

Sanitation contributes to dignity and social development



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Sanitation is vital for human health



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Sanitation protects the environment



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Sanitation generates economic benefits



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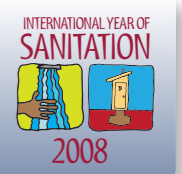
Improving sanitation is achievable



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- Politicians...
- Business people...
- Religious authorities...
- NGOs...
- Teachers...
- Communities...
- Households...
- Media...

...success depends on you.



	1 Sanitation is vital for human health	2 Sanitation generates economic benefits	3 Sanitation contributes to dignity and social development	4 Sanitation protects the environment	5 Improving sanitation is achievable
Politicians	<p>Proper toilets dramatically reduce diarrhoea, cholera, pneumonia, worms, and malnutrition. In Sub-Saharan Africa, treating diarrhoea consumes 12 percent of the health budget.</p> <p>What you can do: Fund and promote behaviour-change approaches (such as Community Led Total Sanitation and social marketing).</p>	<p>Every dollar invested in sanitation yields about nine dollars in economic benefits.</p> <p>What you can do: Allocate specific public sector funds for sanitation and hygiene – at least 0.5 percent of GDP. Make the economic case for sanitation to your constituents and colleagues.</p>	<p>Investments in social sectors like education and health are imperilled by poor sanitation. Meeting the poverty, hunger, education and gender equality MDGs depends upon improved sanitation.</p> <p>What you can do: Establish one national coordinating body that includes all relevant stakeholders, including people and ministries responsible for health, education, and gender equality as well as infrastructure, planning and finance.</p>	<p>Many productive sectors depend upon water quality, which is imperilled by poor sanitation, including agriculture, fisheries, hydropower, drinking water supply, transport, tourism, and some industries.</p> <p>What you can do: Protect water quality through better sanitation services and greater regulatory and enforcement capacity.</p>	<p>Fast progress in Bangladesh proves that there are affordable solutions for every country. Worldwide, from 1990 to 2004, a billion people gained access to basic sanitation.</p> <p>What you can do: Establish one national plan for accelerating progress to meet national sanitation goals. Increase the profile of sanitation and hygiene in Poverty Reduction Strategies and other national planning documents. Ensure that one institution has a clear leadership role for sanitation.</p>
Business people	<p>Healthy people produce more and miss fewer days of work; healthy communities offer a more lucrative market for your goods and services.</p> <p>What you can do: Ensure that your workers have toilet and hand-washing facilities.</p>	<p>Developing countries with low infant mortality have growth rates five to nine times higher than similar countries with high infant mortality rates.</p> <p>What you can do: Treat waste as an economic good. Capitalise on the demand for safe, cheap and clean public toilets. Bring affordable products to the market.</p>	<p>Sanitation marketing campaigns are most effective when they appeal to people's desire for convenience, privacy, safety, social status and dignity.</p> <p>What you can do: Use commercial marketing techniques to expand your sanitation business and accelerate social progress.</p>	<p>Aesthetic considerations, cleanliness, comfort, health and safety are preconditions for a thriving tourism industry, a large and growing area of economic opportunity.</p> <p>What you can do: Join with environmental groups to demand sanitation.</p>	<p>Business opportunities abound for small-scale sanitation service providers; recycling waste for fertiliser and energy production has great business potential.</p> <p>What you can do: Offer affordable toilet designs and sanitation technologies that communities want and can afford.</p>
Religious authorities	<p>Sanitary toilets limit the transmission of diseases that cause great human suffering.</p> <p>What you can do: Help your congregants understand the health benefits of better sanitation and use your moral authority to encourage behavioural change.</p>	<p>Poverty is both a cause and a consequence of poor sanitation.</p> <p>What you can do: Help ameliorate the poverty of your followers with projects that deliver clean and safe toilets managed by the community.</p>	<p>Sanitation protects the inherent dignity of all people. Hygienic toilets allow people to keep clean, as called for by many faiths. Private toilets safeguard women's modesty and their physical safety.</p> <p>What you can do: Break the taboo against speaking about defecation. Make sanitation a part of your work with poor communities.</p>	<p>Ninety percent of sewage is dumped untreated into waterways, meaning that rivers and lakes, which are frequently part of religious rituals, are more often than not contaminated with faecal matter.</p> <p>What you can do: Advocate for environmental protection through better sanitation.</p>	<p>Religious movements have been the vanguard of ensuring toilet facilities for the poor in India.</p> <p>What you can do: Lend your moral authority to sanitation campaigns; add sanitation components to your religious missions and charitable work.</p>
NGOs	<p>Diarrhoeal epidemics can jeopardise projects and undo years of work; healthy people can better capitalise on social and economic interventions.</p> <p>What you can do: Include sanitation and hygiene in your health programs; help to generate community demand for toilets.</p>	<p>Poor sanitation limits people's ability to build sustainable livelihoods.</p> <p>What you can do: Generate demand for sanitation by helping communities understand its economic benefits.</p>	<p>Poor sanitation impedes the social change NGOs work to create. When people's basic needs for sanitation are met, they can address their long-term strategic needs.</p> <p>What you can do: Use sanitary improvement as an entry point for community building and empowerment.</p>	<p>Poor sanitation imperils environmental sustainability, particularly water quality and aquatic biodiversity.</p> <p>What you can do: Look for win-win sanitation interventions that improve the lives of poor people while protecting the environment. Lobby government to operate proper disposal facilities for faecal sludge.</p>	<p>Mobilising communities and generating demand is key to meeting the sanitation target.</p> <p>What you can do: Support community-based approaches that use social marketing techniques and respond to local preferences. Learn how to facilitate Total Sanitation approaches that benefit the entire community. Partner with the private sector.</p>
Teachers	<p>Students miss less school and are better able to learn when they are not ill with diarrhoea and worms.</p> <p>What you can do: Teach children that using toilets and washing their hands keeps them healthy. Encourage them to spread the message in their families.</p>	<p>Educated girls have better livelihood prospects than girls who leave school at puberty for want of toilets.</p> <p>What you can do: Advocate for girl-friendly toilet facilities at your school.</p>	<p>More girls will stay in school if girl-friendly toilets are available; your working conditions will be greatly improved by toilet facilities.</p> <p>What you can do: Encourage parents to join forces to construct toilet facilities for the school; use your position to push local NGOs and businesses to work in sanitation.</p>	<p>Poor children in developing countries often play in areas made hazardous by faecal pathogens, garbage and vermin, exposing them to serious health risks.</p> <p>What you can do: Ensure that environmental education stresses the importance of sanitation. Work to keep your school environment clean and safe.</p>	<p>Teachers play a crucial role in the success of sanitation and hygiene programmes in schools.</p> <p>What you can do: Stress the benefits of using toilets and washing hands to create life-long habits and increase demand for sanitation.</p>
Communities	<p>The greatest health benefits accrue when every household in a community has access to and uses a hygienic toilet.</p> <p>What you can do: Build community consensus to eliminate open defecation.</p>	<p>The time saved by individuals able to use a toilet close to home would have an annual economic value in excess of US\$114 billion worldwide.</p> <p>What you can do: Mobilise as a community to demand sanitation services and infrastructure, build consensus about the need for toilets for all, and ensure that the poorest also have access.</p>	<p>Addressing poor sanitation will improve your neighbourhood's image and status, and increase the pride and dignity of your community.</p> <p>What you can do: Join forces to demand sanitary services from municipal authorities; work together to eliminate open defecation. Help the poorest and least-able to benefit.</p>	<p>Poor sanitation means that productive land is lost due to faecal contamination and water resources are polluted.</p> <p>What you can do: Ensure that community environment projects include a sanitation component.</p>	<p>Cleaning up a community requires everyone's participation, and health and environmental benefits especially require that no-one defecates in the open.</p> <p>What you can do: Take collective action to improve sanitation.</p>
Households	<p>With sanitation and hygiene, your children are less likely to fall ill and more likely to survive, sparing their suffering and your grief.</p> <p>What you can do: Invest in a household toilet and teach children proper hygienic behaviour, such as hand-washing.</p>	<p>Having a toilet at home could save each person in your family three hours each week, time they could use to work, study and rest.</p> <p>What you can do: Invest in a household toilet; join with others to demand sanitation infrastructure in your community.</p>	<p>Sanitary toilets are more convenient for you and more pleasant for guests; you will have more time to earn a living, do household tasks, and rest. You and your daughters will have greater privacy and safety.</p> <p>What you can do: Tell NGOs and health extensionists working in your community that toilets and hand-washing facilities are a high priority.</p>	<p>Drinking water supply is often contaminated by faecal matter due to poor sanitation.</p> <p>What you can do: Ensure the isolation and safe disposal of faeces to protect local water resources.</p>	<p>In rural areas, basic toilet facilities can be cheaply constructed. Ecological toilets that work without water are sold in China for only US\$35. In urban areas, collective action is needed.</p> <p>What you can do: Take the lead. Demand change. Seek to achieve an "open defecation-free community".</p>
Media	<p>Your stories will be more accurate and insightful when you reflect the ways in which toilets contribute to better health and child survival.</p> <p>What you can do: Convey to your readers that the health of the nation depends on sanitation.</p>	<p>The significant economic benefits of sanitation are not well known; the media often emphasise health benefits, but the time savings and opportunity costs are equally important stories.</p> <p>What you can do: Write stories that show how much time people lose queuing for toilets and searching for privacy, and what they could be doing with that time instead. Highlight lost days to illness and lost tourism opportunities.</p>	<p>The general public are often unaware of the ways in which poor sanitation limits the freedom and opportunity of women and girls.</p> <p>What you can do: Highlight the human and development cost of poor sanitation in your articles.</p>	<p>People who are not poor often fail to make the connection between unhealthy living conditions in slums and larger questions of environmental health and the quality of water resources.</p> <p>What you can do: Stress how expanding sanitation coverage to poor communities benefits society at large. Do not blame the poor for pollution.</p>	<p>The sanitation crisis is the great untold story of modern times.</p> <p>What you can do: Bring this issue out of the shadows and into the bright light of public debate; write stories that showcase community success stories.</p>