



**WATER SANITATION AND HYGIENE (WASH) ADVOCACY PLAN  
(2017- 2020)**



**Governance Links Tanzania**  
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## **1.0 Background**

Safe drinking water and sanitation are crucial to human welfare, by supporting health and livelihoods and helping to create healthy environments. The consumption of unsafe water impairs human health through illnesses such as diarrhoea, and untreated sewage can contaminate drinking-water supplies and the environment, creating a heavy burden on communities. In recent years, much progress has been made in increasing access to drinking water and sanitation, but still too many people lack access to safe, sustainable water supply and sanitation services. It has been estimated, through expert opinion, that 26% of childhood deaths and 25% of the total disease burden in children under five could be prevented through the reduction of environmental risks, including by reducing unsafe water, sanitation and inadequate hygiene. At the bottom of the ladder, particularly in rural areas, open defecation has been declining at a too low rate, and much remains to be done.

The Sustainable Development Goals (SDGs), as part of the 2030 Agenda for Sustainable Development, build upon the many achievements made under the Millennium Development Goals (MDGs), but are more aspirational, extensive and ambitious. Goal 6 is focused on clean water and sanitation. Going beyond “improved” drinking-water and sanitation, Target 6.1 calls for universal and equitable access to safe and affordable drinking-water, and Target 6.2 aspires to access to adequate and equitable sanitation and hygiene for all, as well as the end of open defecation.

## **2.0 The challenges**

The impacts of climate change will be channeled primarily through the water cycle, with consequences that could be large and uneven across communities. Water-related climate risks cascade through food, energy, urban, and environmental systems. Growing populations, rising incomes, and expanding cities will converge upon a world where the demand for water rises exponentially, while supply becomes more erratic and uncertain.

If current water management policies persist, and climate models prove correct, water scarcity will proliferate to regions where it currently does not exist, and will greatly worsen in regions where water is already scarce. Simultaneously, rainfall is projected to become more variable and less predictable, while warmer seas will fuel more violent floods and storm surges. Climate change will increase water-related shocks on top of already demanding trends in water

## **3.0 WASH advocacy**

WASH advocacy is the organized actions around WASH seeking to bring about changes in the policy and behaviors of institutions and specific public groups. Real solutions in achieving universality in sanitation will imply a profound societal transformation. The convergence of knowledge and advocacy experiences across civil society groups is critically needed to realize the transformation.

#### **4.0 The mission of Governance links Tanzania**

To improve the quality of marginalised communities through promotion of effective governance and ensuring social, economic and environmental sustainability. We are a team dedicated to rapid response research, targeted capacity strengthening and engagement in dialogues for promoting promising sustainable solutions, while helping the development and sharing of promising practices.

#### **5.0 Introduction Governance Links Advocacy Plan 2017-2020**

Despite the national efforts for ensuring increased access to clean water and affordable sanitation in communities, significant progress has only been registered in water. The sanitation divide in Tanzania is still large in both rural and urban areas. Interventions of Governance Links Tanzania on Water, Sanitation and Hygiene (WASH) focus on the Lake zone. Majority of the people in rural areas collect water directly from surface water sources such as rivers, lakes and irrigation canals, facing serious risks to their health and well-being. Such communities are caught up in a cycle that is difficult to break.

Governance Links Tanzania identified the elimination of open defecation as a top priority and is closely associated with wider efforts to end extreme poverty by 2030. While progress is being recorded in urban areas, rural areas are largely left behind in elimination of open defecation.

#### **6.0 Strategic objectives**

- Strengthening norms of good sanitation governance at Sub national and Local Government Authorities levels for scaling up rural sanitation in the lake zone of Tanzania
- Enhancing leadership on sanitation scaling up through local government meetings and authorities Ward Development Committees
- Promote context –based exploration of innovative market–based approaches for scaling up rural sanitation in the Lake Victoria zone

#### **7.0 Advocacy strategies**

Taking into account the organizational capacity, our overarching advocacy strategy will be guided by a twin track composed of “Influencing decision makers” and “Strategic engagement with media “at Sub national and local levels.

## 8.0 Target groups /audience

Direct target groups will include:

Level	Target groups	Number to be reached
Local Government Authorities	Councilors, Council directors, Planning Officers , Community Development Officers	50
Sub national-Regional Administration	Regional Administrative Secretaries , community Development officers	30
Multilateral agencies and donors	Donor representatives, Project management in special project	15

## 9.0 Activities

Activities and tactics will be aligned to the strategy. The activities will include:

- Sanitation governance workshops for LGAs and RAs
- Sanitation leadership forums at LGAs
- Evidence generation on market-based solutions for scaling rural sanitation
- Monitoring and Evaluation and Learning

## 10. How we work

Our advocacy work will focus on outcomes, tracking real changes in the lives of the people. We seek to track resources, policies and practices within local government authorities to ensure that scaling up of sanitation alongside promoting market based solution at community level.

## 11.0 Focus on outcomes

### Work plan

Interventions	2017	2018	2019	2020
Sanitation governance workshops for LGAs and RAs				
Sanitation leadership forums at LGAs				
Evidence generation on market-based solutions for scaling rural sanitation				
Sanitation learning clinics				
Monitoring and Evaluation and Learning				

## 12.0 Budget

Financial resources for the advocacy plan will be mobilized as follows:

Strategic objective	Cost (Tshs)	Sources
<u>Strategic objective 1:</u> Strengthening norms of good sanitation governance at Sub national and Local Government Authorities levels for scaling up rural sanitation in the lake zone of Tanzania	6,0000,000	Lake Victoria Environmental Management Project, Own funds
<u>Strategic objective 2:</u> Enhancing leadership on sanitation scaling up through local government meetings and authorities Ward Development Committees	5,0000,000	Nile Basin Discourse ,Own funds
<u>Strategic objective 3:</u> Promote context –based exploration of innovative market–based approaches for scaling up rural sanitation in the Lake Victoria zone	8,000,000	Nile Basin Discourse, Own Research funds

## 13.0 Implementation and Monitoring

The SDGs have a much stronger focus on inequalities, with Goal 10 dedicated to "reducing inequalities between and within countries. Governance Links Tanzania acknowledges the role of data revolution for WASH .We shall ensure disaggregating population data at these different levels as an essential first step towards ensuring that no one is left behind.

## 14.0 Risk analysis

A risk analysis was conducted by the organization during the development of the plan.

Risk	Potential	Mitigation measure
Failure to engage with LGAs and Regional Administrations in the Lake zone	Low	An engagement plan developed and monitored
Funds from partners not provided on-time	Low	Timely follow up of funds from partners
Limited staff capacity to engage with multi stakeholders	Low	Strengthened capacity through in-house training ad through TAWASANET

## 15.0 Advocacy tools and methods

Method	Tools
Awareness raising	<ul style="list-style-type: none"> <li>• Giving examples from case studies.</li> <li>• Community debates.</li> <li>• Social mapping and participatory rural assessment tools.</li> <li>• Meetings/inputs to official community-level structures.</li> <li>• Organizing learning visits between communities.</li> <li>• Meetings between communities and their leaders,</li> </ul>
Using media and communications	Creating specialist WASH journalists' groups <ul style="list-style-type: none"> <li>• Briefings, press releases and stories.</li> <li>• Radio programs and TV slots.</li> <li>• Producing flyers, leaflets, magazines, posters</li> <li>• Mobilization for global or national WASH 'days', (World Water Day )</li> <li>• Disseminating WASH materials</li> </ul>
Evidence gathering and external advocacy	Community scorecards. <ul style="list-style-type: none"> <li>• Mapping services.</li> <li>• Audits and budget tracking of local governments.</li> <li>• Media clinics with communities and journalists</li> </ul> Surveys.

	<ul style="list-style-type: none"> <li>• Budget tracking, auditing, public expenditure tracking system (PETS).</li> <li>• Annual reports on NGO contributions to WASH.</li> <li>• Thematic and position papers and briefings, etc, on WASH governance.</li> </ul>
Engaging with local and district government and service providers	<ul style="list-style-type: none"> <li>• Lobbying government officials.</li> <li>• Interface and dialogue meetings.</li> <li>• Action learning sessions between service providers and communities.</li> <li>• Involvement with local government advisory committees.</li> <li>• Working with district-level NGO networks.</li> </ul>

### 16.0 Expected outcomes

- Strengthened accountability at Sub national and Local Government Authorities levels for scaling up rural sanitation by an annual average of 15% in the lake zone of Tanzania.
- Increased leadership commitment in local government authorities whereby each district demonstrates prioritization of sanitation through Ward Development Committees.
- Innovative market-based approaches for scaling up rural sanitation are evidently promoted by at least 50% of the local government authorities.

### 17.0 Networking, Partnerships and Alliances

In the implementation of the advocacy plan, Governance Links Tanzania will collaborate with the following:

Collaboration	Institution
Networking	Tawasanet secretariat, Interteam, LGAs in Geita ,Kagera , Mara Mwanza ,Simiyu and Shinyanga Regions
Partnerships	Tawasanet members in the lake zone, Nile Basin Initiative ,Lake Victoria Environmental Management Project
Alliances	Nile Basin Discourse, WSSCC Country Co-ordination

## **18.0 Reviews, Evaluation and Learning**

The SDGs have a much stronger focus on inequalities, with Goal 10 dedicated to “reducing inequalities between and within countries. Governance Links Tanzania acknowledges the role of data revolution for WASH. We shall ensure disaggregating population data at these different levels as an essential first step towards ensuring that no one is left behind. Governance Links Tanzania will support the collection and disaggregation of statistics and information for monitoring of progress on sanitation in the lake zone and consistently use evidences from the field for influencing change. Our monitoring will be aligned to the reality that advocacy initiatives are contextually dependent and will focus on tracking system–wide changes in the lives of the people.