



MCDI

MEDICAL CARE DEVELOPMENT INTERNATIONAL

Water Supply and Sanitation



The world succeeded in halving the number of people without access to safe drinking water in 2010. But such progress belies the fact that today, 780 million people still have no access to clean water, and over 35 percent of the world's population lacks access to improved sanitation.

Engaging the community and catalyzing a movement

The majority of deaths from waterborne diseases are pregnant women and children under five, a tragic and completely preventable result of inadequate hygiene and sanitation. Open defecation is one of the biggest challenges to reducing these illnesses and their burden on children and families.

MCDI builds community support for improved water and sanitation infrastructure, leading to lower costs and sustainable results. This approach empowers communities to take charge of their own health outcomes as they implement solutions to their water, sanitation and hygiene needs.

Its community-led sanitation projects have been extremely effective in helping to

drastically increase use of latrines and hand washing.

The Improved Access and Hygiene Practices in Rural areas (PAPHyR) program works with local organizations and rural residents in Benin, creating demand for improved water and sanitation through behavior change and sanitation marketing interventions. Using Community Led Total Sanitation (CLTS), an inventive way to mobilize communities to completely eradicate open defecation, the program is engaging 1.9 million people in adopting good hygiene and sanitation practices.

The PAPHyR program incorporates the best practices from another Global Sanitation Fund-supported program in Madagascar, a \$12 million initiative that is building the capacity of 30 local NGOs to improve com-

munity adoption of healthy water, sanitation and hygiene (WASH) approaches.

The Madagascar Fonds d'Appui pour l'Assainissement (FAA) program marries a CLTS approach with mass communication campaigns that are transforming behaviors and creating demand for sanitation and hygiene services. The program has already exceeded its target of providing access to handwashing facilities for 1.6 million and instead brought facilities to 3.5 million people.

FAA has become part of the Ministry of Water's Basic Sanitation Strategy, and was extended for two years in order to continue its success in increasing the number of people using sanitation facilities. As of March 2016, 15,2989 villages have been declared open defecation-free, improving the health and safety of approximately 1.8 million

people. All told, FAA activities have reached 8.3 million people.

FAA became an important catalyst for the creation of a local, national and regional movement to eliminate open defecation, and was noted for its success in strengthening institutional linkages, fostering leadership and promoting local innovation. It is now a driving force in the development of a national roadmap to reach an open defecation-free Madagascar by 2018.

Changing behavior

To prevent deaths and disease, MCDI takes a holistic approach that melds technical expertise with health education. While investments such as latrines and wells are necessary for a healthy community, simple things like washing hands with soap and water also make a huge positive impact at very little cost.

MCDI uses highly effective social marketing to change norms and behaviors for the long run, without relying on subsidies.

Through the USAID-funded Northern Region Health and Hygiene Project in Mali, for instance, it used children as agents of change to improve knowledge and promote behavioral change regarding basic sanitation and disease prevention. Through a combined approach that coupled Information, Education and Communication activities with Behavior Change Communication and the construction of wells and latrines, these young change agents were able to drastically increase preventative health practices in their schools and communities.

Funding the transformation

Water supply and sanitation programs are funded by a diverse group of donors committed to helping people live healthy, fulfilling lives. These include USAID, The World Bank, The Global Fund to Fight TB, AIDS and Malaria, the Global Sanitation Fund, the African Development Bank and private sector donors.



MCDI works with partners to create sustainable community-led WASH activities, and in emergency settings to ensure people have safe water and sanitation facilities during disasters.

Serving remote populations in Madagascar

The Healthy Environment for Healthy Communities Project improved the availability of and access to family planning and WASH information and services for thousands of rural families in Madagascar's Atsimo Adrefana Region.

Using a community-based distribution program, the program trained and equipped community health volunteers to provide essential health and sanitation products as well as counseling and outreach.

Under the project, more than 66,000 people learned about hand washing with soap and 7,462 people were given access to a latrine for the first time in their lives.

Emergency Response to flooding in Myanmar

When severe flooding in Myanmar left homes and farmland covered in water and mud in 2015, MCDI stepped in to help. In collaboration with the Myanmar Red Cross Society, it provided families in Kyaung Gon township with LifeStraw water purification equipment. The high-volume, point-of-use community water purifiers ensured 1,200 people had safe drinking water at a pivotal time.

In some programs, MCDI employs a zero-subsidy policy for sanitation hardware such as latrine construction, and instead engages the private sector, including access to alternative financing mechanisms and local micro-finance institutions, in the promotion and provision of sanitary products and services.



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