

USAID Lowland WASH Activity



Context

- ❑ Recognizing and addressing the WASH needs of pastoral communities in Ethiopia is challenging as they are located in the remotest and most inaccessible areas of the country
- ❑ Pastoralist communities have historically been economically and socially marginalized and underserved
- ❑ There is an identified lack of pastoral focused and gender responsive information, education and communication (IEC) materials to promote behavior change on safe drinking water handling and key hygiene behaviors
- ❑ The USAID Lowland WASH Activity has developed well researched gender responsive IEC materials to support WASH interventions for pastoral communities in Ethiopian Lowland Areas.



Kali Abdela Mohammed (age 54), head of household, has become a source of inspiration because of the effort she made to construct her latrine in Bekelidehar Kebele, Mille Woreda, Afar region

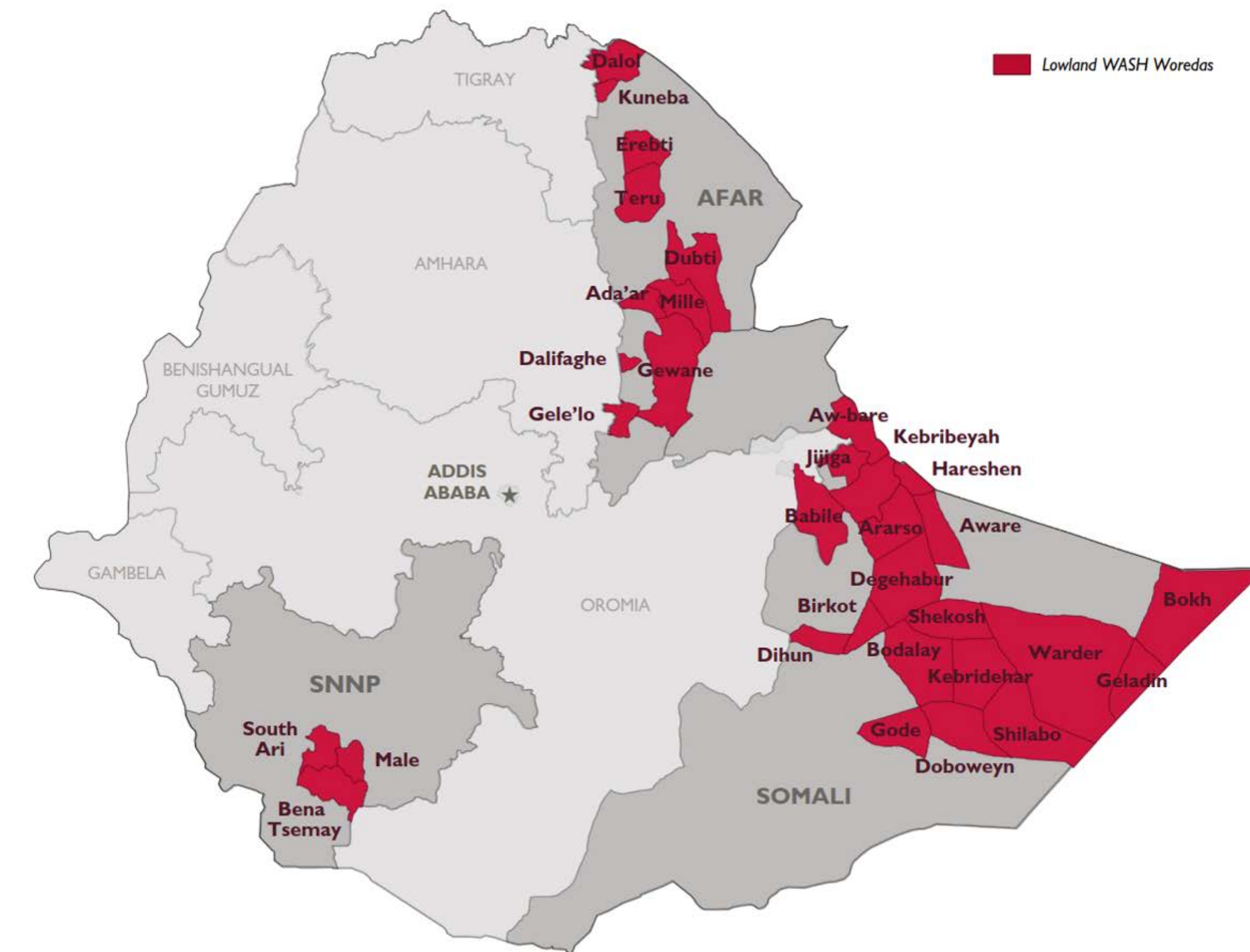
Approach – Materials and Mobilization

Development of IEC Materials:

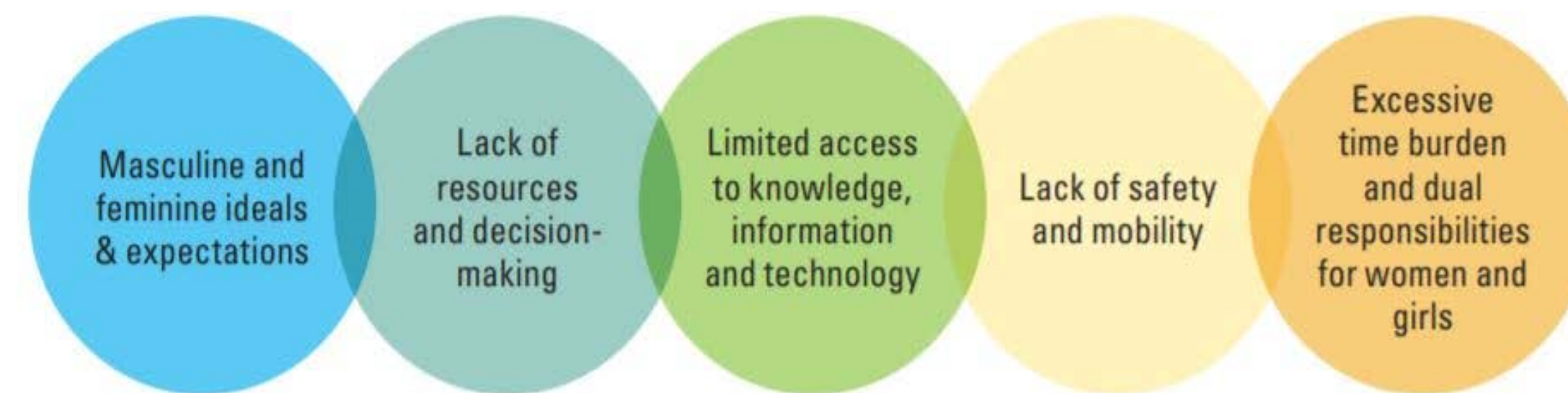
- Began with formative research
- Engaged a marketing firm to assist
- Designed Posters, Leaflets, Sermon Guides and Teaching Aids/Flip Charts with gender specifically in mind

Community/Social Mobilization:

- A successful community mobilization effort not only works to solve problems at the community-level but also aims to increase the capacity of a community to successfully identify and address its own needs.
- Translated knowledge into attitudes, and attitudes into practices, by focusing on pastoral norms –targeting pastoral women

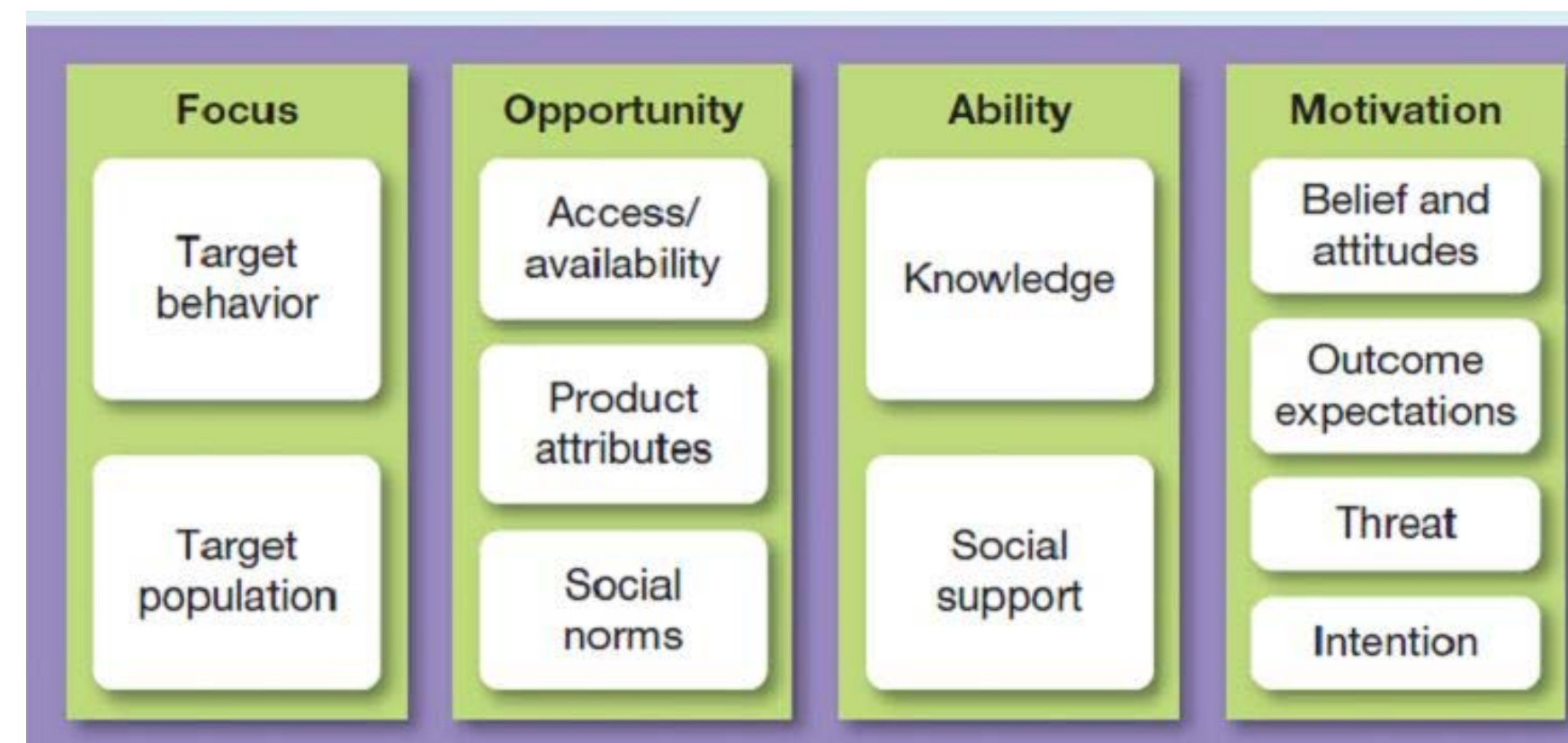


Challenges



Common gender-related barriers and bottlenecks in lowland areas

Methods



Formative Research for gender responsiveness

Lessons Learned

- Gender-focused initiatives result in improved WASH programming results.
- Women’s involvement can lead to changes in attitudes for both women and men.
- Addressing children’s and family’s health is a priority for pastoral women and is a useful behavior change communication entry point.
- After the effective use of IEC materials and WASH interventions, pastoral women have more free time for socializing and income generation activities
- Women need male involvement in sanitation and hygiene promotion so that they too take responsibility for this aspect of personal and family living
- IEC materials and knowledge have strengthened women’s voice in their family and community to negotiate their own needs