



# Sustainable Sanitation & Hygiene for All (SSH4A)



Although access to improved sanitation is a basic human right, one third of the world's population still live without a safe, sanitary toilet. From health impacts to economic losses, the costs of inadequate sanitation are staggering. But this is one global crisis that is entirely preventable.

Improving access to sanitation services is essential for public health, wellbeing and achieving sustainable development goals beyond the MDGs. Improved sanitation practices reduce the risk of disease, affecting the productivity and income of millions of rural families. Climate change and population growth make improvements even more urgent. In many countries, sanitation service delivery is fragmented and fails to deliver minimal service standards, while those without access to improved sanitation lack the means and influence to change their situation as they are often the poorest and the most marginalised groups of society.

## The Sustainable Sanitation & Hygiene for All approach

In order to ensure equitable and sustainable access to sanitation, a comprehensive approach is needed. SNV's experience working on WASH programmes in more than 22 countries has shown that strategies such as demand creation and sanitation marketing need to be embedded in longer-term processes that develop sustainable service delivery models at scale.

Designed to address this need, Sustainable Sanitation & Hygiene for All (SSH4A) is essentially a capacity building approach, supporting local government to lead and accelerate progress towards district-wide sanitation coverage with a focus on institutional sustainability and learning.

## How does it work?

The SSH4A approach uses an integrated model that combines work on demand creation, sanitation supply chain strengthening, hygiene behavioural change communication (BCC) and governance.

The integrated SSH4A model recognises a number of principles. It focuses on the understanding that sustainable sanitation and hygiene is first and foremost about behavioural change. However, whilst demand creation should come first, affordable hardware solutions also need to be in place so that people are able to act upon their newly defined priorities.

SSH4A recognises the need to reach all by making explicit inclusive strategies with local stakeholders. It focuses on the need to develop capacities and approaches that can be scalable through a government-led district-wide approach, as opposed to focusing exclusively on individual communities.

The approach addresses the need to innovate in hygiene promotion practice, linking this to the sanitation drive, but also embedding this practice in long-term health promotion. It also recognises and addresses the need to have a long-term strategy to sustain



### What is SSH4A?

Sustainable Sanitation & Hygiene for All is SNV's comprehensive approach to ensuring equitable access to improved sanitation and hygiene for those who need it most.

Developed since 2008 with IRC International Water and Sanitation Centre in Nepal, Bhutan, Cambodia, Vietnam and Laos, the SSH4A approach is now implemented with rural communities in over 15 countries across Asia and Africa.



sanitation and hygiene behaviour change, beyond one-off triggering and ODF-focused programmes.

Last, but by no means least, SSH4A focuses on the need to measure progress in small steps (moving up the sanitation ladder) and to measure access as well as the use and maintenance of toilets.

### **The SSH4A approach has four integrated components supported by performance monitoring and learning:**

#### **Capacity for steering and implementation of sanitation demand creation**

An important component of the approach is to build capacity for implementation of demand creation activities at scale and create momentum for change by promoting district-wide coverage.

This takes place in two ways. Firstly through building the skills of individual CLTS facilitators and their capacity to implement activities (taking into account differences between communities in terms of income, ethnicity and caste). Secondly, this component involves organisational capacity development, working with local authorities at different levels (province/region, district, sub-district/commune, community) to organise and steer demand creation activities.

#### **Capacity for sanitation supply chains and finance**

Based on SNV's experience in value chain development, inclusive business and sanitation marketing, this component uses consumer studies, sanitation supply chain analysis and business modelling to understand both supply and demand within the sanitation market. Undertaken in partnership with local government agencies, this increases both local capacity to undertake this type of analysis and understanding of the potential barriers to private sector engagement and financing mechanisms, supporting the enabling environment. It also identifies supply side constraints in the sanitation markets that can be addressed through business development activities with the private sector, helping to realise market-based solutions that meet a range of consumer needs and preferences.

#### **Capacity for behavioural change communication (BCC)**

There is now increased understanding that hygiene promotion should start from an understanding of behaviour and behavioural motivators. Recognising the need for local innovation in hygiene promotion practices and translating international insights into local understanding to achieve better quality results, SSH4A works to introduce and build capacity in behavioural change communication methodologies at local level with the active involvement of local and national agencies.

The approach consists of a participatory review of existing information, education and communication (IEC) or hygiene promotion work, definition of priority behaviours based on survey data, building skills in formative research, development of BCC strategies, design of messages and campaigns and, finally, monitoring effectiveness.

#### **Capacity for WASH governance**

SNV's experience has shown that building capacity and leadership from the start is essential to ensure the sustainability and scalability of WASH interventions. SNV's programmes are based on the belief that access to improved sanitation is a human right, and that national and local governments are the duty bearers for a progressive realisation of that right in their countries (national governments) or their jurisdiction (local governments). Recognising this, SSH4A works to build the capacity of local authorities, supporting them to promote and achieve district-wide coverage.

SNV engages both locally – strengthening capacity for sustainable service delivery in local government, the private sector and civil society – and at national level – working with development partners to support sector reform. Presence at different levels of government not only creates synergies, but also facilitates learning with the ultimate aim of improving the overall performance of the sector.

**Learn more about SSH4A on our website at [www.snvworld.org/WASH](http://www.snvworld.org/WASH) or at [www.ssh4a.org](http://www.ssh4a.org).**

### **Outreach & impact**

Since 2008, SNV and IRC's multi-donor SSH4A programmes in Asia have reached more than **2.2 million** rural people, with almost **417,000** gaining access to improved sanitation and over **285,000** gaining access to basic sanitation. This represents a combined total of over **700,000** people improving their sanitation situation across 26 districts and 341 schools.

### **About SNV**

SNV is a not-for-profit international development organisation. Founded in the Netherlands nearly 50 years ago, we have built a long-term, local presence in 38 of the poorest countries in Asia, Africa and Latin America. Our global team of local and international advisors work with local partners to equip communities, businesses and organisations with the tools, knowledge and connections they need to increase their incomes and gain access to basic services – empowering them to break the cycle of poverty and guide their own development.