councils

• Building strong partnership around the action:
  – **tactical, eg:** IESE, CIP consultant and academic Institution...
  – **technical support:** GAS and provincial forum....
  – **strategic support relationships:** District and Municipal Council Departments, community leaders....

• Disclosure of evidence through the local media and debates through community radio
Hygiene in the Sustainable Development Goals: An Advocacy Case Study

Hanna Woodburn
Acting Secretariat Director
Global Public-Private Partnership for Handwashing
The PPPHW’s SDG Advocacy Efforts

Acronyms on acronyms on acronyms...
<table>
<thead>
<tr>
<th>Capacity Building</th>
<th>Advocacy &amp; Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Methods</strong></td>
<td><strong>Methods</strong></td>
</tr>
<tr>
<td>• Advocacy toolkit</td>
<td>• Engage with coalitions</td>
</tr>
<tr>
<td>• Educating supporters on the process</td>
<td>• Direct advocacy</td>
</tr>
<tr>
<td>• Identifying opportunities for engagement (consultations, etc)</td>
<td>➢ Hygiene advocacy letter &amp; petition</td>
</tr>
<tr>
<td></td>
<td>➢ Response to consultations</td>
</tr>
<tr>
<td><strong>Upcoming</strong></td>
<td>• Communications</td>
</tr>
<tr>
<td>• Global Handwashing Day messaging &amp; tools</td>
<td>➢ Blogs, op-eds, articles</td>
</tr>
<tr>
<td></td>
<td>➢ Social media</td>
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Successes

What the “h”?!
<table>
<thead>
<tr>
<th>Capacity Building</th>
<th>Advocacy &amp; Communications</th>
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<tbody>
<tr>
<td>• Developed new tools</td>
<td>• Hygiene in the SDGs</td>
</tr>
<tr>
<td>• Increased knowledge</td>
<td>• Profile of hygiene raised, both within and outside of the WASH sector</td>
</tr>
<tr>
<td>• Engaged audience in a new way</td>
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Challenges & Subsequent Lessons

#fail
<table>
<thead>
<tr>
<th>Capacity Building</th>
<th>Advocacy &amp; Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Wonkiness</td>
<td>• Multiple stakeholders</td>
</tr>
<tr>
<td></td>
<td>➢ Balance the objectives of different stakeholders with the desire to “speak with one voice”</td>
</tr>
<tr>
<td>• Quickly changing context</td>
<td>• Impact of deliverables can be difficult to measure</td>
</tr>
<tr>
<td></td>
<td>➢ Level of effort v. impact</td>
</tr>
<tr>
<td></td>
<td>➢ Perceived v. actual audience</td>
</tr>
<tr>
<td></td>
<td>➢ Connect your constituency with the content</td>
</tr>
<tr>
<td></td>
<td>➢ Pick your battles</td>
</tr>
<tr>
<td></td>
<td>➢ Develop specific, clear asks</td>
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What next?
<table>
<thead>
<tr>
<th>Capacity Building</th>
<th>Advocacy &amp; Communications</th>
</tr>
</thead>
</table>
| • Translate lessons & tools to new contexts
  ➢ More country-level focused
  ➢ Implementation |
| • Use annual events as touch points |
| • Continue to engage new advocates |
| • Build on momentum/awareness |
Thank you!

Hanna Woodburn
hwoodburn@fhi360.org
@WASH_Hanna
www.globalhandwashing.org
WASH ADVOCACY LANDSCAPE:
LOOKING BACK TO DRIVE FORWARD

Elynn Walter, WASH Advocates
ewalter@WASHadvocates.org
August 2015
WASH Advocates Sunset
Follow-up from 2010
  - US landscape by Brooks Keene, CARE
  - Global WASH Advocacy by FSG
Documenting the momentum
Advocacy for future advocacy
Identifying gaps
HISTORY OF WASH ADVOCACY

- **US and European**
  - Grassroots advocacy
  - Grasstops advocacy
  - Focus on developed country foreign assistance

- **Developing Country**
  - National coalitions
  - Regional networks
  - Individual organizations

- **Global**
  - International Advocacy Days
  - UN Years or Decades
  - Public-Private Partnerships (GPPPHW)
THE FUTURE & RECOMMENDATIONS

- US-based advocacy
  - Continue to focus on
- Increase donor engagement
  - Still a huge gap
- Strengthening advocacy capacity in developing countries
- More effective coordination
- Building on the existing work