

About this kit

2008 is the International Year of Sanitation. This kit is designed to further specific goals of the year, namely to increase awareness about the sanitation crisis as well as to secure commitments and mobilize action from governments and other stakeholders to address this global emergency.

The kit contains a **booklet** that summarizes briefly why sanitation matters, detailed **fact sheets** on the links between sanitation and health, economic development, social development and dignity, and environment, a **matrix** that demonstrates clearly that the sanitation crisis affects everyone and that everyone can contribute to solving it, a **list of useful websites**, **talking points** on sanitation, and a **poster**. Journalists and others in the media will also receive in their kit **recorded interviews** (as well as **transcripts**) with leading experts that can be used in radio or print stories as well as **photographs** and various **figures** that can be reproduced. Professional campaigners will find an **advocacy guide** in their kit.

For more information on the kit and its contents, contact the Water Supply and Sanitation Collaborative Council (WSSCC), Geneva, Switzerland, wsscc@who.int

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- Booklet “Sanitation: a wise investment for health, dignity, and development“
- Fact sheets of the 5 key messages of the International Year of Sanitation
- Communication matrix
- Poster International Year of Sanitation
- List with useful weblinks on sanitation
- Talking points (not in media kit)
- Leaflet “Advocacy for sanitation: a brief guide“ (advocacy kit only)
- USB stick with interviews (audio files), pictures, figures, etc. (media kit only)
- Transcripts of interviews / bios of interviewees (media kit only)
- Information about WASH Media Award 2007–2008 (media kit only)

All of these materials can be found on line at www.sanitation2008.org, along with a **PowerPoint presentation** that can be modified to suit your needs.