



Developing Synergies for Strengthening Capacities and Learning in WASH Behavior Change

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&
WASH 2023
FUTURES

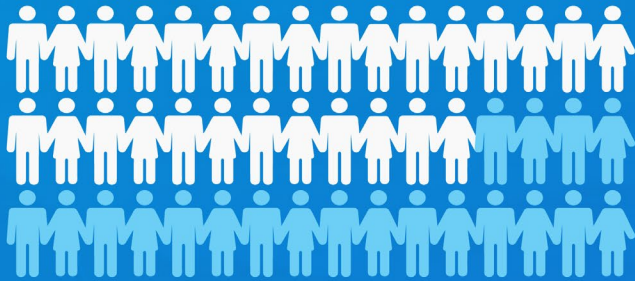
Achieving SDG6 in a Changing Climate



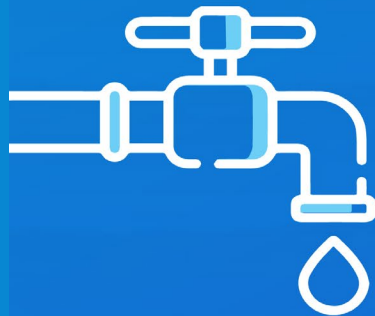
#WaWF23

Asia and the Pacific has

60%



of the world's population,
but only



36%

of its water
resources.

500
million

people in Asia and
the Pacific don't have
access to safe water.



1.4
billion

people do not
have access to
sanitation
services



ADB

The Asia and the Pacific region is home to some 4.3 billion people – by 2050 the region is expected to account for 75% of the world's population

Critical importance of WASH in the COVID-19 response

Strengthening water and sanitation services and investing in hygiene behavior change communication are the critical and among the most cost-effective strategies for improving pandemic preparedness



Safely managed WASH services are also critical to support the sustainable recovery from the COVID-19 pandemic and mitigate the long-term impacts on the socio-economic development

Mainstreaming integrated WASH+H approaches

ADB is supporting its Developing Member Countries to strengthen capacities and promoting better integration of WASH and health approaches into urban and water sector projects to prevent, prepare for and respond to COVID-19 and other water and sanitation related public health emergencies.



Developing Synergies and Partnerships

- The complex efforts required to respond to the COVID-19 pandemic at local, national, and global levels highlighted the importance of multi-stakeholder collaboration, good coordination, and synergies for effective use of the resources and achieving impact at scale, learning, and knowledge management
- Developing evidence-based WASH behavior change communication strategies and action plans with local governments and stakeholders in [Uzbekistan](#), [Pakistan](#), [Philippines](#), [Sri Lanka](#), [Nepal](#), [Mongolia](#), and across ADB's 14 Pacific developing member countries.



The Vision



Our Approach

**Evidence-based
&
Strengths-based**

**Leverage off existing
ADB projects
where possible**

**Multi-stakeholder
engagement, finding a
Champion, and
building relationships**

Sri Lanka: Developing Evidence-Based WASH Behavior Change Communication

To mitigate the impact of the COVID-19 pandemic and to reduce the inequalities and vulnerability, the Climate Resilient and Sustainable Water Supply Improvement Project (CRSWSIP) in Sri Lanka is planned to specifically target solutions to the poorest and most disadvantaged households in 8 target towns.



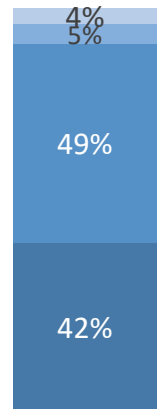
Evidence-based WASH behavior change strategy and action plans are designed for the eight towns, focusing on:

- i. Behaviors that have the potential to significantly impact public health and well-being, in particular among the most vulnerable,
- ii. Behaviors and/or the behavior change interventions that have the potential to be of benefit in future disease outbreak situations, and/or
- iii. Behaviors with the established need for change.

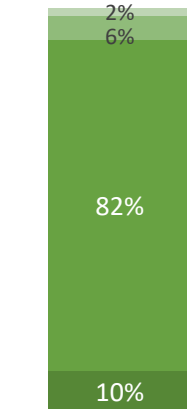
Priority WASH+H Behaviors Targeted in Sri Lanka

High Access WASH Context

Drinking Water Access
(2019 data)



Sanitation Access
(2019 data)



■ Unimproved
■ Limited service
■ Basic service
■ Safely managed

■ Unimproved
■ Limited service
■ Basic service
■ Safely managed

Source: Ministry of Urban Development, 2020

New WASH+H Priorities

- Maximizing benefits of WASH access to health
- Identifying and plugging WASH behavioral gaps (e.g., young child feces management)
- Improving management of existing facilities

WASH+H Behavior Change Focus

- Handwashing with soap at critical moments in home and school settings
- Baby WASH:
 - Infant and young child (IYC) handwashing
 - Safe IYC feces management
 - Safe treatment of water for IYC consumption
- Household fecal sludge management



Pakistan: The Health Challenges in WASH in Khyber Pakhtunkhwa

- Unreliable drinking water supplies lead to household storage
- Absence of safely managed sanitation (lack of maintained sewage systems; poor waste management)
- Most wastewater moves via open drains and no functional wastewater treatment plants
- Wastewater and sewage are discharged, untreated, into surface water drains or agricultural land
- Less than 30% of municipal solid waste, including plastic waste, is collected at all,
- Collected waste is disposed of in open dumps.
- 50% of diseases in Khyber Pakhtunkhwa are caused by drinking contaminated water. Diarrheal diseases are a critical determinant negatively affecting children's nutritional status.
- Contaminated water is responsible for 40% deaths among children of less than five years of age.



The Khyber Pakhtunkhwa Cities Improvement Project (KPCIP) Communication Strategy

Key Objective 1: Raise awareness, encourage support and promote collaborations among international and national development organizations and institutions and entities in public and private sectors to attract integrated, balanced and sustainable investments into urban development in KP Province, channeled through all relevant sectors in KP province.

Key Objective 2: Integrate communications into KPCIP's business operations by using communications as a pro-active tool to promote progress and results of all projects under KPCIP.

Key Objective 3: Change public behaviors regarding WASH and WASH-related health determinants by developing evidence-based WASH+H Behavior Change Communication (BCC) Strategy with clearly defined behavioral objectives, communication objectives, outreach objectives, indicators and targets.

Lessons Learned and Key Issues for Attention

- **Look beyond the COVID-19 pandemic** - Building resilience to future pandemics and prevention, preparation and response to other water- and sanitation-related public health emergencies
- **Stakeholders need to come on the journey** - consultations, collaboration, and coordination are critical to help all the stakeholders form new behavior change thinking and habits
- Increased evidence and knowledge base and continuous advocacy needed to highlight that water supply and sanitation **infrastructure investments alone are not enough to bring and sustain the health improvements**
- **BCC is not the same as IEC** – to successfully change behaviors we need (i) sustained effort, (ii) surprising/innovative approaches, (iii) direct community engagement/participation, (iv) access to sustainable services
- **Cannot ignore the foundation of sustainable WASH** – (i) strong governance frameworks, (ii) financial sustainability, (iii) resilience
- **Leverage ADB investment platform** – linking TA support with investments can be an effective platform for the TA, and we can leverage and add value



Other ADB Initiatives for the Water Sector

- Asia and the Pacific Water Resilience Initiative
- Mainstreaming Water Resilience in Asia and the Pacific: Guidance Note (July 2022)
- Asia and the Pacific Water Resilience Hub
- COVID-19 and Water in Asia and the Pacific: Guidance Note (July 2021)



Thank you!

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