

# Filling the Gaps: Strengthening WASH Advocacy for 2016 and Beyond

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## Context

On October 29, 2015, during the Water and Health Conference hosted by the Water Institute at UNC, WASH Advocates gathered a group of 53 advocates representing 34 organizations (see Appendix 1) in Chapel Hill, North Carolina, and online for a working meeting on filling the gaps and strengthening advocacy for WASH in 2016 and beyond. With the sunset of WASH Advocates in 2015 and the increasing number of actors in the WASH advocacy space, the meeting provided the opportunity for those already engaged in advocacy or interested in integrating advocacy more effectively into their work to brainstorm ways to collaborate. The objectives of the meeting were to:

1. Provide a snapshot of the history and current situation for WASH advocacy
2. Outline the gaps in advocacy for WASH in 2016 and beyond
3. Brainstorm and outline contributions participants can make as individuals or as representatives of their organizations to the future of WASH advocacy including:
  - communications and knowledge sharing
  - training and capacity building
  - organizational prioritization
  - cross-sectoral collaboration

Through presentations, open discussions, and interactive activities, participants worked through perceived gaps in current WASH advocacy efforts and shared current activities and future plans that can fill those gaps (see Appendix 2). Following a presentation by Elynn Walter on the draft Global WASH Advocacy Landscape, participants offered feedback and thoughts on the gaps identified in the landscape. From this conversation, several themes in WASH advocacy emerged. These themes are explored below.

## Cross-sectoral collaboration

While cross-sectoral collaboration remains a challenge, it is also a tremendous opportunity for WASH advocacy. Going forward, partnerships with actors outside of the WASH sector will be key to successful advocacy for WASH as well as ensuring sustainable achievements in global development as a whole. There is a need to expand the reach of the WASH sector and to create and highlight entry points for outside actors. With the establishment of the Sustainable Development Goals (SDGs), it will be important to collaborate with actors outside the WASH sector, such as health, gender, and education, as those SDG targets are dependent on success in WASH and the WASH targets can only be strengthened with cross-sectoral collaboration.

There is concern within the WASH sector that WASH messages will get lost in other sector approaches such as maternal and child health. Partnerships with allies in tangential, or related, sectors can help mitigate the chances of this occurring. These partnerships often work toward common advocacy goals and can help

communicate WASH messages more broadly. It is important for each organization to prioritize their cross-sectoral partnerships to avoid diluting messages especially when multiple non-WASH sectors are engaged.

A significant area for cross-sector collaboration is Official Development Assistance (ODA). Unless all accounts within ODA increase, sectors will fight amongst themselves for larger portions of that budget. Organizations in the United Kingdom have seen success in partnering across sectors to advocate for increased ODA, whereby all sectors receive an increased amount of funding. When this type of increase is not possible, the WASH sector must work with decision makers and in partnership with other sectors to have an evidence-based, rational discussion on priorities within ODA.

## Coordinating mechanisms

Collaboration within the WASH sector is also critical to successful advocacy, especially when it comes to evidence-based, effective messaging. A lack of collaboration among WASH advocates can lead to missed advocacy opportunities. These coordination challenges can be detrimental, especially if multiple actors are using different or conflicting messages.

In many countries, coordinating bodies and mechanisms exist to bring partners together to do collective advocacy and demonstrate a united voice. These coalitions have had varying degrees of success. For some, there have been leadership challenges, a lack of focus and strategic or forward thinking. Others have had success when these coordinating mechanisms have a neutral secretariat function. When done well, coordinating mechanisms for WASH advocacy can be a critical factor in success.



## Flexibility

Advocates cannot assume that there is a linear line between producing evidence-based advocacy and political behavior change; there are many moving parts that stakeholders must take into account. Advocacy requires flexibility in strategies, approaches, targets, and messages to adapt to changing contexts. WASH advocates must think critically about targets and those that can influence the targets. Key questions when defining targets should include:

- Who are the right targets?
- Who will have the largest impact in the shortest time frame?
- Who are the right intermediaries to get to those targets?

In constantly changing advocacy landscapes, it is important that all WASH advocates are flexible and adapt their approaches and targets to address the need. For example, the landscape for development financing is shifting, which will change the types of goals, targets, and strategies advocates must use. Ability to adapt advocacy tactics is essential for successful advocacy.

## Capacity building and capacity allocation

Increased human and organizational capacity is needed for the WASH sector to reach common advocacy goals. Building capacity for advocacy skills in the WASH sector is a critical piece of moving WASH advocacy forward. Many advocates for WASH have other roles and responsibilities in their organizations and therefore the time they can dedicate to advocacy can fluctuate. Organizations with full-time, dedicated advocacy staff would allow for more capacity for advocacy and have a greater impact on the policies and budgets they are trying to strengthen.

Many organizations have human resource capacity but those resources are not often allocated toward advocacy instead they are used for fundraising and communications, under the guise of advocacy. It is important that organizations recognize the need to collaborate internally to create advocacy strategies and achieve advocacy goals. For example, policy and advocacy staff working collectively with the fundraising and communications staff to deliver shared messages to wider audiences. The skills of the organization's staff should inform decision making regarding strategy and advocacy tactics so that the abilities of the staff can be utilized in effective ways.

## Involve decision makers

A challenge within WASH advocacy is the perception governments and technocrats have of partnership with civil society and advocacy more broadly. Advocates must unblock these barriers and work to change these perceptions. Often terminology is the problem. To get around that, some organizations create 'influencing' strategies, rather than advocacy strategies, to ease the negative perception of these types of partnerships.

Having good relationships with government is a key piece of successful advocacy. These relationships take time to build. Active and ongoing communication is a starting point to build trust. It is important advocates take the time to understand the governments and their plans for WASH, rather than pushing their own agendas from the beginning. The first step is to understand government goals and priorities and to try to align advocacy efforts when appropriate. Positive relationships with governments can provide advocates a platform to voice their messages and advocate for change.

## WASH advocacy for 2016 and beyond

While WASH Advocates is closing at the end of 2015, the future of WASH advocacy in 2016 and beyond looks brighter than ever. Appendix 2 showcases the current and future activities of participants from the meeting in Chapel Hill. This list is not exhaustive, but shows that many actors in the WASH sector are actively working to fill the gaps in WASH advocacy.

WASH Advocates has also created several resources that will be useful to advocates, which can be found on the IRC website ([www.ircwash.org](http://www.ircwash.org)):

- The Global WASH Advocacy Landscape
- WASH and Global Advocacy: A Resource Guide
- Reports, presentations, and recordings from previous advocacy workshops and meetings

## Appendix 1: Participant List

### In-person Participants

Name	Organization	Name	Organization
Ryan Schweitzer	Aguaconsult	Clarissa Brocklehurst	Sanitation and Water for All
Henry Jewell	Akvo	Trevor Surridge	Sustainable Sanitation Alliance
Stephanie Ogden	CARE	Marissa Streyle	UNC Water Institute
Paul Hicks	Catholic Relief Services	Kris Horvath	UNC Water Institute
Evan Gill	Catholic Relief Services	Muyawata Sitali	UNICEF, Sanitation and Water for All
Lil Soto	Fundacion Avina	Fabrice Fotso	UNICEF
Danielle Heiberg	Global Health Council	Rachel Rose	Urban Institute
Murphy McAnulty	Global Poverty Project	Jordan Teague	WASH Advocates
Hanna Woodburn	Global Public-Private Partnership for Handwashing	Elynn Walter	WASH Advocates
Gisela Keller	Helvetas	Lisa Schechtman	WaterAid America
Valerie Cavin	Helvetas	Apollos Nwafor	WaterAid
Chris Dunston	Hilton Foundation	Robyn Fischer	WaterAid America
Andrea Jones	Hilton Foundation	Emma Pfister	Water For People
Erin Rein	InterAction	Mark Duey	Water For People
Catarina Fonseca	IRC	Kelly Latham	Water For People
Patrick Moriarty	IRC	Guy Norman	Water & Sanitation for the Urban Poor
Vida Dutti	IRC	Bruce Gordon	World Health Organization
Jane Nabunnya	IRC		
Juste Nansi	IRC	<b>Online Participants</b>	
Ruchika Shiva	IRC	<b>Name</b>	<b>Organization</b>
Erma Uytewaal	IRC	Al-Hassan Adam	End Water Poverty
Tanvi Nagpal	Johns Hopkins SAIS, Urban Institute	Nathalie Seguin	Freshwater Action Network – Mexico
John Sparks	Millennium Water Alliance	Catherine Mwangi	Kenya Water for Health Organisation
Melkamu Jaleta	Millennium Water Alliance	Maria Chuma	PAMODZI
Hope Randall	PATH	Andrea Guzman	Water Supply & Sanitation Collaborative Council
Darren Saywell	Plan International USA	Virginia Kamowa	Water Supply & Sanitation Collaborative Council
Julie Truelove	Results Canada		
Ariane Cartwright	Results Canada		
Erica Gwynn	Rotary Foundation		
Nanneke Nix	Simavi		

## Appendix 2: Activities to Fill the Gaps in WASH Advocacy

### Current and Future Advocacy Activities of WASH Sector Organizations

#1 Lack of Human Resources and Organizational Capacity
<b>Current Activities</b>
<b>Water For People</b> <ul style="list-style-type: none"> <li>• “Influence planning” is a part of their operational planning and goal setting</li> </ul>
<b>End Water Poverty (EWP)</b> <ul style="list-style-type: none"> <li>• Capacity building of civil society organizations (CSOs) on effective engagement with governments through Sanitation and Water for All (SWA)</li> </ul>
<b>CARE</b> <ul style="list-style-type: none"> <li>• Host dedicated policy and advocacy positions within country programs, highlighting advocacy as a skill set also mainstreaming</li> <li>• Advocacy and policy training and technical assistance to programs</li> </ul>
<b>Sustainable Sanitation Alliance (SuSanA)</b> <ul style="list-style-type: none"> <li>• Collaborate to co-create solutions with local non-governmental organizations (NGOs), local government, local WASH networks</li> </ul>
<b>Plan USA</b> <ul style="list-style-type: none"> <li>• Senior staff are engaged in advocacy as a function of their role and network in the sector</li> </ul>
<b>Future Activities</b>
<b>EWP</b> <ul style="list-style-type: none"> <li>• Supporting Freshwater Action Network South Asia (FANSA) to conduct a survey on WASH in schools in five South Asian countries and submit results to SACOSAN*</li> <li>• Developing member capacity to engage with national statistics agencies</li> <li>• Supporting CSOs to engage their governments for SWA</li> </ul>
<b>WASH IT! Partnership<sup>1</sup></b> <ul style="list-style-type: none"> <li>• Will support capacity building of CSOs in Uganda in advocacy and lobbying together with the Uganda Water and Sanitation NGO Network (UWASNET)</li> <li>• Capacity building for advocacy in six countries WASH and integrated water resources management</li> </ul>
<b>Water &amp; Sanitation for the Urban Poor (WSUP)</b> <ul style="list-style-type: none"> <li>• Will make “influencing” more central to their work and develop influencing strategies and employ specialist advocacy staff (there are none at present) In each of their six focus countries in 2016-2020*</li> </ul>
<b>InterAction</b> <ul style="list-style-type: none"> <li>• In-country advocacy training/strategy development among INGOs*</li> </ul>
#2 Knowledge Sharing & Communications
<b>Current Activities</b>
<b>Akvo</b> <ul style="list-style-type: none"> <li>• Work with governments on promoting the use of national information management systems*</li> </ul>
<b>Results Canada</b> <ul style="list-style-type: none"> <li>• Conduct a WASH landscaping and building the evidence/case</li> </ul>
<b>EWP</b> <ul style="list-style-type: none"> <li>• Create country briefs on WASH</li> </ul>
<b>Fundacion Avina</b> <ul style="list-style-type: none"> <li>• Advocate for innovations with governments to address WASH challenges and gather information for decision making*</li> </ul>
<b>IRC</b> <ul style="list-style-type: none"> <li>• Work with and support the Water and Environment Media Network in Uganda to increase visibility of WASH issues,</li> </ul>

<sup>1</sup> The WASH IT! Partnership, beginning in 2016, is a partnership between IRC, Simavi, Akvo, and Wetlands International.

\* These activities are found under more than one gap.

innovations, best practices, document situations and disseminate impact and change stories

#### **Water Supply & Sanitation Collaborative Council (WSSCC)**

- Popularize the Sustainable Development Goals (SDGs) at different levels through country partners and regional workshops for peer to peer learning

#### **WSUP, Johns Hopkins School of Advanced International Studies (SAIS), Urban Institute**

- Conduct and share lessons of action research on public financing advocacy

#### **Millennium Water Alliance (MWA)**

- More intense organization of stories across organizations for global and US consumption, more acknowledgement/understanding of the work already being done by CSOs and other networks
- Strengthening communication among WASH organizations in Ethiopia and MWA-Ethiopia partners

#### **Aguaconsult**

Developing tools and resources to help plan WASH investments:

- Globally – United Nations High Commissioner for Refugees
- Local governments – Water For People + Inter-American Development Bank in Bolivia
- Private operations – Burkina Faso

#### **PATH/DefeatDD**

- Host DefeatDD.org website and social media with advocacy content on diarrheal disease and integrated approaches

#### **WSUP, IRC, & Trémolet Consulting**

- Coordinate [Public Finance for WASH](#), a knowledge/debate initiative to focus attention on domestic resource mobilization

#### **WASH IT! Partnership**

- Supporting open data common standards, open source tools

#### **Helvetas**

- Strengthening the links between projects at local policy levels and promoting promising approaches\*

### ***Future Activities***

#### **WSUP, IRC, & Trémolet Consulting**

- Will continue Public Finance for WASH to document solutions for increased and more effective government allocation to WASH, including research designed explicitly to drive increased domestic public finance for WASH

#### **WSSCC**

- Discussions on SDG accountability with national partners through webinars and workshops

#### **EWP**

- Holding a roundtable conference on the nexus between Human Rights and WASH, adequate housing, and adequate food
- Supporting Freshwater Action Network South Asia (FANSA) to conduct a survey on WASH in schools in five South Asian countries and submit results to SACOSAN\*

#### **SAIS & Urban Institute**

- Pushing new methods to conduct research that actually directly leads to municipal funding for pro-poor investments

#### **Rotary Foundation**

- Pulling lessons learned from country and global advocacy efforts in polio and transferring them into the development of advocacy strategy efforts in WASH

#### **Plan USA**

- Continue with high level campaigns globally (including Because I Am A Girl and a new campaign on youth)

#### **MWA**

- Will reach across implementers, researchers, and allied sectors to show results

## **#3 Funding for Advocacy**

### ***Current Activities***

#### **Rotary Foundation**

- Funding being allocated for small state coordinated advocacy efforts for civic leaders specific to district gaps within the frameworks of new partnerships (RI & USAID Global Development Alliance)

**Results Canada**

- Conducting landscape of individual donors funding advocacy (major gifts)

**Kenya Water for Health Organisation (KWAHO)**

- Work with partners to come together as a technical working group to pool financial resources in order to influence the drafting of a Menstrual Hygiene Management Policy\*

## #4 Advocacy with Donors on Sustainability, Integration, Systems Change, & Multiple Uses of Data<sup>2</sup>

### *Current Activities*

**SWA**

- Joint advocacy with governments on key blockages to progress
- Advocate for political prioritization of WASH, in particular for robust plans to achieve SDG 6
- Support countries to strengthen country processes, in particular working with both countries and their development partners to integrate the four collaborative behaviors, which are key for development effectiveness
- Work with a few countries to develop and implement multi-stakeholder advocacy initiatives on 2014 High Level Commitments that are lagging behind

**Plan USA**

- Employ a professional lobbying firm for advocacy with the US Government on Capitol Hill

**Helvetas**

- Strengthen the links between projects at local policy levels and promoting promising approaches\*
- Advocate for reducing inequalities, participation, transparency, and accountability

**WASH IT! Partnership**

- Lobbying and advocacy with the Dutch government

**Water For People**

- Develop Sector Influence Strategy around in-country donors and the way they fund and engage
- Promote [Agenda for Change](#) with donors

**Global Health Council**

- Advocacy for inclusion of WASH in health legislation, including WASH in health care facilities

**PATH**

- Advocacy around the Reach Every Mother and Child Act in the US Government

**IRC**

- In Uganda participate in a joint advocacy group with UWASNET to increase funding for operations and maintenance of rural water supplies from 13%-15%
- Support the Ministry of Water and Environment in Uganda to plan and convene a public finance meeting for WASH in April 2016
- Serve as the secretariat and participate in the sector finance working group in Uganda that is planning for SDGs financing and strategy development

**MWA**

- Participate in coalition support for the SDGs and SWA by ensuring that appropriate resources are allocated at the US level for outreach to potential new actors in WASH from corporate and philanthropic actors
- Advocate to change the Ethiopian government's attitude towards sector advocacy issues
- Advocate for a self-supply acceleration program in Ethiopia

**PAMODZI & ESTAMOS**

- Work to build confidence and improve processes in local water and sanitation governance
- Advocate for multiple Ministries (Public Works, Housing & Water Resources, State Administration & Public Function, Economy & Finance) to allocate WASH planning, budgeting, and execution responsibilities to the districts in two provinces in Mozambique

**Aguaconsult**

- Direct advocacy to local governments in Dominican Republic to fund circuit rider program

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<sup>2</sup> National governments are considered donors in this context.

**Akvo**

- Work with governments on promoting the use of national information management systems\*

**Fundacion Avina**

- Advocate for innovations with governments to address WASH challenges and gather information for decision making\*

**WSUP, SAIS, & Urban Institute**

- Explore how to influence municipal governments to increase sanitation budgets

**WaterAid**

- Work with governments to encourage institutional development, such as reforming sanitation institutions

***Future Activities*****Plan USA**

- Re-engage with SWA
- Continue with Policy Forums that attract policy makers in the sector

**PAMODZI & ESTAMOS**

- Engage with the central Ministry of Health in Mozambique to influence appropriate mainstreaming of health outreach and services contributing hygiene promotion and preventive education

**KWAHO**

- Advocating for county governments in Kenya to enact water policies and legislation in line with the national Water Bill of 2015 currently in Parliament that is almost enacted into an Act of Parliament

**SWA**

- Hosting bi-annual sector minister and finance minister high-level meetings

**#5 Institutionalizing & Mainstreaming Advocacy at National & Subnational Levels in Developing Countries*****Current Activities*****Water For People**

- Developing global and country influence strategies for 2017-2020

**MWA**

- Increased MWA support for its members to engage in country advocacy
- Evidence-based influencing in Ethiopia

**Helvetas**

- Engaged at the international level in platforms such as End Water Poverty, SWA, and the Butterfly Effect to try to build a bridge between activities and projects on the ground and in international advocacy platforms

***Future Activities*****WSSCC**

- Joining initiatives by others to craft the best future for WASH advocacy in the SDG era

**InterAction**

- In-country advocacy training/strategy development among INGOs\*

**CARE**

- Including advocacy and policy objectives, plans, and capacity with all programs

**WaterAid**

- Menstrual Hygiene Management (MHM) and violence against women trainings and policy program scale up

**WSUP**

- Will make “influencing” more central to their work and develop influencing strategies and employ specialist advocacy staff (there are none at present) In each of their six focus countries in 2016-2020\*

**#6 Disjointed Messaging to Inform Policy & Practice*****Current Activities*****Rotary Foundation**

- Encourage service organizations and civil society leaders to be coordinated in their messaging and identify and rally around one or two key messages

**EWP**

- Organize regional meetings to re-align advocacy plans in order to be more in-tune with SDG, NGO, SACOSAN, and SWA



<p>commitments</p> <ul style="list-style-type: none"> <li>• Developing a guideline handbook on human rights and WASH</li> </ul>
<p><b>WSSCC</b></p> <ul style="list-style-type: none"> <li>• Collaborate with partners to influence the SDG indicator process</li> </ul>
<p><b>Akvo</b></p> <ul style="list-style-type: none"> <li>• Provide technical capacity support around monitoring and evaluation to improve the capture of information, leading to improved knowledge and messaging</li> </ul>
<p><b>InterAction</b></p> <ul style="list-style-type: none"> <li>• Serving as a united voice for global change</li> </ul>
<p><b><i>Future Activities</i></b></p>
<p><b>IRC, Simavi, &amp; Wetlands International</b></p> <ul style="list-style-type: none"> <li>• Advocacy for public finance tracking, globally and in several countries</li> </ul>
<p><b>SuSanA</b></p> <ul style="list-style-type: none"> <li>• Providing more informal networking activities, in country, to talk to each other</li> </ul>
<p><b>#7 Lack of Strong Grassroots Movements in Developed and Developing Countries</b></p>
<p><b><i>Current Activities</i></b></p>
<p><b>InterAction &amp; WaterAid</b></p> <ul style="list-style-type: none"> <li>• Engage in grasstops advocacy</li> </ul>
<p><b><i>Future Activities</i></b></p>
<p><b>EWP</b></p> <ul style="list-style-type: none"> <li>• Hosting annual Water Action Month in March</li> <li>• Working to expand membership</li> </ul>
<p><b>Results Canada</b></p> <ul style="list-style-type: none"> <li>• Public facing campaign around adolescent girls</li> <li>• Will be available to collaborate with others on grassroots advocacy</li> </ul>
<p><b>#8 Coordinating Mechanisms are not Coordinating</b></p>
<p><b><i>Current Activities</i></b></p>
<p><b>WSSCC</b></p> <ul style="list-style-type: none"> <li>• Promote in-country collaboration among various partners through organizing capacity building sessions for partners from the government, the Global Sanitation Fund, and WSSCC national coordinators to ensure they develop advocacy strategies jointly by using efforts for action on the ground</li> </ul>
<p><b>Rotary Foundation</b></p> <ul style="list-style-type: none"> <li>• At country level, plug Rotary into coalitions or groups working in advocacy to inform and educate them of the political landscape, bottlenecks, etc., in order to determine their role (if there is one), inform organization strategy, and encourage partnerships</li> </ul>
<p><b>WaterAid</b></p> <ul style="list-style-type: none"> <li>• Sector strengthening activities</li> <li>• Conduct a district-wide approach to WASH by connecting with partners to see how WASH can be incorporated into local development plans that are in place and ensuring that WASH is included in government development plans</li> </ul>
<p><b>Water For People, MWA, WaterAid, IRC, &amp; Catholic Relief Services</b></p> <ul style="list-style-type: none"> <li>• Para Todos Por Siempre (Everyone Forever) Movement created in Honduras with MWA members, national NGOs and the government</li> </ul>
<p><b>IRC</b></p> <ul style="list-style-type: none"> <li>• Support coalitions and alliances in Uganda: civil society budget advocacy group, good governance networking group of UWASNET, MHM coalition</li> </ul>
<p><b>WASH IT! Partnership</b></p> <ul style="list-style-type: none"> <li>• WASH Alliance coordination in 6 countries</li> <li>• Coordinate messages and advocacy efforts with multiple membership and coordinating organizations</li> </ul>
<p><b>PATH &amp; WaterAid</b></p> <ul style="list-style-type: none"> <li>• Coordinate the Health/WASH Network</li> </ul>

**IRC, Water for People, & WaterAid**

- Implement and promote [Agenda for Change](#) as a coordination point for moving WASH forward

**InterAction**

- Coordinate US NGO sector (general foreign aid and sector specific) messaging and advocacy strategy
- Coordinate US-based WASH Working Group to engage in US Government and global advocacy

**UNICEF, World Health Organization, London School of Hygiene and Tropical Medicine, IRC, & Simavi**

- Advocacy and partnerships for WASH in healthcare facilities

**MWA**

- Advocate for visibility of NGOs' work in Ethiopia through contributing to ONE WASH planning and reporting

**KWAHO**

- Work with partners to come together as a technical working group to pool financial resources in order to influence the drafting of a Menstrual Hygiene Management Policy\*

**Water For People**

- Varying degrees of support, leadership and participation with national coalitions in Honduras, Rwanda, and Uganda

**Fundacion Avina**

- Construct collaborative spaces among associations of community water organizations (CWOs), local governments, national public agencies of water, health, environment, academics, and more to institutionalize permanent sustainable structures for the strengthening and sustainability of CWOs through Public Community Partnerships

***Future Activities*****Global Health Council**

- Bringing more health organizations and WASH organizations together

**Helvetas**

- Swiss Water Partnership advocacy for SDG indicators

**Other*****Current Activities*****Results Canada**

- Linking WASH to key advocacy moments for nutrition, maternal and newborn health, and adolescent girls

**WaterAid**

- In country advocacy focused on WASH and: nutrition, schools, health facilities, climate change, MHM, MNCH, NTDs

**UNICEF, World Health Organization, London School of Hygiene and Tropical Medicine, IRC, & Simavi**

- Advocacy and partnerships for WASH in healthcare facilities

**Sanitation and Water for All (SWA)**

- Increase focus on [the four collaborative behaviors](#) to improve collaboration to deliver WASH services

***Future Activities*****WASH IT! Partnership**

- Leverage lobbying activities in six countries and beyond

## Ideas for How to Fill the Gaps in WASH Advocacy

### #1 Lack of Human Resources and Organizational Capacity

Partner with civil service organizations with influential networks and build their capacity to participate in advocacy initiatives strategically

### #2 Knowledge Sharing & Communications

WASH advertising in national capitals to influence decision makers, such as billboards, Metro advertisements, street art, etc.

### #3 Funding for Advocacy

Link up with forward thinking private sector partners

Embed sector strengthening in organizational strategies so that funding SDG #6 implies institutional building

### #4 Advocacy with Donors on Sustainability, Integration, Systems Change, & Multiple Uses of Data

Differentiate WASH in new funder/financers circles: private sector, investors, governments, development banks, guarantees IDA loans, national development banks

Integrate WASH into Canada's MNCH programming

Joint/sector-wide advocacy with donors to secure commitment to best practices (such as a WASH Union) – have a set of sector principles and best practices for sign on by organizations

### #5 Institutionalizing & Mainstreaming Advocacy at National & Subnational Levels in Developing Countries

Higher visibility and G20 Social Impact Investing Taskforce & 20 national advisory boards

### #6 Disjointed Messaging to Inform Policy & Practice

Get better at developing single-banner WASH advocacy platforms in countries – have a unified topline message, but flexible (multi-voiced) “how-to”

Be very clear on our own message across our own organization and then pursue reckless collaboration

Better coordination amongst organizations, information sharing, and transparency

### #7 Lack of Strong Grassroots Movements in Developed and Developing Countries

Stand-up events in major US cities and other major cities in country programs (when safe)

Get in touch with Results (grassroots is what they do)

### #8 Coordinating Mechanisms are not Coordinating

Establish WASH Advocates Canada

Invite civic leaders of service organizations such as Rotary to discussions to assist them in defining a role and the importance of their role in the “advocacy landscape” – how can they utilize their networks of influence in the advocacy space?

Get Canada to join SWA

193 countries adopted the SDGs, so they need to convene national level groups to achieve SDG 6. Can UNICEF/WHO get the relevant ministry in each country to do that?

Bring research and advocacy together: research-into-policy

The sector, and specialized groups within the sector, must come together in conference to discuss and resolve issues and create joint work plans