

Activities to Fill the Gaps in WASH Advocacy

This chart showcases the current and future activities of participants from a working meeting on advocacy in Chapel Hill, North Carolina, during the Water and Health Conference. Participants were asked to identify their organization's current and future activities that would fill the gaps identified in the Global WASH Advocacy Landscape conducted by WASH Advocates. Participants were also asked to contribute ideas for how to fill these gaps, whether or not their organizations were planning to conduct those activities.

Current and Future Advocacy Activities of WASH Sector Organizations

#1 Lack of Human Resources and Organizational Capacity
Current Activities
Water For People
<ul style="list-style-type: none"> • "Influence planning" is a part of their operational planning and goal setting
End Water Poverty (EWP)
<ul style="list-style-type: none"> • Capacity building of civil society organizations (CSOs) on effective engagement with governments through Sanitation and Water for All (SWA)
CARE
<ul style="list-style-type: none"> • Host dedicated policy and advocacy positions within country programs, highlighting advocacy as a skill set also mainstreaming • Advocacy and policy training and technical assistance to programs
Sustainable Sanitation Alliance (SuSanA)
<ul style="list-style-type: none"> • Collaborate to co-create solutions with local non-governmental organizations (NGOs), local government, local WASH networks
Plan USA
<ul style="list-style-type: none"> • Senior staff are engaged in advocacy as a function of their role and network in the sector
Future Activities
EWP
<ul style="list-style-type: none"> • Supporting Freshwater Action Network South Asia (FANSA) to conduct a survey on WASH in schools in five South Asian countries and submit results to SACOSAN* • Developing member capacity to engage with national statistics agencies • Supporting CSOs to engage their governments for SWA
WASH IT! Partnership¹
<ul style="list-style-type: none"> • Will support capacity building of CSOs in Uganda in advocacy and lobbying together with the Uganda Water and Sanitation NGO Network (UWASNET) • Capacity building for advocacy in six countries WASH and integrated water resources management
Water & Sanitation for the Urban Poor (WSUP)
<ul style="list-style-type: none"> • Will make "influencing" more central to their work and develop influencing strategies and employ specialist advocacy staff (there are none at present) In each of their six focus countries in 2016-2020*
InterAction
<ul style="list-style-type: none"> • In-country advocacy training/strategy development among INGOs*
#2 Knowledge Sharing & Communications
Current Activities
Akvo
<ul style="list-style-type: none"> • Work with governments on promoting the use of national information management systems*
Results Canada
<ul style="list-style-type: none"> • Conduct a WASH landscaping and building the evidence/case

¹ The WASH IT! Partnership, beginning in 2016, is a partnership between IRC, Simavi, Akvo, and Wetlands International.

* These activities are found under more than one gap.

EWP

- Create country briefs on WASH

Fundacion Avina

- Advocate for innovations with governments to address WASH challenges and gather information for decision making*

IRC

- Work with and support the Water and Environment Media Network in Uganda to increase visibility of WASH issues, innovations, best practices, document situations and disseminate impact and change stories

Water Supply & Sanitation Collaborative Council (WSSCC)

- Popularize the Sustainable Development Goals (SDGs) at different levels through country partners and regional workshops for peer to peer learning

WSUP, Johns Hopkins School of Advanced International Studies (SAIS), Urban Institute

- Conduct and share lessons of action research on public financing advocacy

Millennium Water Alliance (MWA)

- More intense organization of stories across organizations for global and US consumption, more acknowledgement/understanding of the work already being done by CSOs and other networks
- Strengthening communication among WASH organizations in Ethiopia and MWA-Ethiopia partners

Aguaconsult

Developing tools and resources to help plan WASH investments:

- Globally – United Nations High Commissioner for Refugees
- Local governments – Water For People + Inter-American Development Bank in Bolivia
- Private operations – Burkina Faso

PATH/DefeatDD

- Host DefeatDD.org website and social media with advocacy content on diarrheal disease and integrated approaches

WSUP, IRC, & Trémolet Consulting

- Coordinate [Public Finance for WASH](#), a knowledge/debate initiative to focus attention on domestic resource mobilization

WASH IT! Partnership

- Supporting open data common standards, open source tools

Helvetas

- Strengthening the links between projects at local policy levels and promoting promising approaches*

Future Activities**WSUP, IRC, & Trémolet Consulting**

- Will continue Public Finance for WASH to document solutions for increased and more effective government allocation to WASH, including research designed explicitly to drive increased domestic public finance for WASH

WSSCC

- Discussions on SDG accountability with national partners through webinars and workshops

EWP

- Holding a roundtable conference on the nexus between Human Rights and WASH, adequate housing, and adequate food
- Supporting Freshwater Action Network South Asia (FANSA) to conduct a survey on WASH in schools in five South Asian countries and submit results to SACOSAN*

SAIS & Urban Institute

- Pushing new methods to conduct research that actually directly leads to municipal funding for pro-poor investments

Rotary Foundation

- Pulling lessons learned from country and global advocacy efforts in polio and transferring them into the development of advocacy strategy efforts in WASH

Plan USA

- Continue with high level campaigns globally (including Because I Am A Girl and a new campaign on youth)

MWA

- Will reach across implementers, researchers, and allied sectors to show results

#3 Funding for Advocacy

Current Activities

Rotary Foundation

- Funding being allocated for small state coordinated advocacy efforts for civic leaders specific to district gaps within the frameworks of new partnerships (RI & USAID Global Development Alliance)

Results Canada

- Conducting landscape of individual donors funding advocacy (major gifts)

Kenya Water for Health Organisation (KWAHO)

- Work with partners to come together as a technical working group to pool financial resources in order to influence the drafting of a Menstrual Hygiene Management Policy*

#4 Advocacy with Donors on Sustainability, Integration, Systems Change, & Multiple Uses of Data²

Current Activities

SWA

- Joint advocacy with governments on key blockages to progress
- Advocate for political prioritization of WASH, in particular for robust plans to achieve SDG 6
- Support countries to strengthen country processes, in particular working with both countries and their development partners to integrate the four collaborative behaviors, which are key for development effectiveness
- Work with a few countries to develop and implement multi-stakeholder advocacy initiatives on 2014 High Level Commitments that are lagging behind

Plan USA

- Employ a professional lobbying firm for advocacy with the US Government on Capitol Hill

Helvetas

- Strengthen the links between projects at local policy levels and promoting promising approaches*
- Advocate for reducing inequalities, participation, transparency, and accountability

WASH IT! Partnership

- Lobbying and advocacy with the Dutch government

Water For People

- Develop Sector Influence Strategy around in-country donors and the way they fund and engage
- Promote [Agenda for Change](#) with donors

Global Health Council

- Advocacy for inclusion of WASH in health legislation, including WASH in health care facilities

PATH

- Advocacy around the Reach Every Mother and Child Act in the US Government

IRC

- In Uganda participate in a joint advocacy group with UWASNET to increase funding for operations and maintenance of rural water supplies from 13%-15%
- Support the Ministry of Water and Environment in Uganda to plan and convene a public finance meeting for WASH in April 2016
- Serve as the secretariat and participate in the sector finance working group in Uganda that is planning for SDGs financing and strategy development

MWA

- Participate in coalition support for the SDGs and SWA by ensuring that appropriate resources are allocated at the US level for outreach to potential new actors in WASH from corporate and philanthropic actors
- Advocate to change the Ethiopian government's attitude towards sector advocacy issues
- Advocate for a self-supply acceleration program in Ethiopia

PAMODZI & ESTAMOS

- Work to build confidence and improve processes in local water and sanitation governance

² National governments are considered donors in this context.

- Advocate for multiple Ministries (Public Works, Housing & Water Resources, State Administration & Public Function, Economy & Finance) to allocate WASH planning, budgeting, and execution responsibilities to the districts in two provinces in Mozambique

Aguaconsult

- Direct advocacy to local governments in Dominican Republic to fund circuit rider program

Akvo

- Work with governments on promoting the use of national information management systems*

Fundacion Avina

- Advocate for innovations with governments to address WASH challenges and gather information for decision making*

WSUP, SAIS, & Urban Institute

- Explore how to influence municipal governments to increase sanitation budgets

WaterAid

- Work with governments to encourage institutional development, such as reforming sanitation institutions

Future Activities

Plan USA

- Re-engage with SWA
- Continue with Policy Forums that attract policy makers in the sector

PAMODZI & ESTAMOS

- Engage with the central Ministry of Health in Mozambique to influence appropriate mainstreaming of health outreach and services contributing hygiene promotion and preventive education

KWAHO

- Advocating for county governments in Kenya to enact water policies and legislation in line with the national Water Bill of 2015 currently in Parliament that is almost enacted into an Act of Parliament

SWA

- Hosting bi-annual sector minister and finance minister high-level meetings

#5 Institutionalizing & Mainstreaming Advocacy at National & Subnational Levels in Developing Countries

Current Activities

Water For People

- Developing global and country influence strategies for 2017-2020

MWA

- Increased MWA support for its members to engage in country advocacy
- Evidence-based influencing in Ethiopia

Helvetas

- Engaged at the international level in platforms such as End Water Poverty, SWA, and the Butterfly Effect to try to build a bridge between activities and projects on the ground and in international advocacy platforms

Future Activities

WSSCC

- Joining initiatives by others to craft the best future for WASH advocacy in the SDG era

InterAction

- In-country advocacy training/strategy development among INGOs*

CARE

- Including advocacy and policy objectives, plans, and capacity with all programs

WaterAid

- Menstrual Hygiene Management (MHM) and violence against women trainings and policy program scale up

WSUP

- Will make “influencing” more central to their work and develop influencing strategies and employ specialist advocacy staff (there are none at present) In each of their six focus countries in 2016-2020*

#6 Disjointed Messaging to Inform Policy & Practice

Current Activities

Rotary Foundation

- Encourage service organizations and civil society leaders to be coordinated in their messaging and identify and rally around one or two key messages

EWP

- Organize regional meetings to re-align advocacy plans in order to be more in-tune with SDG, NGO, SACOSAN, and SWA commitments
- Developing a guideline handbook on human rights and WASH

WSSCC

- Collaborate with partners to influence the SDG indicator process

Akvo

- Provide technical capacity support around monitoring and evaluation to improve the capture of information, leading to improved knowledge and messaging

InterAction

- Serving as a united voice for global change

Future Activities

IRC, Simavi, & Wetlands International

- Advocacy for public finance tracking, globally and in several countries

SuSanA

- Providing more informal networking activities, in country, to talk to each other

#7 Lack of Strong Grassroots Movements in Developed and Developing Countries

Current Activities

InterAction & WaterAid

- Engage in grassroots advocacy

Future Activities

EWP

- Hosting annual Water Action Month in March
- Working to expand membership

Results Canada

- Public facing campaign around adolescent girls
- Will be available to collaborate with others on grassroots advocacy

#8 Coordinating Mechanisms are not Coordinating

Current Activities

WSSCC

- Promote in-country collaboration among various partners through organizing capacity building sessions for partners from the government, the Global Sanitation Fund, and WSSCC national coordinators to ensure they develop advocacy strategies jointly by using efforts for action on the ground

Rotary Foundation

- At country level, plug Rotary into coalitions or groups working in advocacy to inform and educate them of the political landscape, bottlenecks, etc., in order to determine their role (if there is one), inform organization strategy, and encourage partnerships

WaterAid

- Sector strengthening activities
- Conduct a district-wide approach to WASH by connecting with partners to see how WASH can be incorporated into local development plans that are in place and ensuring that WASH is included in government development plans

Water For People, MWA, WaterAid, IRC, & Catholic Relief Services

- Para Todos Por Siempre (Everyone Forever) Movement created in Honduras with MWA members, national NGOs and the government

<p>IRC</p> <ul style="list-style-type: none"> Support coalitions and alliances in Uganda: civil society budget advocacy group, good governance networking group of UWASNET, MHM coalition
<p>WASH IT! Partnership</p> <ul style="list-style-type: none"> WASH Alliance coordination in 6 countries Coordinate messages and advocacy efforts with multiple membership and coordinating organizations
<p>PATH & WaterAid</p> <ul style="list-style-type: none"> Coordinate the Health/WASH Network
<p>IRC, Water for People, & WaterAid</p> <ul style="list-style-type: none"> Implement and promote Agenda for Change as a coordination point for moving WASH forward
<p>InterAction</p> <ul style="list-style-type: none"> Coordinate US NGO sector (general foreign aid and sector specific) messaging and advocacy strategy Coordinate US-based WASH Working Group to engage in US Government and global advocacy
<p>UNICEF, World Health Organization, London School of Hygiene and Tropical Medicine, IRC, & Simavi</p> <ul style="list-style-type: none"> Advocacy and partnerships for WASH in healthcare facilities
<p>MWA</p> <ul style="list-style-type: none"> Advocate for visibility of NGOs' work in Ethiopia through contributing to ONE WASH planning and reporting
<p>KWAHO</p> <ul style="list-style-type: none"> Work with partners to come together as a technical working group to pool financial resources in order to influence the drafting of a Menstrual Hygiene Management Policy*
<p>Water For People</p> <ul style="list-style-type: none"> Varying degrees of support, leadership and participation with national coalitions in Honduras, Rwanda, and Uganda
<p>Fundacion Avina</p> <ul style="list-style-type: none"> Construct collaborative spaces among associations of community water organizations (CWOs), local governments, national public agencies of water, health, environment, academics, and more to institutionalize permanent sustainable structures for the strengthening and sustainability of CWOs through Public Community Partnerships
<p><i>Future Activities</i></p>
<p>Global Health Council</p> <ul style="list-style-type: none"> Bringing more health organizations and WASH organizations together
<p>Helvetas</p> <ul style="list-style-type: none"> Swiss Water Partnership advocacy for SDG indicators
<p>Other</p>
<p><i>Current Activities</i></p>
<p>Results Canada</p> <ul style="list-style-type: none"> Linking WASH to key advocacy moments for nutrition, maternal and newborn health, and adolescent girls
<p>WaterAid</p> <ul style="list-style-type: none"> In country advocacy focused on WASH and: nutrition, schools, health facilities, climate change, MHM, MNCH, NTDs
<p>UNICEF, World Health Organization, London School of Hygiene and Tropical Medicine, IRC, & Simavi</p> <ul style="list-style-type: none"> Advocacy and partnerships for WASH in healthcare facilities
<p>Sanitation and Water for All (SWA)</p> <ul style="list-style-type: none"> Increase focus on the four collaborative behaviors to improve collaboration to deliver WASH services
<p><i>Future Activities</i></p>
<p>WASH IT! Partnership</p> <ul style="list-style-type: none"> Leverage lobbying activities in six countries and beyond

Ideas to Fill the Gaps in WASH Advocacy

#1 Lack of Human Resources and Organizational Capacity

Partner with civil service organizations with influential networks and build their capacity to participate in advocacy initiatives strategically

#2 Knowledge Sharing & Communications

WASH advertising in national capitals to influence decision makers, such as billboards, Metro advertisements, street art, etc.

#3 Funding for Advocacy

Link up with forward thinking private sector partners

Embed sector strengthening in organizational strategies so that funding SDG #6 implies institutional building

#4 Advocacy with Donors on Sustainability, Integration, Systems Change, & Multiple Uses of Data

Differentiate WASH in new funder/financers circles: private sector, investors, governments, development banks, guarantees IDA loans, national development banks

Integrate WASH into Canada's MNCH programming

Joint/sector-wide advocacy with donors to secure commitment to best practices (such as a WASH Union) – have a set of sector principles and best practices for sign on by organizations

#5 Institutionalizing & Mainstreaming Advocacy at National & Subnational Levels in Developing Countries

Higher visibility and G20 Social Impact Investing Taskforce & 20 national advisory boards

#6 Disjointed Messaging to Inform Policy & Practice

Get better at developing single-banner WASH advocacy platforms in countries – have a unified topline message, but flexible (multi-voiced) “how-to”

Be very clear on our own message across our own organization and then pursue reckless collaboration

Better coordination amongst organizations, information sharing, and transparency

#7 Lack of Strong Grassroots Movements in Developed and Developing Countries

Stand-up events in major US cities and other major cities in country programs (when safe)

Get in touch with Results (grassroots is what they do)

#8 Coordinating Mechanisms are not Coordinating

Establish WASH Advocates Canada

Invite civic leaders of service organizations such as Rotary to discussions to assist them in defining a role and the importance of their role in the “advocacy landscape” – how can they utilize their networks of influence in the advocacy space?

Get Canada to join SWA

193 countries adopted the SDGs, so they need to convene national level groups to achieve SDG 6. Can UNICEF/WHO get the relevant ministry in each country to do that?

Bring research and advocacy together: research-into-policy

The sector, and specialized groups within the sector, must come together in conference to discuss and resolve issues and create joint work plans