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# REAL IMPACT: SENEGAL

## THE WATER AND DEVELOPMENT ALLIANCE

USAID's **Real Impact** series highlights examples of water sector projects around the world. Each case example provides from-the-field insights about successful approaches, challenges faced, and lessons learned.

### CHALLENGE


Despite infrastructure, policy, and economic reforms during the last two decades, rural Senegal continues to face grave obstacles to development, especially in water and sanitation. Although Senegal is on track to meet the Millennium Development Goal (MDG) target for water, there is a large gap between urban and rural water access. While at least 98 percent of people in urban Senegal have access to safe water, only 62 percent of rural Senegalese do. Access to sanitation in Senegal falls below the MDG target, particularly in rural areas. In 2008, just 38 percent of people in rural Senegal had access to improved sanitation facilities – more than 1.5 million short of the MDG target for sanitation. This has deleterious effects on health in rural areas, as

diarrhea is the second leading cause for death of children under 5 and accounts for more than 40,000 preventable deaths a year in Senegal.

In 2009, the existing Water and Development Alliance (WADA), a global public-private partnership between USAID and The Coca-Cola Company, was approached about supporting efforts to improve access to water and sanitation in rural Senegal. Coca-Cola and USAID launched the WADA partnership in 2005 and have jointly invested over \$31 million dollars in a wide variety of water sector activities in 24 countries around the world since then. For each WADA country program, USAID and Coca-Cola together identify specific water sector goals, and develop and implement programs to address the challenges iden-

tified. In Senegal, a local partnership relationship between Coca-Cola and USAID needed to be nurtured to identify com-

**WADA**



**LOCATION:** Senegal  
**DURATION:** 2009-2014  
**FUNDING:** \$2 million  
**IMPLEMENTING PARTNER:** RTI International

parative strengths and priorities of each organization and agree on key areas of alignment that best addressed the needs of the people of Senegal. This involved finding a way to effectively marry Coca-Cola's long commitment to increasing access to drinking water with USAID/Senegal's commitment to support the Government of Senegal's objective to increase sanitation coverage.

## APPROACH

USAID provided funding, management, and responsibility for key outcomes through the WADA alliance with Coca-Cola and local non-governmental organizations (NGOs) in Senegal. The partners jointly develop a holistic approach to water supply, sanitation, and hygiene (WASH) drawing on emerging best practices in the sector, and capitalizing on the involvement of a leading private sector actor.

Improving access to safe water in Senegal requires reaching remote, rural areas where capacity is limited to deliver and maintain water and sanitation ser-

vices and sustain good hygiene practices. Simply providing the hardware was not a long-term, sustainable solution to addressing the gaps in service coverage. With little history of behavior change methods like community-led total sanitation (CLTS), there was a recognized need to strengthen on-the-ground skills and knowledge to deliver such approaches throughout the country.

WADA has carried out activities in Senegal with a focus on improving water and sanitation infrastructure and services in targeted rural, small-town, and peri-urban areas while implementing hygiene education programs and promoting local governance of water and sanitation. Work has been undertaken in two phases. A smaller, \$700,000 first phase of work began in September 2009 and focused on the Tambacounda Region in eastern Senegal, providing small-scale drinking water infrastructure to target communities. As part of this intervention, WADA organized community sensitization activities about hygiene and subsidized the building of latrines in the targeted communities.

**“During the dry season we had to walk miles to fetch water. Now ... that is just a bad memory.”**

**Amsatou Baldé, villager**

WADA's \$1.4 million second phase began in April 2011 for the regions of Ziguinchor, Kolda, and Sedhiou Senegal. Efforts build on lessons learned and successes from the first phase of activity and leverage USAID/Senegal's ongoing \$21 million broader water and sanitation project, USAID/PEPAM. WADA interventions include the promotion of CLTS, an approach to improving rural sanitation that works without subsidies to eliminate unhygienic sanitation practices that are within community members' manageable interest. A water pump is awarded as an incentive to villages that become open defecation-free in order to foster feelings of ownership over water and sanitation services. Local NGOs selected based on each village's unique needs work with rural governing committees to oversee CLTS activities. In Ziguinchor, USAID selected the women-run NGO called Kabonketoor to better target women.

At the community level, a governing committee is established in each village that receives CLTS training. These governing committees work in conjunction with the NGOs to craft action plans and ensure activities stay on track in the long-term. Members of each committee are chosen by community members and trained in CLTS and hygiene promotion. In line with water sector regulations set up by the Government of Senegal, at least one third of all slots on the committees are reserved for women. WADA also trains local masons and artisans to build, rehabilitate, and maintain latrines, boreholes, and hand-washing units. After being trained by project staff, these craftsmen teach CLTS committees about covering defecation holes and rehabilitating latrines.



Photo Credit: USAID/PEPAM

Through the WADA partnership activity in Senegal, USAID leverages its development expertise, Coca-Cola uses its network and name recognition, and Senegalese NGOs leverage their on-the-ground experience to integrate WASH initiatives through community engagement. The project selects the communities it works in based on the Government of Senegal's recommendations, targeting communities with a pre-existing USAID presence, which decreases logistical obstacles.

The partners take on different roles in implementing their joint objectives to increase the overall effectiveness of the program. USAID contributes its development expertise by taking a leading role in planning WADA's various interventions, in addition to providing funding and publicity. Coca-Cola provides input into the project's goals, as well as raises the project's profile by participating in and publicizing events such as site visits, launch ceremonies, infrastructure handing-over ceremonies, and press conferences, in addition to providing funding. WADA employs one local NGO in each of the regions where it works to implement trainings and oversee activities.

## IMPACT

WADA has shown that major corporations, the U.S. Government, and local NGOs can productively work together to foster development. Results include:

### Increased Access to Water:

As of December 2012, WADA has installed 24 boreholes with hand pumps in schools, bringing safe water to 3,486 students. In CLTS villages, 21 boreholes



Photo Credit: USAID/PEPAM

have been installed, bringing safe water to 3,450 people and improving the health and livelihoods of community members. One villager, Amsatou Baldé, said, "Our wells are very deep here in Saré Yéro Handeng, and during the dry season, we had to walk miles to fetch water. But now with a [village] water supply point, that is just a bad memory."

### Increased Access to Sanitation:

In the sites that received subsidies for building latrines, 425 new latrines have been constructed as of December 2012, bringing improved access to sanitation to 4,250 people. As a result of CLTS activities, an additional 1,661 latrines have been built or rehabilitated by community members. All of these latrines have been fitted with tippy taps for handwashing.

### Hygiene Habits Improved:

As of December 2012, 752 hygiene focus group sessions have been held, reaching more than 5,000 people. Twenty-four villages were targeted for CLTS during its first year, and there are plans to scale up and work in 108 sites by the project's end. As of December 2012, all of the targeted 78 villages employing CLTS have achieved open

defecation-free status. Hygiene improvements have improved child health and increased school attendance rates. "Three months before the project's arrival, the absenteeism rate related to diarrheal disease was 15 percent, but three months after starting the project, the rate dropped to 6 percent," reported Aliou Dianfo, a school principal from Medina Ndiobo, Senegal.

**Increased Local Capacity:** As of January 2012, 112 local masons and 50 local artisans had been trained. Trained craftsmen are beginning to take initiative and research innovative new ways to safeguard their communities' water and sanitation sources.

**Improved Community Dynamics:** The governing committees positively impacted community dynamics, providing an avenue for people to voice their grievances and promote best practices. By facilitating communication about community issues, the committees helped ensure the sustainability of the activities. More than half of committee members and just under half of the committee presidents are women, and they have reached 1,493 women through hygiene sensitization activities.

## KEYWORDS

Development  
Sanitation  
CLTS  
Hygiene

Water  
Rural  
Partnership  
WASH



Photo Credit: USAID/PEPARI

## LESSONS LEARNED

WADA in Senegal has been groundbreaking because it has brought one of the world’s largest corporations together with USAID and small Senegalese grassroots NGOs for real impacts on the ground. Observing WADA’s record in Senegal to date, the following lessons emerge:

◆ **Messages Must Reach Women:** USAID’s WADA programs took proactive steps to ensure hygiene messages reached and resonated with women. The program enforced Government of Senegal water and sanitation codes that mandate that at least a third of

committee members be women. Active encouragement of women to join committees resulted in the majority of committee members being female. The Alliance also employed women-led or women-oriented NGOs to implement CLTS activities in some villages.

◆ **Successful Partnerships Require Careful Communication:** In Senegal, the alliance faced challenges from the beginning in reconciling the different goals and messages of Coca-Cola and USAID. Communication and clearly delineating each partner’s objectives and roles at the outset is necessary if a partnership

is to run smoothly and successfully. To meet their goals, WADA drew on the strengths of its partners.

◆ **CLTS is More Sustainable than Subsidies:** While WADA I used subsidies to promote improved sanitation and hygiene, WADA II employs CLTS and uses water pumps as rewards. Both initiatives have succeeded in building hygiene knowledge and increasing access to sanitation, but there is greater enthusiasm for sanitation and hygiene in the villages that participated in CLTS. USAID is currently carrying out monitoring and evaluation studies to find out the extent of the difference.

## ADDITIONAL RESOURCES

To learn more about the WADA project, contact:

**Coca Cola and WADA:**  
[http://www.livepositively.com/en\\_us/water\\_and\\_development\\_alliance/](http://www.livepositively.com/en_us/water_and_development_alliance/)

**USAID news on WADA:**  
<http://senegal.usaid.gov/en/node/661>

**USAID Frontlines on WADA:**  
[http://transition.usaid.gov/press/frontlines/fl\\_mar12/FL\\_mar12\\_PPP\\_SENEGAL.html](http://transition.usaid.gov/press/frontlines/fl_mar12/FL_mar12_PPP_SENEGAL.html)

**USAID Global Waters on WADA:**  
[http://transition.usaid.gov/our\\_work/cross-cutting\\_programs/water/global\\_waters/mar2011/6\\_mar11.html](http://transition.usaid.gov/our_work/cross-cutting_programs/water/global_waters/mar2011/6_mar11.html)