

Session 19, 4/24/07

Case Study: Sanitation

- Readings:
 - Kamal Kar, “Practical Guide to Triggering Community-Led Total Sanitation”
 - Jal Manthan, “Making Sanitation Work”
 - Jal Manthan, “Igniting Change, Tackling the Sanitation Challenge”
- Water sanitation and hygiene
 - You need to be clear, speak the same language as the people who live in the community you’re visiting. You need to make them understand the consequences of their hygiene decisions.
 - Does this run the risk of leaving people worse off than they were before in case it fails?
 - What if it comes across as really condescending and just makes people really defensive?
 - We speak about the dirtiest of the dirtiest, as we spoke before about the poorest of the poor. The same concepts keep arising in all of these case studies.
 - If you fail to convince some people to change their behavior, you can go to other members of the community who agree with you to get their support
 - Don’t try to educate people, instead try to utilize the understanding of some people in order to convince others
 - Social pressure
 - Community responsibility
- Keys to success:
 - Get local governments involved
 - Focus on the community as a whole
 - Trigger action
 - Financial subsidies and incentives only for the entire community, not for individuals
 - Making link to increase in poverty
 - Having a variety of technologies for consumers to choose from
 - Competition and community pride
 - Motivation and changing habits
- This program is a lot more sustainable than previous programs primarily because it involves the entire village, not just individuals

- This program started in 1999
- Even if this is a good means to an end, it seems a cause for concern that they're using peer pressure in this way. Is this kind of social pressure something we want to be encouraging in society in general?
- They say not to worry about specific latrines, but this seems like they're overlooking something important. It does matter which latrines are used, and some are more appropriate for one village, others better suited for another village
- How can we do this education about sanitation and hygiene practices without coming across as condescending? We need to somehow show those not using sanitary latrines and sanitary practices why problems of bacteria and viruses are real and important. Even in the USA, people often don't wash their hands after using the bathroom, so how do we convince people in developing countries to do it?