WASH ADVOCATES

water
sanitation
hygiene
for everyone

IRC

THE FUTURE OF WASH ADVOCACY

UNC WATER AND HEALTH CONFERENCE

OCTOBER 28, 2015

AGENDA

- Defining Advocacy and the Draft WASH Advocacy Landscape

  Elynn Walter, WASH Advocates

- Changing the Policy Landscape in Burkina Faso to Face WASH SDGs

  Juste Hermann Nansi, IRC Burkina Faso

- Increasing Sanitation Financing in Ghana

  Tanvi Napal, SAIS and the Urban Institute

  Rachel Rose, the Urban Institute

- US WASH Advocacy: The Senator Paul Simon Water for the World Act of 2014

  Lisa Schechtman, WaterAid in America

- Panel Discussion

  Moderated by Patrick Moriarty, IRC

DEFINING ADVOCACY

Advocacy is the process of strategically managing and sharing knowledge to change and/or influence policies and practices that affect people's lives.

Advocacy Is:

- **Deliberate**

- **Evidence based**

- **Focused on Changes in Policies, Policy Implementation, Increasing or Disbursing Budgets**

- **Influencing Decision Makers**

Advocacy Is NOT:

- **Fundraising**

- **Behavior Change Communications**

- **Community Education and Mobilization**

- **Demand Generation**

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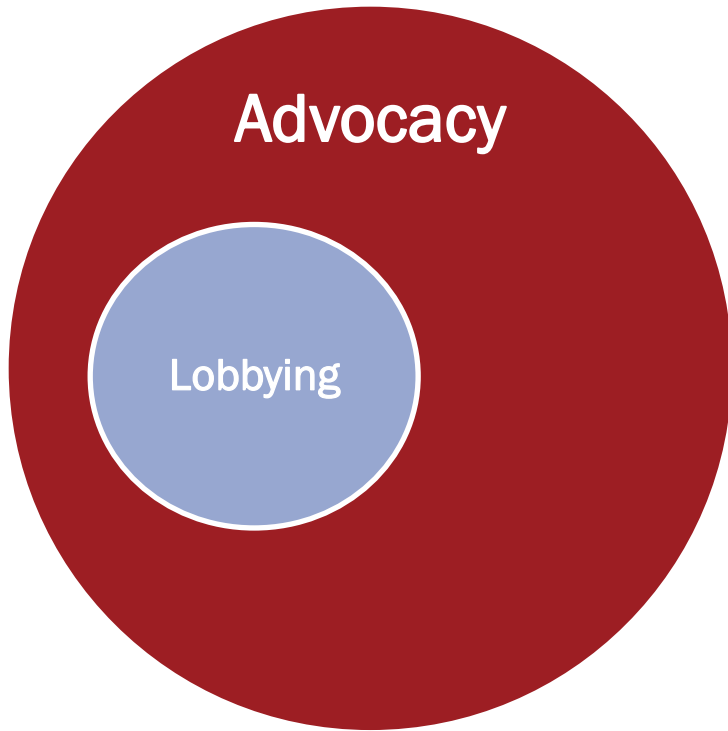
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LOBBYING VS ADVOCACY

Advocacy

Lobbying
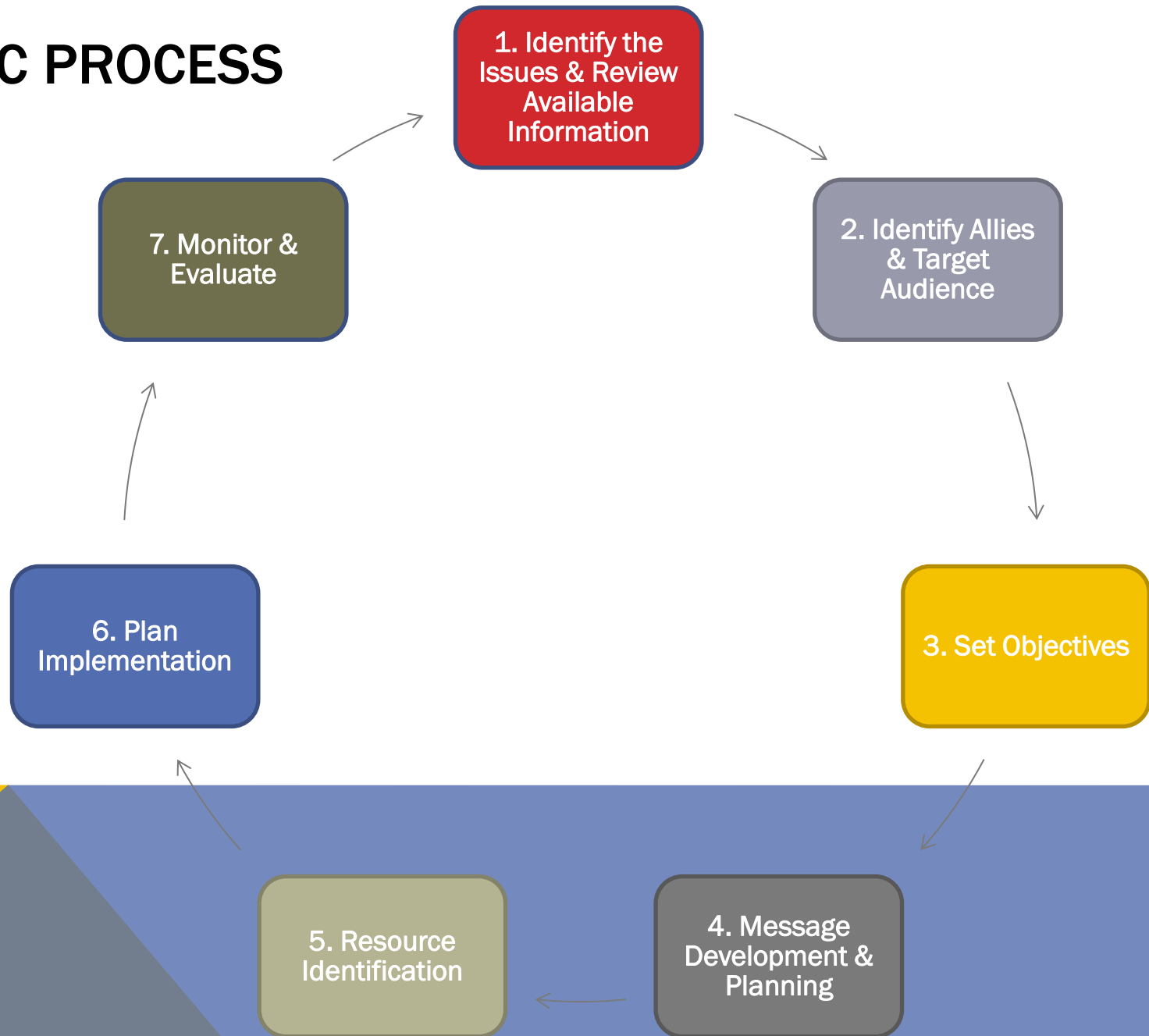
Not all advocacy is lobbying but all lobbying is advocacy.

Diversity in Advocacy

- Lobbying
- Campaigns
- Meetings with government officials
- Translation of research
- Consensus building
- Creating champions

STRATEGIC PROCESS

1. Identify the Issues & Review Available Information

2. Identify Allies & Target Audience

3. Set Objectives

4. Message Development & Planning

5. Resource Identification

6. Plan Implementation

7. Monitor & Evaluate

WASH ADVOCACY LANDSCAPE

LOOKING BACK TO DRIVE FORWARD

WHY A LANDSCAPE

- WASH Advocates Sunset in 2015

- Follow-up from WASH advocacy assessments in 2010

- To identify gaps and work towards closing them

- Mechanism to document the momentum

- Advocacy for future advocacy

WASH ADVOCACY: A LOOKBACK

Mega-Slums the coming sanitary crisis

A Water Aid Report

by Maggie Black

© Water Aid

World Toilet Day

it's no Joke!

1981-1990

One Hundred Ninth Congress
of the
United States of America

AT THE FIRST SESSION

*Begun and held at the City of Washington on Tuesday,
the fourth day of January, two thousand and five*

An Act

To make access to safe water and sanitation for developing countries a specific policy objective of the United States foreign assistance programs, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the "Senator Paul Simon Water for the Poor Act of 2005".

SEC. 2. FINDINGS.

Congress makes the following findings:

(1) Water-related diseases are a human tragedy, killing up to five million people annually, preventing millions of people from leading healthy lives, and undermining development efforts.

(2) A child dies an average of every 15 seconds because of lack of access to safe water and adequate sanitation.

(3) In the poorest countries in the world, one out of five children dies from a preventable, water-related disease.

(4) Lack of access to safe drinking water, inadequate sanitation, and poor hygiene practices are directly responsible for the vast majority of diarrheal diseases which kill over two million children each year.

(5) At any given time, half of all people in the developing

WASH ADVOCACY HISTORY

1977	UN Water Conference *Action Plan*
1980's	International Drinking Water and Sanitation Decade
1993	First World Water Day
1994	WaterAid Launched First Advocacy Report
2000	Freshwater Action Network Started
2003 – 2008	Regional WASH Networks Emerge
2005	Millennium Development Goals Launched Water Advocates Began Senator Paul Simon Water for the Poor Act Passed
2009	Sanitation and Water For All (SWA) Partnership Launched
2010	UN Declaration Human Right to Water and Sanitation and First SWA High Level Meeting
2014	Senator Paul Simon Water for the World Act Passed
2015	Launch of the Sustainable Development Goals

THE CURRENT SITUATION

THE CURRENT SITUATION

Global Snapshot

- Advocacy around the Sustainable Development Goals

- Sanitation and Water For All Partnership

- Keep Your Promises Campaign

- Scaling Up Nutrition and WASH

US and European Advocacy

- Policy and budget advocacy

- Grassroots and Grasstops

- New advocacy focus from non-advocacy organizations

- Continued engagement of WASH advocates (dedicated staff)

- Capacity building for civil society in developing countries

- Funding increases for WASH advocacy

THE CURRENT SITUATION

Advocacy in Developing Countries

- Reinvigorated regional networks

- Local to national level policy and budget advocacy

- National dialogues and joint sector reviews

- National level civil society coordinating mechanism

- Community advocacy around citizens rights

Integration Advocacy

- WASH in Schools

- Nutrition

- Conservation and Biodiversity

- Neglected Tropical Diseases

GAPS AND OPPORTUNITIES

1. Lack of human resources and organizational capacity

2. Knowledge sharing and communications

3. Funding for advocacy

4. Advocacy with donors on sustainability, integration, systems change, and multiple uses of data

5. Institutionalizing and mainstreaming advocacy at national and sub-national level in developing countries

6. Disjointed messaging to inform policy and practice

7. Lack of strong grassroots movements in developed and developing countries

8. Coordinating mechanisms are not coordinating

THANK YOU

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Sustainability Director

WASH Advocates

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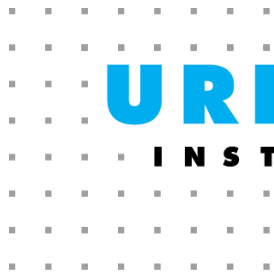
Moving the Needle on Municipal Finance for Sanitation

Practical Action Research for Water and Sanitation for the Urban Poor

Presentation: Tanvi Nagpal and Rachel Rose
Research by: Ben Edwards, Tanvi Nagpal, Rachel Rose, and Jamie Boex

Evidence Gathering

Why we proposed an Action Research Method

Evidence Identification

- Adding value to the evidence that exists

- How can strategic communications (including advocacy, lobbying) add value? How does Action Research add value?

- We developed a systematic approach to analyze the …
  - political economy
  - intergovernmental frameworks
  - and broad array of actors

    … that influence decisions to provide pro-poor sanitation services using municipal budgets.

- Used similar analysis to understand the current state of advocacy, opportunities and limits in each city.

Baseline data gathering in three cities

Urban Service Delivery Framework Sample:

PI	Performance Indicator	Scale	Clarification
A1	According to the legal framework, is the ULG responsible for providing or delivering the service (in accordance with the subsidiarity principle)?	0 - The legislative framework is unclear about the legal assignment of functions 0 – Inconsistent with the subsidiarity principle. The responsibility for service provision is assigned to the center (central ministry / central parastatal / local entity directed by central ministry) 0.5 - The responsibility for service delivery is legally shared by the ULG and higher-level authorities 1 – Yes, the ULG (or a SDU under ULG) is fully legally responsible for delivering the service in accordance with the subsidiarity principle	If the ULG is only legally responsible for part of the service delivery function (e.g., if the ULG is assigned the responsibility for the recurrent aspects of service provision but not for capital investments), please assign only half point. Note, the indicator asks which level is responsible for the *provision* or *delivery* of the service. The question does not pertain to whether higher levels set policy standards, regulate, or finance the service. The question also does not pertain to whether the service is *produced* by the ULG itself (for instance, the production of the service may be contracted out to a private sector provider).
A2	In practice, is the ULG responsible for the recurrent provision of the service?	0 - No, in practice, this responsibility is performed by a higher-level entity (e.g., central ministry / central parastatal / local entity not under ULG) 0.5 - The responsibility for recurrent provision is *de facto* shared by center and ULG 1 – Yes, in practice the recurrent provision of this service is done by the ULG (or SDU under ULG)	Recurrent provision includes human resources, operation, and maintenance. If the local government level in reality provides only part of the service delivery function, please assign half the points indicated. Again, the question also does not pertain to whether the service is *produced* by the ULG itself (for instance, the production of the service may be contracted out to a private sector provider).

For complete framework see here.

http://www.urban.org/sites/default/files/usd-assessment-framework-18apr14.pdf

Expenditure findings

Expenditures – 2014 - USD	Maputo	Nakuru	Ga West
Total capital development	$350,000	$530,000	$50,000
Total salaries	ND	ND	ND
Total operation and maintenance	ND	$68,000	$0
Total supplies (if separate from O&M)	ND	ND	ND

Revenue findings

Revenues – 2014 - USD	Maputo	Nakuru	Ga West
Total municipal own source	ND	$28,178,783	$1,100,800
Of which, sanitation-specific	ND	ND	$0
Total central government transfers for sanitation	ND	ND	ND
Total non-governmental finance for sanitation	ND	ND	$50,000*

*All of Ga West's sanitation-related capital expenditures are donor-funded

Framework from "Message, Method and Messenger" Literature Survey

Theory, Method, Audience, and Tools Matrix

Theory of change assumption	Method	Audience	Tools
Information gaps	Information and knowledge transfer	Policymakers, elected officials, community leaders	Communication campaign, media advertising, public address
Weak political will	Advocacy and lobbying	Technocrats, bureaucrats, politicians	Letter writing campaigns, citizen satisfaction surveys, site visits with policymakers
Absence of demand	Social marketing	Civil society, community-based organizations, and community members	Media mobilization, coalition of partners
Power imbalance	Social mobilization and participatory models	Target communities and social networks	Two-way media exchange (radio call-in, etc.), community meetings and forums

Advocacy findings

Weak political will

Weak media

Weak civil society capacity

Great political opportunities

Strong political will

Strong media

Moderate civil society capacity

Great political opportunities

Ongoing discussion (limited political will)

Interested media

Limited civil society

Limited political opportunity

Challenges

Scale of Problem

- Even problems that seem small (e.g. municipal revenue) may actually be tangled up in much larger, systemic problems → necessity of comprehensive analysis

- Organizational resources alone may not be sufficient to tackle the core problem at the root of the situation you're trying to address

- Need to assess whether your organization is willing to take on coalition advocacy approach in order to address systemic issues that are not resolvable alone

Nature of Problem and Goal Definition

Need to match leverage approach to nature of problem

- If intergovernmental problem, local political influence insufficient to resolve

Need to match organization capacity to nature of problem

- Can't influence without access however fine line of personal vs. organizational influence (clout vs. brand) and being tied to one individual
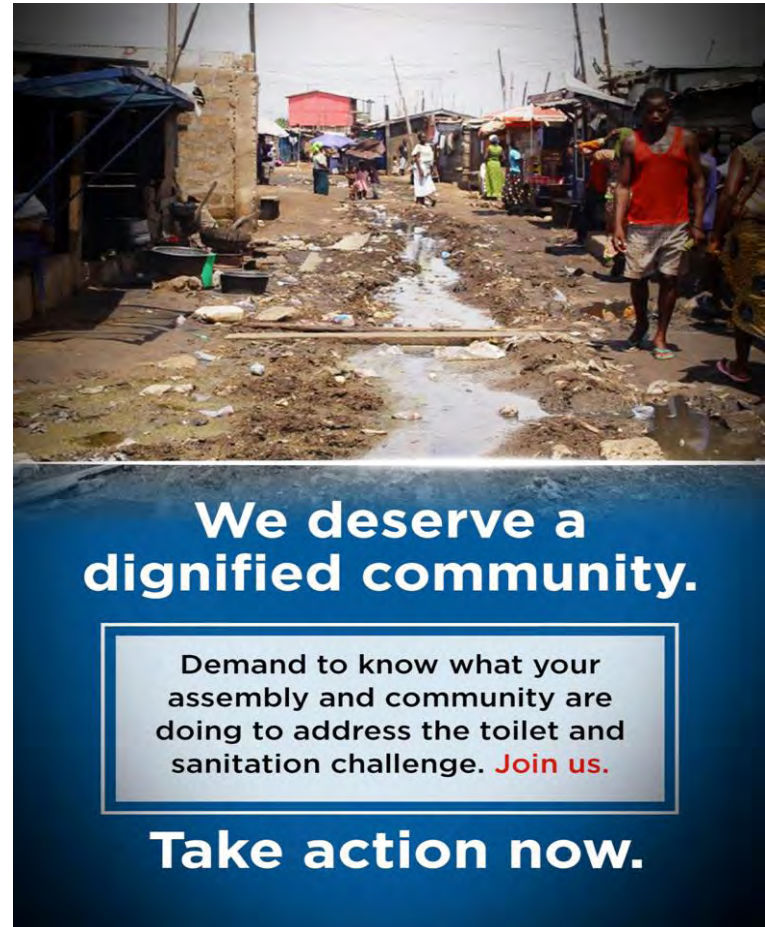
Need to clearly align advocacy goal with political and functional reality

- Even if increase revenues for sanitation, is there clear functional assignment, effective administration, accountability mechanisms etc. to ensure revenues are spent on pro-poor sanitation?

Successes

Grassroots Mobilization Advocacy

- Advocacy Materials and Implementation in Ga West

  - Building accountability pathways between community and assembly

  - Developed clear actions for community members to take

We deserve a dignified community.

Demand to know what your assembly and community are doing to address the toilet and sanitation challenge. Join us.

Take action now.

U.S. WASH Advocacy

The Senator Paul Simon
Water for the World Act of 2014

The Future of WASH Advocacy
UNC Water and Health Conference
October 2015

WaterAid's Approach

Influencing work is core to WaterAid:

Our vision

is a world where everyone, everywhere has
safe water, sanitation and hygiene.

Our mission

is to transform the lives of the poorest
and most marginalized people by improving
access to safe water, sanitation and hygiene.

WaterAid's Advocacy Priorities

1. Sector Strengthening and Governance
2. Financing
3. Equality and Non-Discrimination
4. Climate Change
5. Sustainability
6. Health

Water for the World

Water for the World aligned with our priorities:

- Improved pro-poor targeting (equality)
- Increased focus on women and girls (equality)
- Principles for lasting benefits (sustainability)
- Capacity building (sector strengthening)
- U.S. institutional commitment and predictability (sector strengthening)
- Increased integration with health outcomes (health)

Why were we successful?

WaterAid

A safe issue
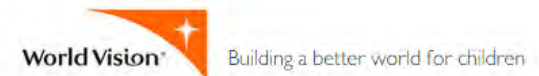
Strong analytical basis

Political interest in aid effectiveness

Committed Congressional champions

Why were we successful?

A huge and diverse coalition, all with their own reasons to care about WASH!

How did we win?

- Preexisting trusting relationships with USAID, State, Congress, NGOs and FBOs to build on
- Careful and strategic selection of Congressional champions
- Integrated language to attract people and partners with diverse interests
- Diverse voices to speak to integrated issues
- Allies talking to allies, Members reaching across the aisle
- Media/social engages supporters in advocacy
- Negotiation negotiation negotiation...based on solid understanding of technical and political issues

Why are partnerships key to success?

WaterAid

- Access to a voice already trusted by your target (based on faith, geography, priority, etc)
- Volume is harder to ignore
- Diverse coalitions show the multiple benefits/impact of your change objective
- Share the burden, strategy, ideas generation and be smarter together!

Thank You!

Lisa Schechtman
Director of Policy and Advocacy
WaterAid America
lisaschechtman@wateraid.org

PANEL DISCUSSION

Moderator:

Patrick Moriarty, IRC

Panelists:

- Juste Hermann Nansi, IRC Burkina Faso
- Tanvi Nagpal, SAIS and Urban Institute
- Rachel Rose, Urban Institute
- Lisa Schechtman, WaterAid in America