

Sanitation and Hygiene

Motivated by results from the World Vision 14-country WASH evaluation showing deficits across the sector and the need to continue to investigate root causes, World Vision has prioritized greater attention on sanitation and hygiene in this business plan to maximize our impact on child well-being.

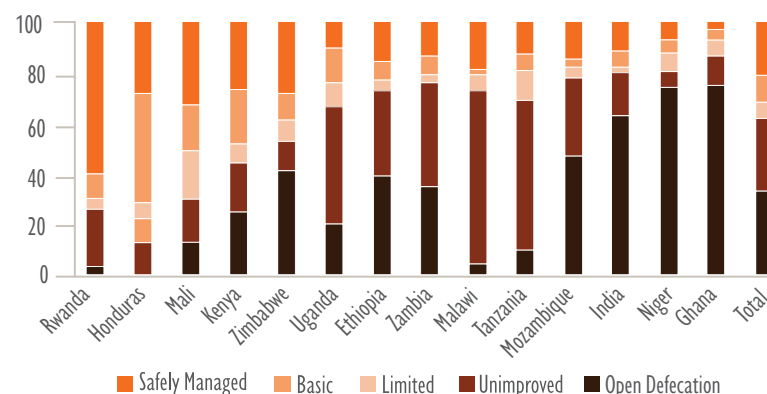
OUR APPROACH

Creating contextualized and innovative approaches to improve sanitation and hygiene will be a focal point of the next five years.

The widely accepted Community-Led Total Sanitation (CLTS) approach guided our 2016-2020 sanitation interventions in communities; however, this did not always have the desired impact of moving people up the sanitation ladder to a higher quality latrine. In this new business plan, CLTS is one element of a broader more holistic approach that includes sanitation marketing/demand creation as well as considerations for financing. World Vision will support the entire sanitation value chain, help move populations higher up the sanitation ladder, and ensure sustainability, accessibility, equity, and inclusion in communities we serve.

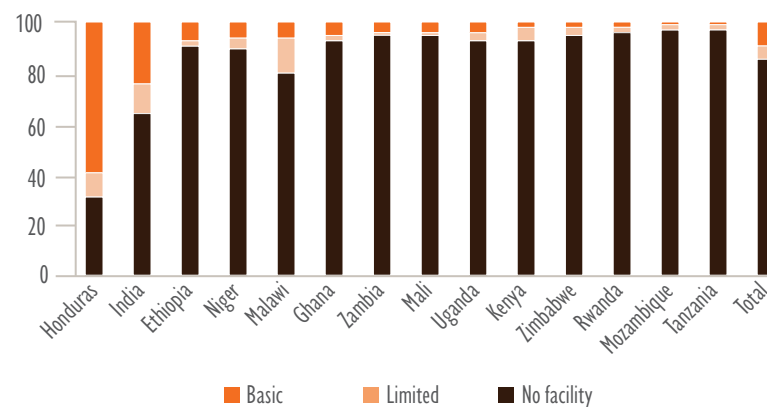
Hygiene promotion must move beyond just educational messaging to include effective behavior-change programming and better products supported by increased levels of water service and access to financing. Finally, a wider view of fecal contamination in the environment will include focus on reducing exposures to child and animal feces.

Figure 15: Status of household sanitation levels across 14 high investment countries (%)



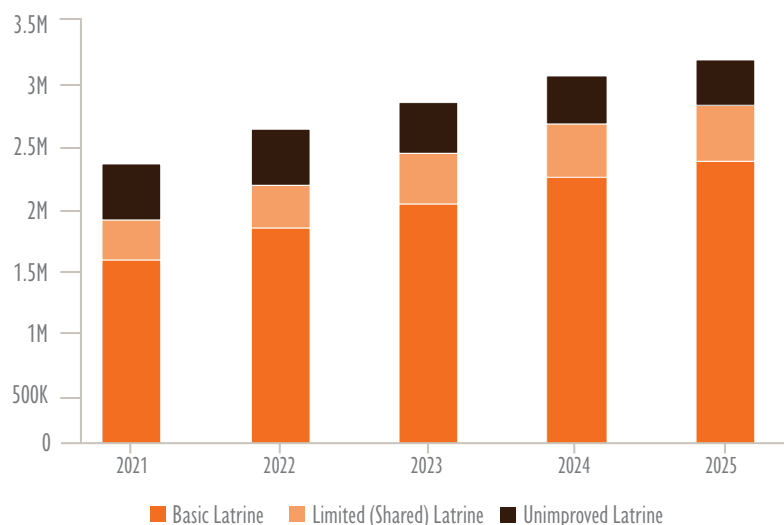
Source: World Vision 14-country WASH evaluation with the Water Institute at UNC

Figure 16: Status of household hygiene levels across 14 high investment countries (%)



Source: World Vision 14-country WASH evaluation with the Water Institute at UNC

Figure 17: Disaggregation of planned sanitation services



Improved sanitation facilities over time 2021-2025

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2021-2025 areas of focus

- 1 Support the testing of innovative sanitation and hygiene products to develop affordable and appropriate solutions.
- 2 Develop market-based approaches, including private sector partnerships, new funding mechanisms and subsidies to reach the most vulnerable, that drive demand and ensure a sustainable supply of affordable products appropriate to individual household contexts (e.g. WASH business centers).
- 3 Leverage community trust to contextualize behavior-change methodology that respects local cultures and contexts, creates healthy pathways for change, and encourages positive social norms (e.g. faith engagement, community full participation through nurturing care groups project model).

2021-2025 key targets



13.6 Million

People gaining access to household sanitation



2.4 Million

Children gaining access to sanitation facilities at schools

