



Global Advocacy for Water, Sanitation, and Hygiene: A Resource Guide



In developing countries, improving access to safe drinking water, sanitation, and hygiene (WASH) as standalone efforts or in partnership with other development challenges such as health and education can stimulate development, build economies, and reduce poverty. Although the Millennium Development Goal (MDG) target for safe drinking water was met five years ahead of schedule, data indicates the number of people using safe water supplies is overestimated.¹ Despite the success with water, 2.4 billion people still lacked access to sanitation in 2015, making the sanitation target the most off-track of all the MDGs.² The new Sustainable Development Goals (SDGs) will attempt to eliminate these concerns, with the ambition to achieve universal access to safe drinking water, sanitation, and hygiene.³

Advocacy is defined as “the process of strategically managing and sharing knowledge to change and/or influence policies and practices that affect people’s lives.”⁴ Advocacy continues to evolve and now includes work undertaken by development agencies, civil society groups, and individuals to bring about positive change. This includes raising awareness at the grassroots level and with key influencers, creation or reformation of policies, and encouraging the effective implementation of those policies.⁵ Advocacy is essential for effective partnerships, adequate funding, and long-term sustainability of development outcomes, and will be necessary for effective implementation of the SDGs.

This resource guide provides recent reports, manuals, strategies, examples of advocacy efforts, and other resources that cover WASH and global advocacy along with relevant organizations in the WASH advocacy field. This guide can serve as a tool for professionals, implementers, and advocates looking to pursue and promote WASH advocacy efforts.

Acknowledgements: *Kyle Colonna compiled this resource guide, with guidance from and editing by Elynn Walter, Jordan Teague, and Emily Matthews.*

Photo credits: *1) Agence France-Presse (2012); 2) United States Mission Geneva (2011); 3) World Walks for Water and Sanitation (2013); 4) Erwin G. Beleo/Manila Bulletin (2014); 5) WASH Network Berlin (2012); 6) Busoga Trust (2012)*

¹ UNICEF and World Health Organization. (2015). *Progress on Sanitation and Drinking Water, 2015 Update and MDG Assessment* http://www.wssinfo.org/fileadmin/user_upload/resources/JMP-Update-report-2015_English.pdf

² *ibid*

³ United Nations General Assembly Open Working Group on Sustainable Development Goals. (2013). *Open Working Group Proposal for Sustainable Development Goals*, Goal 6: Ensure Availability and Sustainable Management for Water and Sanitation for All. P. 12

⁴ Water Supply & Sanitation Collaborative Council. (2013, October 16). *WASH Advocacy/Tips & Techniques/What is advocacy?* WSSCC. Retrieved March 26, 2015.

⁵ *ibid*

Global Advocacy for WASH: Reports

It's No Joke: The State of the World's Toilets 2015 (*WaterAid, 2015*)

This report outlines the state of access to sanitation around the world and showcases a path forward to achieving the targets of SDG 6, in particular universal coverage of sanitation. The report emphasizes the importance of access to sanitation for global development and provides next steps in sanitation for national governments and their development partners.

We Can't Wait: A Report on Sanitation and Hygiene for Women and Girls (*Unilever Domestos, WaterAid, & WSSCC, 2013*)

This report, released on World Toilet Day 2013, raises awareness of the impact poor sanitation has on women's health, education, and livelihoods around the world. It calls for action from all levels of government, business and civil society to use their voice and influence to change these conditions.

U.S. WASH Advocacy Landscape Report (*FSG, 2011*)

This report outlines the analysis of more than 50 interviews with individuals in the WASH sector as well as eight advocacy experts from other sectors. This document contains FSG's perspectives on the state of WASH advocacy, including an assessment of the current situation, goals to drive future WASH advocacy, key gaps, and opportunities for the WASH sector to become more effective in its advocacy work.

Global Advocacy for WASH: Manuals

Stronger Health Advocates, Greater Health Impacts: A workbook for policy advocacy strategy development (*PATH, 2014*)

This workbook guides the reader through the 10 parts of a policy advocacy strategy. The workbook includes worksheets, tools, and guidance to assist the reader in developing a high-impact, outcome-oriented policy advocacy strategy. The workbook is part of the *Stronger Health Advocates, Greater Health Impacts* tool series.

ACF International Advocacy Toolkit (*ACF International, 2013*)

This toolkit can assist in planning, implementing, and monitoring advocacy strategies. It provides key questions for reflection and discussion, basic advocacy pointers, tools, and examples of ACF International's advocacy work. While meant specifically for ACF International staff, this resource is useful in developing advocacy strategies, especially with multi-sectoral efforts.

Engagement and Advocacy for Better WASH Governance (*WaterAid, 2011*)

Based on the experience of WaterAid and the Freshwater Action Network (FAN)'s Governance and Transparency Fund program, this handbook provides tools, methods and approaches that are effective for successful engagement with governments and other key stakeholders to achieve good governance. It aims to present valuable lessons, offer advice on how to use the tools – or information on where training and advice can be found – as well as present case studies to illustrate the points being made.

Networks and WASH Governance Advocacy (*WaterAid, 2011*)

This handbook looks at WaterAid and FAN's Governance and Transparency Fund program's experience on the role of civil society networks in delivering better governance, better policies, and better services.

Drawing on the program's experience and using case studies to illustrate issues, it identifies what works well and how problems can be avoided or minimized.

Advocacy Communications: A Handbook for ANEW Members and **Policy Advocacy: A Handbook for ANEW Members** (*ANEW, 2010*)

These resources aim to build the capacity of African Civil Society Network on Water and Sanitation (ANEW) members to engage effectively in decision-making processes at the national, regional, and international levels. These manuals provide useful tools, methods, and case studies to teach and strengthen skills in WASH advocacy and policymaking.

Advocacy Toolkit (*UNICEF, 2010*)

The Advocacy Toolkit stems from UNICEF's history of advocating, protecting, and supporting children's and women's rights. The toolkit systematizes and coordinates both internal and external advocacy expertise, and showcases a few unique approaches. The toolkit provides a set of practical tools to help UNICEF staff and partners in the development and management of their advocacy work. This toolkit is not focused only on WASH but is a general resource to help guide and improve advocacy skills.

Budget Advocacy for the Water and Sanitation Sector in Nepal: A Primer for Civil Society Organisations (*WaterAid, 2010*)

This publication, a primer on budget, sets out to address this knowledge gap. It aims to equip civil society advocates, who help the poor and marginalized to demand both the rights of and access to water and sanitation, with skills in understanding the underlying principles, processes and the scope of budgeting from formulation to the auditing phase. To that end, it is produced as a compendium of practical tools that teach how to do a basic budget analysis, how to interpret the numbers, and when and how to be engaged in the four phases of the budget cycle in Nepal.

Advocacy and Campaigning Course Toolkit (*INTRAC, 2008*)

This toolkit is appropriate for those who are new to the field of advocacy and for people with some experience of advocacy and campaigning who want to reflect on how to increase their impact or discover different advocacy and campaigning strategies. It provides a combination of theoretical inputs and practical exercises that will enable participants to develop their skills and understanding. This toolkit is not focused only on WASH but is a general resource to help improve advocacy skills.

Norwegian Church Aid Sourcebook: Advocacy for Safe Freshwater and Sanitation (*NCA, 2008*)

This publication presents advice, perspectives, and case studies about advocacy for safe freshwater and sanitation. The first section of the document introduces advocacy and the dimensions of the planning framework surrounding it. The following sections distinguish between advocacy issues at local, national, and internal levels.

The Advocacy Sourcebook (*WaterAid, 2007*)

The Advocacy Sourcebook is a resource for anyone who wants to systematically and effectively understand, plan, and carry out advocacy work. Throughout, WaterAid provides concrete examples of advocacy work in practice to inform and demonstrate what effective advocacy looks like.

Global Advocacy for WASH: Resources for Advocacy Days

World Water Day 2014 Advocacy Guide (*UN Water, 2014*)

The guide has three aims: to promote learning, action and sharing. The theme for World Water Day in 2014 was Water and Energy. This guide encourages communication, advocacy, and action focused on the theme. As the theme changes yearly, you can find updated advocacy resources for World Water Day from the UN [here](#).

Citizens' Juries: World Toilet Day, November 19 2013 (*Keep Your Promises on Sanitation and Water, 2013*)

This resource provides guidance, examples, and tools to hold citizens' juries, which are aimed at holding politicians to account on promises they have made to improve water and sanitation access. The resource includes information on how to hold a citizens' jury, who to invite, and how to promote the event including press release templates.

Toilet Trek (*UNICEF, 2013*)

A "quest for safe, clean toilets," this short computer game provides sanitation information and statistics while playing. In the game, the user must collect toilet paper while dodging enemies and obstacles akin to health, safety, access, dignity and economic concerns.

Raising Even More Clean Hands: Advancing, Health, Learning and Equity through WASH in Schools (*UNICEF, 2012*)

This publication supports advocacy for WASH in Schools in countries or regions where these programs are most needed. In particular, it equips WASH in Schools advocates with information and tools to secure commitments and mobilize action from governments and other stakeholders. All relevant advocacy materials, including a set of posters, can be found online.

Know Your Toilet (*Water.org, 2012*)

This is a collection of colorful images of different toilets and how they can keep you healthy, make you sick, create compost, and more. Each image has a unique toilet with its own definition, benefits, and drawbacks.

Global Advocacy for WASH: Additional Resources

Global Health Briefing Book for the 114th Congress (*GHC, 2014*)

The Global Health Council, in collaboration with the global health advocacy community, created this briefing book as a resource to demonstrate the impact U.S. investments have made around the world. The purpose of this book is to provide important resources to intensify and expand Congress' engagement in global health in the future. One of the briefs presented in the book focuses specifically on WASH. Other briefs include reference to WASH as well.

Greater Investment in Water, Sanitation and Hygiene is Key to the Fight Against Undernutrition (*ACF International, 2014*)

This resource explains the links between WASH interventions and undernutrition and the important role the WASH sector has to play within a strategy to combat undernutrition. It also provides

recommendations to overcome the low priority and funding the WASH sector obtains within national and international nutrition programs.

WASH, Food Security and the Environment: Making the Links (CARE, 2011)

This discussion paper aims to summarize the primary linkages between food security and water, based on relevant data. The paper can be used to foster discussions among practitioner communities that often operate in silos, and create common messaging, joint program implementation, policy positions, and advocacy actions.

Advocacy for Sanitation: A Brief Guide (UN Water, 2009)

This advocacy guide was developed to inform and support implementing organizations in planning and conducting advocacy activities for sanitation in their country or region.

WASH Case Study Series: Ethiopia (WSSCC, 2008)

This particular case study has a focus on advocacy and social mobilization as part of a combination of factors that have led to the success of the WASH movement in Ethiopia. Sanitation and hygiene related diseases are among the most common deadly diseases in Ethiopia, so the WASH movement focuses on political and social commitments to water, sanitation and hygiene.

Advocacy and Communications: A Rough Guide (WSP, 2007)

This collection of slides was created for an East Asia Sanitation conference in 2007. It provides key concepts and techniques for WASH advocacy and provides answers for commonly asked questions.

WASH and Global Advocacy: Campaigns and Advocacy Days

Campaign or Day	Date/Time Frame	Coordinating Organization
Global Handwashing Day	October 15	Global Public Private Partnership for Handwashing
Keep Your Promises	Ongoing	End Water Poverty
Menstravaganza	Month of May	WASH United
Menstrual Hygiene Day	May 28	WASH United
WASH Pledge at the Workplace	Ongoing	World Business Council for Sustainable Development
Water Action Month	March	End Water Poverty
World Toilet Day	November 19	UN-Water and the World Toilet Organization
World Water Day	March 22	UN-Water

WASH and Global Advocacy: Organizations and Coalitions

1,000 Days: Thousand Days is an organization that promotes targeted action and investment to improve maternal and child nutrition and health often through improved water, sanitation and hygiene to avoid malnutrition.

African Civil Society Network on Water and Sanitation (ANEW): A regional networking body of African civil society organizations (CSOs) that strengthen cooperation and promote discussion. ANEW advocates and campaigns for access to safe drinking water for all, favorable WASH policies, interventions and legislative frameworks, and the prioritization of WASH in national planning and monitoring. ANEW

provides global news, training manuals, and capacity building resources in an effort to bolster WASH advocacy in Africa.

Bill & Melinda Gates Foundation: A multi-billion dollar foundation that works to improve the policy and regulatory environment for sanitation through partnerships with all levels of governments, multilateral organizations, community-based nongovernmental organizations, service providers, and others. The Foundation has supported and continues to support advocacy for a variety of development issues including WASH in developing countries.

CARE: Works closely with Congress to support and develop legislation that addresses the underlying causes of poverty. The CARE Action Network (CAN), comprised of over 200,000 advocates across the U.S., is a group of CARE supporters working to educate our nation's leaders about issues of global poverty. Additionally, they work closely in developing countries with women to help change community norms like handwashing, as well provide women the opportunity to make decisions about water and sanitation in their communities.

Catholic Relief Services (CRS): Complements its humanitarian and development work with policy analysis and advocacy to address the root causes of poverty, conflict and marginalization, often through WASH efforts.

Centers for Disease Control and Prevention (CDC): A U.S. public health agency that works to advocate for and promote WASH practices by providing evidence and research that can inform policy and advocacy documents.

Charity: water: A non-profit organization that is very active in U.S. grassroots advocacy raising awareness of the global water challenge and solutions. Their mission is to bring safe drinking water to people in developing countries.

Coalition of Non-Governmental Organisations in Water and Sanitation (CONIWAS): Is a nationwide umbrella agency in Ghana that partners with stakeholders to promote policy making, and remove barriers and improve access to water, sanitation and hygiene. CONIWAS fosters collaboration among sector players for influencing policy advocacy, while also promoting citizen engagement and communication on social media and with local, regional, and national newspapers.

End Water Poverty (EWP): Members of this coalition develop advocacy and campaign strategies, coordinate task teams to deliver on objectives, and produce campaign materials and resources to help end the water and sanitation crisis. EWP has various advocacy campaigns such as “Keep Your Promises,” which asks for governments to keep promises made to ensure everyone has access to water and sanitation, and “World Walks for Water and Sanitation,” which occurs on World Water Day.

Fresh Water Action Network (FAN): Formerly, a global network of people influencing WASH policy, practice, and advocacy around the world. The global FAN umbrella is currently going through transition but regional and country-specific WASH networks in Latin America, Africa and Asia remain active. Each network is composed of civil society networks and seeks to influence stakeholders in their respective geographic areas.

Fresh Water Action Network Central America (FANCA): A network of organizations in Central America that seeks to engage local and national stakeholders in the development of safe water, sanitation, and

hygiene policies. FANCA promotes advocacy for WASH issues through an exchange of experiences, training of employees and communities, dissemination of information, and promoting awareness activities.

Fresh Water Action Network Mexico (FANMex): A network of civil society organizations (CSOs) in Mexico that works to improve access to safe water, sanitation, and hygiene and strengthen local capacities. FANMex promotes advocacy for WASH issues by exchanging and disseminating information, holding capacity building workshops, and training and engaging local communities.

Fresh Water Action Network South America (FANAS): A network of CSOs in South America that provides support for safe water, sanitation, and hygiene initiatives. FANAS promotes advocacy for WASH issues through capacity building, training and engagement of communities, communicating with governments, utilizing a comprehensive communications strategy, and bringing together representatives from various different organizations for WASH themed forums and conferences.

Fresh Water Action Network South Asia (FANSA): An organization that aims to strengthen the engagement of CSOs in policymaking and development initiatives for safe water, sanitation, and hygiene in the South Asia region. FANSA promotes advocacy for WASH issues by holding conferences, supporting awareness events, distributing newsletters, launching campaigns, and utilizing social media.

FSG: Founded on the belief that stepping back to reimagine social change can lead to utilization of existing resources and relationships and achieve far greater social progress. They provide numerous materials connecting WASH and advocacy.

Global Health Council (GHC): A membership organization supporting and connecting advocates, implementers, and stakeholders around global health priorities worldwide. GHC provides useful tools, initiatives, and information regarding WASH issues.

Global Network for NTDs: Works to mitigate the amount of people, especially children that suffer from neglected tropical diseases through raising awareness and political will.

The Global Poverty Project: Is an international education and advocacy organization working to end extreme poverty by 2030. One of their six themes for policy campaigning is water and sanitation.

H2O for Life: An organization that educates, engages, and inspires youth to learn, take action, and become global citizens. H2O for Life recognizes that advocacy is an important part of providing long-term solutions for the global water crisis and calls on youth to write a letter to their local, state, and national politicians in the United States.

Health/WASH Network: The Network is a consortium of international development, child health and WASH organizations that work together through joint events and collaborative messaging to reduce child deaths and improve WASH around the world.

India Sanitation Coalition: The Coalition brings organizations and individuals together to find sustainable solutions for sanitation through a platform for corporates, civil society groups, government, financial institutions, media, donors/ bilaterals/ multilaterals, experts etc. Several of the task forces are devoted to advocacy and government collaboration.

Integrated Regional Support Program (IRSP): A Pakistani multi-sector development organization focusing on integrated approaches for sustainable solutions. IRSP has released informative articles to educate the public on WASH issues as well as advertisements. IRSP has also promoted engagement by empowering local communities to achieve development goals.

InterAction: A U.S. based international alliance whose mission is to alleviate extreme poverty and who emphasizes sustainable long-term change, community engagement, and global partnerships. InterAction is a renowned policy advocate for international humanitarian relief and long-term development programs to address associated issues, including WASH issues. InterAction recognizes that solving WASH issues is crucial for development.

IRC: This Dutch organization has facilitated the sharing, promotion, and use of knowledge for other organizations, governments, and professionals to utilize to better improve and support WASH service delivery. IRC uses applied research to advocate with developing country governments for changes in policies and increases in budgets.

Kenya Water and Sanitation CSOs Network (KEWASNET): A national membership organization of CSOs in the WASH sector in Kenya. KEWASNET works on sustainable national advocacy programs, raises awareness through education, and encourages collaboration to resolve WASH issues.

Living Water International: A faith-based organization that helps communities acquire desperately needed clean water, and experience "living water." The organization provides many advocacy opportunities to engage the community and partner with Living Water International.

Lutheran World Relief (LWR): A non-profit organization that works with local partners to provide lasting solutions to poverty, injustice and human suffering. They provide community management and advocacy for improving access to safe water and basic sanitation in many countries including Colombia and Honduras.

Millennium Water Alliance (MWA): A membership organization that offers sustainable solutions to the global WASH crisis through advocacy, shared knowledge, and collaborative programming.

Norwegian Church Aid (NCA): An ecumenical diaconal organization for global justice, the NCA provides emergency assistance in disasters and works for long-term development in local communities. In order to address the root causes of poverty, the NCA advocates for just decisions by public authorities, and business and religious leaders.

Oxfam: Takes a rights-based approach to development, humanitarian, and campaign work. Oxfam has numerous international advocacy offices around the globe and provides a database of reports and papers on their advocacy efforts. The international organization performs lobbying work, raises awareness, and provides sustainable strategies to encourage support and funding for combating WASH issues in communities around the world.

PATH: An international non-profit organization that focuses on many areas including WASH and diarrheal disease. PATH works hand-in-hand with health advocates and organizations to identify advocacy priorities and policy solutions, design strategies, and generate policy and funding changes to more effectively achieve health outcomes.

PepsiCo: Recognizes that the health of democratic societies depends on citizens being responsibly engaged in the political process. PepsiCo has a wide range of partners and has helped deliver safe water to over 3 million people by supporting sustainable projects and strategies.

Sanitation and Water for All (SWA): SWA is a global partnership of over 90 developing countries governments, donors, civil society organizations and other development partners that work to promote political leadership and action for access to safe water and proper sanitation.

Simavi: Simavi is an NGO based in The Netherlands focused on improving the conditions of marginalized communities in Africa and Asia. Advocacy is an integral part of Simavi's Theory of Change and involves holding local, regional and national governments accountable, advocating for budget, policy or legal changes and engaging in international networks together with partners.

SNV World: SNV joins forces with governments, the private sector, and civil society to enrich national and international policy debates. SNV utilizes a wide range of tools including knowledge networking, evidence-based advocacy, and value chain development in many countries including Benin, Ghana, Tanzania, and Nepal.

Tearfund: Tearfund is a faith-based poverty alleviation organization focused on a broad range of development challenges including WASH. Through advocacy efforts, they campaign in the UK and across the world for just policies that will support people in poverty.

Tanzania Water and Sanitation Network (TAWASANET): A national network of CSOs that coordinates and strengthens WASH efforts in Tanzania and fill the gaps of the national body that coordinate and strengthen the voices of multiple WASH CSOs. They provide a forum for collaboration and knowledge exchange as well as contribute to the development and implementation of sector policies, strategies, standards and guidelines in the water and sanitation sector.

Uganda Water and Sanitation NGO Network (UWASNET): A national umbrella organization for CSOs that helps the Ugandan government alleviate poverty by promoting universal access to safe water, sanitation, and hygiene. UWASNET provides training, sends newsletters, holds conferences, promotes awareness of the WASH issue, and is active on social media. UWASNET mobilizes its members and communities to establish a platform of collective thinking on water, sanitation, and hygiene issues at all levels and influences policy decision making with the Ugandan government on WASH.

UNICEF: UNICEF focuses on water, sanitation and hygiene with a concentration in contributing to the realization of children's rights to survival and development through the promotion of the sector and national programs. UNICEF has been and continues to be an active advocate for diverse WASH issues including WASH in Schools.

UN-Water: UN-Water is responsible for coordinating all United Nations awareness campaigns on water and sanitation including World Water Day and World Toilet Day.

WASH Alliance International: Is a global consortium of over 100 organizations that aims to increase sustainable access to and use of safe water and sanitation services. One advocacy objective is to strengthen civil society actors to jointly and individually better respond to the needs of the communities and influence decision-making on WASH service delivery.

WASHplus: A project of USAID run by FHI360 that offers resources on WASH and advocacy such as tools and training resources, reports, and presentations. WASHplus takes many approaches including partnering to enhance funding, advocacy, communication, and impact for WASH improvement.

WaterAid: Advocates to governments and other decision-makers to create the necessary political will to end the water and sanitation crises. WaterAid highlights the need to ensure programs reach the poorest and most vulnerable with quality services, in partnership with local government and civil society.

Water For People: Exists to develop high quality drinking water and sanitation services, accessible to all, and sustained by strong communities, businesses and governments.

Water.org: A non-profit organization co-founded by Gary White and Matt Damon that has transformed numerous communities in Africa, South Asia, and Central America by providing sustainable safe water and sanitation solutions. Water.org also provides WASH advocacy materials such as images, posters, and tools.

Water and Sanitation Program (WSP): Part of the new Global Water Practice at the World Bank that helps marginalized communities gain sustained access to improved water supply and sanitation services. Their website has an in-depth advocacy toolkit on WASH in Schools and provides sources for other internal and external resources. WSP has worked in collaboration with as well as advocated to governments, providing the evidence base for policy and budget decision-making.

Water & Sanitation for the Urban Poor (WSUP): A multi-sector partnership whose mission is to improve the lives of the urban poor in developing countries by achieving sustainable change at scale, demonstrating financially viable approaches, and advocating for these approaches to be scaled-up by other stakeholders and the government.

Water Supply & Sanitation Collaborative Council (WSSCC): Advocacy is one of the three pillars of WSSCC's work. WSSCC has developed materials and approaches used for global, regional, and local advocacy. WSSCC has WASH coalitions in Togo, Niger, Cambodia, Benin, Nepal, Uganda, Madagascar, Zimbabwe, Ethiopia, Malawi, Nigeria, Bangladesh, Pakistan, Kenya, and Tanzania. The coalitions unite stakeholders in each country to increase sustainable access to WASH services through advocacy and policy support. In addition to their country level work, WSSCC has been a key advocate at the global level for WASH.

World Toilet Organization (WTO): A global non-profit committed to improving sanitation conditions worldwide. WTO empowers individuals through education, training, and building local marketplace opportunities to advocate for clean and safe sanitation facilities in their communities. WTO was the creator of World Toilet Day - held on November 19 - which was formally recognized by the UN in 2013.

World Vision: A faith-based organization whose WASH programming approaches the world's challenges for safe water, improved sanitation, and good hygiene in an integrated manner to optimize the positive health and economic impacts. World Vision's strategy involves creating awareness and promoting advocacy for water, sanitation, and hygiene development. World Vision is active in US-based policy advocacy as well as in the developing countries they work. World Vision also utilizes social media; provides training, manuals, advocacy campaigns and sends out a monthly advocate network newsletter that gives updates on World Vision's advocacy work around the world.