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**Social Marketing for Scaling-Up Sanitation for the Urban poor
~ A case of slum communities in Kawempe Division,
Kampala City**

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The paper presents experiences of using social marketing to improve sanitation in urban slum areas to scale up improved sanitation and hygiene practices. The work is conducted by Sustainable Sanitation and Water Renewal Systems (SSWARS), a local NGO supported by WaterAid Uganda and is implemented in three parishes in Kawempe Division (District) in Kampala City. The parishes, like other slum areas in Kampala are characterized by informal settlement patterns and are highly congested. Over 1.5 million people, constituting about 60% of Kampala City are living in slums. Improper sanitation and hygiene practices are the manifest features in these communities as most households do not have latrines and hand washing facilities. In a study conducted by Action aid , close to 80% of slum dwellers in Kampala lack access to toilets. The incidence and prevalence of diarrhea, cholera and other infectious diseases accruing from poor sanitation and hygiene practices are the main epidemics in these areas with most risk burden being on children, pregnant women and the elderly people. SSWARS adopted sanitation social marketing techniques which consider sanitation as a social good and uses commercial marketing principles of product, price, promotion and place to promote sanitation and lure communities to actively engage in improved sanitation and hygiene practices. Formative research studies and needs assessments are conducted in communities from which a variety of latrine options suiting different sites and affordability conditions are developed and piloted, and Information, Education and Communications (IEC) materials are used to reach out to many people. An accessible supply chain was established using trained community masons and a community sanitation center (sani-center) where toilet option models, information and other resources on sanitation are accessed. A community sanitation revolving fund scheme was established, in which the poor people access funds strictly for constructing latrines, and pay back in monthly installments (over a period of three to six months) to enable access by other community members hence scaling-up the sanitation coverage. Communities were trained in waste recycling. These are consequently contributing to scaling-up sanitation, health improvement and poverty alleviation in these areas.

Introduction

Over 1.5 million people, constituting about 60% of Kampala's population live in slums. Improper sanitation and hygiene practices are the manifest features in these communities as most households do not have latrines and hand washing facilities. In a study conducted by Action aid, close to 80% of slum dwellers in Kampala lack access to toilets. The incidence and prevalence of diarrhea, cholera and other infectious diseases accruing from poor sanitation and hygiene practices are the main epidemics in these areas with most risk burden being on children, pregnant women and the elderly people. These diseases are prevalent during rainy periods. Most of these slums are located in reclaimed swamps that are generally flat, and thus during heavy rains, flooding occurs and the flood water stays on the surface for a long time. During heavy rains, the slum environment is often contaminated with human excreta due to improper disposal. Some people empty their latrines into flood water, which escalates the

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health risks of the associated diseases. Most water sources (springs) are also contaminated with human excreta. Flooding is a common phenomenon, and during heavy rains, property including residential houses and businesses are destroyed, disrupting livelihoods and leading to outbreaks of cholera epidemics. Since some areas are having a low topography and high water table it has compounded on construction of some latrine types, thus need for suitable options. Solid waste disposal of which the highest percentage are decomposable organic matter, polyethylene bags, plastic bottles (including PVC and HDPE) litter the environment and often broke the drainage systems.

Sustainable Sanitation and Water Renewal Systems (SSWARS) with funding from WaterAid adopted social marketing approach as the appropriate measure or boost to scale-up sanitation involvement in Kawempe division, Kampala. Sanitation social marketing considers sanitation as a social good and uses commercial marketing principles of product, price, promotion and place to promote sanitation and lure communities to actively engage in sanitation and hygiene practices. Formative research studies and needs assessments are conducted in communities from which a variety of latrine options suiting different sites and affordability conditions are developed and piloted, and Information, Education and Communications (IEC) materials are distributed to reach out to a large number of community members. An accessible supply chain was established using trained community masons and a community sanitation center (sani-center) where toilet option models, information and literature on sanitation are accessed. In addition, technical support in terms of capacity building/training on latrine technical options, operation and maintenance, including emptying is offered at the sani-center. A community sanitation revolving fund scheme was established, in which the poor people access funds strictly for constructing latrines, and pay back in monthly installments (over a period of three to six months) to enable access by other community members hence scaling-up the sanitation coverage. Communities were trained in waste recycling. These are consequently contributing to scaling up sanitation health and poverty alleviation in these areas.

Methodology

At the start of project, SSWARS conducted baseline study in areas of implementation (three parishes in Kawempe Division, Kampala). It was found that even though the latrine coverage in Kampala's slums is presumably high (up to 80-90% often reported), most people share latrines, the majority of which are in such a poor state that they do not qualify to be called sanitation facilities. Ownership of latrines was as low as 10-30% in some parishes. A large number of users, up to 300 – 400 people were found using a single latrine facility of 4 to 8 stances. This often means, that at certain critical times, for example, during morning hours, people have to line up to use the latrine. A number of latrines are on the verge of collapse, endanger the lives of the users and are so poorly constructed, operated and maintained that they are all polluting the shallow ground water sources, that are at the same time used for domestic water uses by the poor slum dwellers that cannot afford to buy piped water from the nearby standpipe. The access to some of the elevated latrines (often a poorly made wooden ladder – see Fig. 1) is difficult, if not impossible to use by the children and the people with disabilities. Besides, the shared facilities cannot be used all outdoors, and some times users have to walk a relatively long distance, depending on the location of the latrine on the plot, and the location of their tenement (*'Muzigo'*). Additionally, such shared latrines cannot be used at night due to insecurity in slums, especially for and the girl children, who may be raped on their way to the latrine. SSWARS continues to carry out needs assessment studies before introduction of new sanitation innovations in communities. Information was/ is collected on state of sanitation which was used to form the basis for interventions.

Community trainings were conducted tailored to introduction of various latrine options, their functionality, advantages and disadvantages of different options and factors considered to select a particular option, construction methods involved, waste recycling and biogas plants, their usage and importance. Theoretical and practical training were also conducted on construction of the different toilet options so as to make them accessible to the communities. These were selected by communities.

Sanitation products suiting different sites and affordability conditions were designed and pilot units constructed in communities. These included; Ventilated Improved Pit latrines (lined by concrete rings), single pit VIP (timber logs as support slab), *Fossa Alternata*, Alternating twin pit VIP (in high water table areas, with compacted sand bands around to block water from getting in contact with lined pit walls), Single pit VIP (with a manhole to provide access for emptying), Ecological sanitation (Ecosan) toilet, single pit communal VIP latrine, pour flush latrine, alternating twin pit (V.I.P) at household and communal levels.

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A community sanitation center was constructed in Mulago III and equipped with resource materials including literature on health and sanitation, sanitation desk models and solid waste recycling equipment. A latrine catalogue was developed and disseminated to the slum dwellers.

Continuous sensitizations and promotional campaigns on health, sanitation and hygiene are carried during community meetings.

Communities were/are organized and facilitated to form Sanitation Savings and Credit Cooperative Organizations (SACCOs) specific to boost construction of latrines and other sanitation facilities.

A solid waste recycling center was built and equipped with basic materials required to support sorting, transportation and recycling.

Results and Discussion

Results from the baseline and needs assessment conducted showed that sanitation is still one of the challenges facing slum dwellers with most parishes having latrine coverage (by ownership) below 30%. For the existing latrines, the user loads are very high (Table I) and the quality of their construction is poor.

Table I. User loads of a few sampled latrine facilities in the three parishes in Kawempe Division

Parish	Zone	Latrine Facility	Type of user	Number of users
Bwaise II	Nakamiro	VIP- 4 stances	Spire Primary School	278 pupils and 10 staff members
	Tebuyoleka	VIP- 4 stances	50 households	300 users
Kyebando	Kisarosaro	VIP- 4 stances	80 households	240 users
	Elisa	VIP- 6 stances	Winterland Primary school	710 pupils and 33 staff
Mulago III	Upper Nsooba	VIP - 3stances	40 households	240 users

Some zones (villages) in these communities are inaccessible by cesspool emptier for those who would afford to pay for emptying services when their latrines fill-up even though a large number of people would not even afford to pay for emptying. As a result they resort to using drainage channels and emptying the latrine contents into the drains, especially during rainy seasons when flooding occurs. This has led to contamination of water sources in these areas and consequently cholera, diarrhea outbreaks among other infectious diseases. The environment is grossly contaminated as well as littered with all sorts of solid and human excreta. The problem is also compounded by the poor excreta management in the city. The population in the slum areas is high with people highly congested in unplanned informal structures. Most people in these areas are also unemployed or not having reliable employment. During field data collection and consultations with the community members and their local leaders, it was evident that the latrine types commonly used in the three parishes were mostly traditional pit latrines; and improved types commonly known as the Ventilated Improved Pit (VIP) latrines which were elevated due to the high water table since slums are located in wetlands/ swamp areas that were reclaimed for settlement. The reasons attributed to the use of traditional latrines are partly because the community members were not aware of other latrine options that could be constructed, costly nature for the flush toilets and inadequate enforcement of the law by Kampala City Council to ensure that land lords first build toilets for their tenants before constructing their rental structures. These among other sanitation challenges in the area influenced SSWARS to come up with an intervention based on social marketing approach to make communities prioritize sanitation, engage in its improvement and hygiene practices and even get employed in it to earn a living. It also creates a basis for improving their savings they often spend in treating sanitation related diseases, and once healthy they can be more productive. Figures 1 a), b) and c) Show the state of some of the latrines and the state of solid waste disposal in Bwaise II parish.



Figure 1: a) Traditional elevated pit latrine with garbage around it in Jambura zone, Bwaise II. b) Water drainage littered with garbage. C) Improper garbage disposal tendencies in Bwaise II

From the studies, it was learned that;

Community members were ignorant on the various available and cost effective latrine options for the different environments in which they live.

Most households do not have latrine facilities and for the few available, the user load was high.

Communities did not seem to know why they ought to prioritize sanitation.

Community members expressed willingness to change from poor to improved hygiene practices and requested for more sensitizations.

Garbage of which the highest composition is organic and polyethylene bags constitute the highest environmental hazard in these areas next to improper excreta disposal. Thus waste recycling would be the appropriate remedy to this problem.

Local leaders expressed willingness to cooperate in ensuring that communities adapt to proper sanitation and hygiene practices.

Some community members put the blame of few latrines on few construction masons in their areas who often are expensive and not even experienced.

Training of community members and masons

Based on the baseline findings three major community trainings were organized for the three parishes of Mulago III, Bwaise II and Kyebando. This training tailored to introduction of various latrine options, their functionality, advantages and disadvantages of different options and factors considered to select a particular option, construction methods involved, waste recycling and biogas plants, their usage and importance. Theoretical and practical training for masons were also conducted on construction of the different toilet options so as to make them accessible to the communities. Construction tools were presented, and their uses elaborated. The community members and masons who were trained were selected by the local technical staff at parish level in consultation with the political staff as well as the community members. The trained masons now form an accessible supply chain and are organized through an association. The mason's contacts are kept at the sani-center and are easily accessed by the communities either directly or through SSWARS. This training was intended to create community awareness on the various toilet options and how and where they can access such services to construct the various toilets of their taste bearing in mind their financial stands. And the training for the masons was intended to improve the quality of latrines constructed in communities and also equip them with skills of constructing the various latrine options which does not only create them employment but also make them readily accessible to community members who need their services.

The other training was on biogas plants and usage. In this, about 100 community members from the three parishes of Bwaise II, Mulago III and Kyebando were trained on the different aspects of biogas production from animal and poultry excreta, urine and waste water. Participants were taken into basic calculations regarding how much costs can be saved if you compared it to using electricity for cooking or charcoal / fire wood; which the latter may not only be expensive but also environmental degraders. They were enlightened on the value of slurry in boosting

agriculture. Field visits to functioning biogas plants were done after theoretical training for the participants to have a practical feel of the theory they learnt.

At the end of the training, each of the three parishes was given a set of tools to be accessed by masons to be used in the construction of latrines. The tools included: trowels, plumbing bobs, spirit levels, claw hammers, mason hammers, hacksaws with blades, wheel barrows, angles, wood floats, tape measures and strings. The linking up of community trained masons to interested members of the society needing technicians for construction has helped scale up latrine constructions with as well improved quality of construction. Over 30 toilet facilities have since then been constructed by these trained Masons. Three (3) biogas demonstration plants have also been constructed and are in use in Bwaise II. Three families, each of which was using an estimated two (2) bags of charcoal per month, each bag costing UGShs. 27,000 (Approx. US\$ 14) can now save this money. Besides, the biogas is used for lighting, also cutting down on their monthly electricity bill. The use of the biogas, if increased to scale, is likely to cut down the consumption of charcoal, thereby saving the environment from forestry depletion.

Garbage management and Solid waste recycling

One hundred people of whom 60 % were women and 40% men were trained in waste recycling. The training focused on various aspects of waste recycling, including source separation of solid wastes, weaving of useful products (handbags, mats, belts and shoes) from various types of wastes, composting for the production of manure, production of fuel briquettes and molding of plastics to produce tiles and fencing poles [Fig. 2 a) to f)].

As a result of the training, solid waste recycling has provided employment opportunities to community members through the skills acquired on weaving products such as hand bags, belts, mats, sandals, and pillow cases from used polyethylene bags, straws and plastics, making briquettes (from sawdust, charcoal dust, paper and roasted banana peelings, roofing tiles and poles (from plastic products) and organic manure among others from garbage. More than 50 women are actively involved in these activities. This is increasingly leading to proper garbage disposal and management. Replication of the practices of recycling waste by the trained community members who in turn train others as well as orienting them to the market economy from sanitation.



Figure 2: a) Community members sorting garbage, b) members heating plastics and polythene bags after sorting, c) members making poles from the melted plastics, d & e) participants being trained in making bags, f) organic manure composting in Kyebando Parish as a result of the training.

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At least 200 households especially in Bwaise II and Kyebando parishes have been mobilized on source separation of solid waste and waste minimization. More community members have continued to learn and experience the need for organic composting especially in the area of Kyebando Parish. Currently organic manure composters are being linked to Flower firm companies, horticulturists and the National Agricultural Research Institutions who are often in need of this manure. About 45% Of the 100 trained community members are now actively engaged in waste recycling and the demand of their products is still far less than the supply. A solid waste recycling center was established and equipped with basic materials required to support the sorting, transportation and recycling. The materials include wheelbarrows, heating Hooper, briquette and fencing polls making moulds, a cart and tricycle, protective materials (gloves, overalls and gum boots). A composting platform was set-up and a garden has also been established at the waste recycling center.

More lessons drawn from the above trainings include;

Practical trainings and integrating income generating skills in sanitation drives like in waste management does not only motivate communities to actively engage sanitation improvement in their communities but also improving their livelihoods, creating employment and earning income. The market demand for briquettes, hand bags made from polythene bags and organic manure is more than what is being made. Community involvement plays a great role in adoption of better sanitation and hygiene practices being promoted and consequently changes in behaviors from poor to best practices.

More sensitization and awareness campaigns are needed to keep communities aware of their responsibilities in ensuring proper sanitation and hygiene practices.

Cooperation of local leaders in ensuring implementation of sanitation and hygiene practices in communities is salient to scaling-up better practices.

Sanitation Savings and Credit Cooperative Organizations (SSACCOS)

SSWARS has worked with community members and facilitated them to form Sanitation Savings and Credit Cooperative Organizations (SSACCOS). SSWARS gives them start-up funds of UGShs 500,000 (US\$ 263) from which the group is to add on through membership fees and monthly contributions. These funds are to boost toilet construction and other sanitation facilities. Community members who are members to these SSACCOS needing support to construct latrines and other sanitation facilities can have access to these funds. The management which is comprised of the Parish Development Chairperson and other elected community members evaluate the applications and select a beneficiary. The beneficiary is given the funds, and using the community masons that were trained by SSWARS, the facilities are then constructed. Each beneficiary is given 3 to 6 months to pay back the money borrowed so that it's accessed by other members. When the money within the SACCO is enough to construct another latrine, other community members without latrines apply. For landlords who rent out to tenants, the SSACCO enters into an agreement with the landlord and the tenant, depending on the amount of money the landlord accesses to build the latrine and depending also on the amount the tenant pays for the rented room, the tenant remits the money directly to the SSACCO for 1-2 rooms for a period of 3 to 6 months until all the borrowed funds have been fully paid.

These SSACCOS have not only concentrated on latrine construction but are also used to carry out continued community hygiene education and sensitization campaigns, building soak pits, promotion of hand washing with soap among others. Part of the funds in the SACCO can also be accessed by the community to meet other social obligations like payment of school fees for some of their children for which a small percentage (5%) interest is provided. Since commencement of the functionality of the SSACCOS in December 2007, 20 toilet facilities of varying stances (VIP) have been constructed serving over 400 community members. Six (6) bathe rooms have also been put up with their soak pits. Currently we are being linked to Micro finance institutions and sanitation product manufacturers like Crest tanks and poly-tanks. These avail products to SSACCOS at low rates so as to boost them up too. SSWARS continues to train their management structures, monitor their progress and lure them in creating avenues for more funds through investing in public toilet facilities and developing a monthly saving culture.

Lessons drawn from these SSACCOS include;

Community members who lack lump-sum amount of money to construct latrine facilities are able to access these funds which in turn are paid in installments.

Latrine coverage in these three parishes is increasing as a result of accessible funds from these groups.

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Saving culture among members in these SSACCOs is being created of which when profits accurate can be used to meet other vital needs in the communities as prioritized by the members.

SSACCOs are also being used as a basis for promotion of unity among community members who are often gripped trivial conflicts.

More than 60 communal and household latrines of varying options have been constructed in the communities serving more than 3,000 people since SSWARS started working in Kawempe division from December 2006. This contributes approximately 0.2% of over all coverage in Kampala and 43% sanitation coverage of the entire 3 parishes of Bwaise II, Kyebando and Mulago III, where SSWARS is currently working. However, because of the low latrine coverage the user loads are still very high. A case in scenario is in Kyebando parish where a 4 stance VIP constructed by SSWARS is being used by 80 households with the population of over 200 users (Table 1). The involvement and participatory nature of the communities, the trained masons and local leaders and well packaged promotion and sensitization messages that are communicated to community members in ways that are always easy to grasp, memorize and put into practice after these sessions are contributing to this increase.

The variety of latrine options has opened the eyes of the community members to be aware of and increased their demanding power.



Figure 2: a and b) VIP communal latrines in Mulago III & Bwaise II parishes, c) An 80 year old woman who is a beneficiary from an Ecoo-loo Ecosan toilet installed by SSWARS in Kyebanda parish.

Community Sanitation Resource Center

SSWARS constructed a community sanitation resource center to offer resource materials for sanitation and hygiene. The materials available include desk models of various sanitation options and literature information on planning, description, construction as well as operation and maintenance, latrine desk models and literature on construction, operation and maintenance of various latrine options, biogas, solid waste recycling and general literature documents, hand bills, leaflets on health and sanitation practices and promotion.

A latrine catalogue was also developed and many copies printed and supplied out to the parish development chairpersons for the community members to access. Copies are also kept at the community sanitation center which is open to the public.

The community sanitation center is regularly used for learning purposes by government, NGOs and community members in better and cost effective ways of improving sanitation and constructing sanitation facilities. In addition, there is a community hall that is often used for meetings or trainings of the community in health, sanitation and hygiene, and other aspects such as family planning, HIV counseling and testing, catering, hair dressing among other practical aimed at equipping the communities to become job creators to be able to alleviate poverty. All of these activities at the sani-center have popularized it. It attracts visitors regularly from the community and outside seeking information on sanitation improvement. It is also a resource base for the mass media in communicating in the press articles, radio and television stations on the need for, and practices in the health, sanitation and hygiene to the attention of the local communities, NGOs/ CBOs, government and other development actors. Many times it requires a clear prototype to demonstrate how best a community member can be served and the models available at the sani-center provide opportunity to send out the message clearly. Over 50 different people visit the center monthly. Below are pictures at the community resource sanitation center.



Figure 4: a) Community members, government leaders and donors learning about toilet options at the sani-center desk models exhibition hall in Kifumbira zone, Mulago III. b) Community sanitation resource center

Lessons that can be adopted the above include;

Like the saying goes that ‘*you can not believe until you have seen*’, the community sanitation center center has made learning, appreciation acceptance of the various sanitation options easier through the desk models, catalogue and literature available on the sanitation options and materials. Various community members, politicians, and other actors in water and sanitation sector flock the sanitation for learning and taking replications back to the communities.

The sanitation training room has also become a home for myriad community activities.

Community Sanitation and hygiene sensitizations and promotional campaigns

As a result of continuous sensitizations and health promotion campaigns, behavioral changes are now on increase in the three parishes. For example increase in latrine constructions, usage and hygiene practices like washing hands with soap after visiting a toilet, before eating or feeding babies, before preparing food and after cleaning babies. More than 5000 information fliers/posters/handbills have been distributed. The use of Information, Education and Communications (IEC) materials are vital in community sensitization activities. Sensitizations are also conducted through dramatization of sanitation and hygiene practices in scenes portraying worst and best practices and their associated consequences. The community members are also organized in small drama groups and trained on how to act out the message dramatically which also aids fast learning.

Drama pools more community involvement and creates attentiveness to what is being acted. It is also a pooling instrument in community mobilizations. The sensitization messages acquired during sessions are being replicated and re-emphasized by some community members and local leaders in the community in order to memorize and regularly put into practice the good practices. Adoptions of the messages are influencing behavioral practices and changes in communities though slow are mainly reinforced by the participatory nature and solution creation by the community members themselves. Participatory hygiene and sanitation transformation tools are used during sensitizations.

Involvement of local community leaders have helped to monitor progress as well as reinforcing agents to always to sanitation messages during community meetings.

Lessons drawn from above include;

Practical trainings and IEC materials like posters are vital in having messages memorized by community members. Awareness creation through drama shows by the local people within the community are vital in putting the packaged messages into contexts simple to filtrate the memories of the communities and thus aiding behavioral change.

More sensitization and awareness campaigns are needed to keep communities aware of their responsibilities in ensuring proper sanitation and hygiene practices.

Having a mechanism of follow-up after project implementation by the division, local leaders or implementing NGO is vital in strengthening sustainability of project successes.

Cooperation of local leaders in ensuring implementation of sanitation and hygiene practices in communities is salient to scaling up better practices.

Cooperation and integrated work efforts by all stakeholders in the sector enhances success

Conclusions

Sanitation social marketing approach is vital if sanitation and hygiene challenges among urban poor are to be solved. It calls for a combination of different but attractive and friendly approaches for the communities to fully engage in health improving behaviors through sanitation improvement and better hygiene practices.

The combination of efforts by SSWARS together with other NGOs in the water and sanitation sector and Kampala City Council government authorities in Kawempe division has led to stumping of cholera that used to an epidemic during rainy season. In 2007, only one (1) cholera case was reported in Kawempe division compared to 333 cases in 2006.

People in urban areas engage most where they quickly harvest; thus if social marketing approach is properly packaged it plays a pivotal role in not only scaling-up sanitation but also tremendously contributing to poverty alleviation.

Sanitation improvement should be coupled with income generation opportunities, for example, through waste recycling. The recycling of wastes makes the environment clean, while at the same time enabling the slum dwellers to actively engage in it to earn money to sustain their families and livelihoods.

Slum sanitation improvement, especially where people earn little incomes are useful in enabling the poor people to save money with the SSACCO, and access it to build sanitation facilities and pay back in small installments.

Recommendations

The following recommendations are salient in creating and adopting avenues for the provision of sustainable sanitation services to the urban poor communities; as derived from the work implemented:

There is need for the government to enforce the law of not approving any commercial or housing structures without toilet facilities.

Strong political back up and integration of politicians in sanitation drives is worthwhile in ensuring adherence to improved sanitation and hygiene behavioral practices. It also enhances follow up and monitoring of community practices and reinforcing of the behaviors being promoted during community meetings or political rallies.

Strong community involvement also enhances accountability by the service providers and the quality of the work being done in the communities.

More sensitization and awareness campaigns are needed to keep communities aware of their responsibilities in ensuring proper sanitation and hygiene practices as well as bridging the knowledge gap on the dangers associated with inadequate sanitation and hygiene practices.

There is need to replicate best practices to benefit the wider community / other communities.

Continuous advocacy, community mobilization and sensitization trainings are needed if behavioral changes in sanitation and hygiene practices are to be realized.

There is need for additional creativity, innovativeness and cost effective technologies and approaches which should be mirrored in other water, sanitation and hygiene drives in the communities.

There is need to broaden the scope of advocacy and sensitization and incorporate hand washing with soap activities in order to effectively decrease WATSAN disease related incidences.

There is need for identification of the core needs/problems of the communities before any intervention for any programme to be successful and have lasting impact in the community.

Joint efforts from the government authorities, NGO development actors especially in water and sanitation sector and all other stakeholders involved need strategic governance and partnerships to enhance and strengthen sustainability of the interventions and community water and sanitation management structures.

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Note/s

Social marketing of sanitation is one of the ways that can enable communities prioritize and actively engage in sanitation and hygiene practices geared towards improved health, socio-economic development and environmental protection. Sustainable Sanitation and Water Renewal Systems (SSWARS) is thus an NGO employing Sanitation social marketing approach with pro-poor strategies to scale up sanitation and hygiene practices in urban- slum areas of Kampala city where the majority of the population are not only poor but also living in filthy environments.

Key words: Community, masons, sanitation center, social marketing, latrine options

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