Implementation of Household Water Treatment and Safe Storage (HWTS)

Learning Expectations

By the end of this session, you will be able to:

1. Discuss 3 components of implementation:
   1. Creating demand
   2. Supplying products and services
   3. Monitoring and improvement

2. Discuss the roles and human capacities needed for successful implementation

3. Discuss the need for programme financing

4. Discuss the variety of approaches that are used by different implementers
Why is Some HWTS Implementation Failing to Reach its Potential?

Look for the Bright Lights

Review of CAWST’s 350 clients in over 66 countries
What Have We Learnt?

- HWTS implementation:
  - Is carried out by a wide variety of Implementers
  - Uses different HWTS options
  - Uses different implementation methods
  - Have a diverse range of overall objectives

- **No standard implementation model!**
Creating and Sustaining Demand

Ceramic Pot Filters in Myanmar (Credit: ThirstAid)

Supplying Products and Services

Building Biosand Filters (Credit: Clear Cambodia)

Learning about Biosand Filters (Credit: Clear Cambodia)
Monitoring and Improvement

Process

Impact

Product

Ceramic Pot Filters in Cambodia (Credit: RDI Cambodia)

Capacity-Building

- Build the capacity of local populations to meet their own needs
- Learning is incremental and takes time
- Various roles:
  - Programme Implementer
  - Community Health Promoters
  - Product Manufacturer
  - Trainer
  - Other Stakeholders (Donors, Government, Researchers)
Programme Financing

WaterGuard Chlorine in Myanmar (Credit: PSI Myanmar)

Putting it all Together

Human Capacity

Financing

Create Demand
Monitor and Improve
Ensure Supply
Implementation Case Studies

• Add text to introduce the guest speaker implementers or the case studies you are going to present

Creating Demand

• Not a one-time activity or event to change behaviour
• Significant for implementers – requiring time, sustained investment, and a range of strategies
How to Create Demand

1. Identify target population.
2. Select HWTS options.
3. Increase awareness and knowledge.
4. Use demonstration projects.
5. Engage government agencies.
6. Provide positive reinforcement.

Identify Target Population

- Look for initial success by working with households likely to adopt HWTS
- Within the programme’s capacity
- Easier to start where people already need and want HWTS
- Strategically focus on the most vulnerable:
  - Children, sick (including people living with HIV/AIDS)
  - Suffer from diarrhoeal diseases
  - Use surface water and shallow wells
  - Live in areas susceptible to flooding
Select HWTS Options

- Majority of organizations only implement one HWTS option
  - Limited resources and capacity
- Involving households in decision making improves understanding and motivation
  - Overwhelmed if too many choices
    - Not take any action at all

Increase Awareness and Knowledge for Action

Promotion → Education → Motivation and Demand → Action

Awareness → Knowledge → Action
Promote to Create Awareness

- Targeted to a wide audience
- Often uses mass media
- Simple key messages
- One-way communication

Educate for Knowledge

- People need to know three things:
  1. Why use HWTS?
  2. What to do to get HWTS?
  3. How to use HWTS?
- Community health promoters are critical
  - Facilitate group and household activities
Seeing is Believing

- Let people see and experience the benefits of HWTS for themselves
- Want what their neighbours have
- Use demonstration projects
  - Schools
  - Health clinics

Engage Government

- Government support helps increase demand
- Gives credibility to HWTS and implementers
- Implementers should be proactive
Provide Positive Reinforcement

• Households need encouragement and support as they begin to use HWTS
• Challenge to follow up in a timely manner
• Use community health promoters

Supplying Products

• Consumable products
  – Need to replenished
  – Recurrent costs, generally no capital costs
• Durable products
  – Occasional or one-time purchase
  – Higher capital costs, minimal recurrent costs
• Need to provide safe storage containers
Affordability of Products

- Capital and recurrent costs need to be affordable
- No subsidies for recurrent costs, households need to afford on a continuous and long-term basis
- Subsidies for capital costs may be required
  - Cost sharing, households need to invest at some level

Availability of Products

- Supply chain needed to ensure HWTS products are available to meet demand
  - Replacement and spare parts
- Complexity depends on many factors
  - Type of product, availability of local materials, transportation, shelf life, scale
- Many strategies for manufacturing and distribution
- Can be done by one or many organizations
Manufacturing

• Do it yourself or use others?
• Can manage themselves for more control
  – May require skills and training, more finances and human resources
• Can purchase products from other organizations or the private sector
  – Local or imported products?
  – Implementer may still need to be involved
• Centralized or decentralized production?

Distribution

• Consumable products need uninterrupted supply chain, consider shelf life
• Many durable products are heavy or fragile
• Traditional commercial outlets
  – Retail shops
  – Pharmacies
• Non-traditional outlets
  – Community volunteers
  – Mobile sales teams
• Direct from factory or implementer
Supplying Services

- Required for the initial adoption of HWTS and to ensure sustained and correct use
- Households need a contact point
  - Follow up service
  - Questions
  - Buy replacement parts
- Challenge for implementers to provide support after programme ends
- Generally involves community health promoters and government agencies

Monitoring and Improvement

- Depends on the implementer’s capacity and nature of their program activities
- No specific formula, however often monitor the following:
  - Management
  - Product quality
  - Distribution systems
  - Household education
  - Performance and use of the HWTS option
  - Impact
- Need to keep it simple!
Monitoring and Improvement

• Good monitoring programmes:
  – Are fully integrated into the programme activities
  – Simple and not burdensome to staff
  – Collect specific information
  – Result in programme modifications and improvements, based on lessons learnt and information collected

Process and Impact Monitoring

• Process monitoring
  – Processes which contribute to the functioning of the programme
  “Are we doing things right?”

• Impact monitoring
  – Impact on target population
  “Are we doing the right things?”
Building Human Capacity

• Developing people’s knowledge and skills
• Build capability of local population to meet their own needs
• Variety of roles needed for implementation
• Roles can be carried out within one or across multiple organizations

Implementation Roles
Types of Implementers

- Indigenous NGOs
- International and multinational NGOs
- UN agencies
- Government
- Private sector
- Partnerships are important
- Need excellent planning, management, organizational and communication skills

Community Health Promoters

- Essential for successful implementation
- Facilitate learning about HWTS
- Community activities and household visits
- Capacities required:
  - Trusted, respected
  - Speaks language
  - Understands culture
  - Excellent communicator
Trainers

- Helps build people’s knowledge and skills for different roles
- Practical, not just theory
- Qualified internal staff
- External training organizations

Other Stakeholders

- Donors
  - Local and international individuals, community organizations, foundations, government
- Universities and education institutes
  - Provide research to build the case for HWTS
  - Conduct programme evaluations and impact assessments
- Government
  - Mandate for providing safe water
  - Some have drafted national HWTS guidelines
Competency Building and Validation Process

- **Competency**
  - Knowledge, skill or attitude that is a standardized requirement for a role

- **Validation**
  - Process of checking people’s competencies
  - Validators can be internal or external

Building Competencies

- Make time and resources available for training and learning opportunities
- External support for training and consulting
- Apprentice with internal qualified staff or external experts
- Follow up and on-going coaching to provide feedback and support
Programme Financing

- Need long-term, consistent funding to ensure activities will not be disrupted
- Adequate financing is essential to:
  - Ensure that implementation efforts can be sustained
  - Scale up to reach new regions and markets
- Need to educate donors who may not be familiar with HWTS and implementation best practices
- Can use a combination of funding sources to cover the different expenses

Summary of Key Messages

- There is no standard approach
- Complexity and inter-connections between creating demand, supplying products and services, monitoring and improvement
- Human capacity-building is a long-term commitment
- Programme financing needs to be sustainable, long-term and consistent