

Sanitation and hygiene promotion and marketing in urban Solomon Islands

T.Rankin¹, B.Inomea¹, J.Dolarii¹, D.Ledi¹,
T.Leokana¹, E.Hale², M.Abel², H.McCullum²,
G.Hou³, K.Marshall³, F.Wele¹

Plan International¹, Live & Learn Environmental Education², Solomon Water³

Solomon Islands



**WATER
&
WASH** 2023
FUTURES

Achieving SDG6 in a Changing Climate



#WaWF23

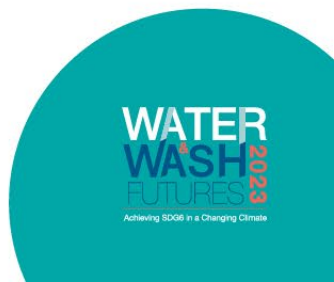
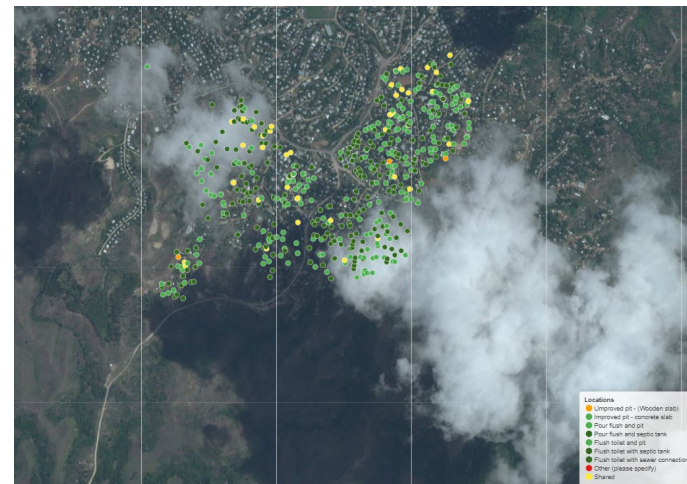
Introduction

- ADB finance for urban water upgrade + WASH
- Client - Solomon Water (urban utility)
- Contract Plan International and Live & Learn
- Scope;
 - Hygiene promotion and awareness (handwashing, menstrual health, sanitation)
 - Sanitation promotion and improvements (loan scheme, technical manual, market training)
- 15months (Oct '21-Feb '23)
- Target 6 settlements in Honiara



Context – WASH status in target settlements

- Solomon Water surveyed 850 households
- 43% HH had functioning handwashing facility
 - 76% of those had soap near handwashing facility
- 87% HH access onsite sanitation BUT only 47% “appeared usable”
- 76% of all households aspire to own a better toilet (prefer flushing toilet)



Component 1: Process and action – hygiene promotion

- Applying COM-B behavior change wheel approach
Assesses - Capabilities, opportunities, motivations for improved behavior

- Barrier Analysis

I always wash my hands with soap at important times (after going to the toilet, after contact with child poo, and before cooking and eating)

- “DOERS” – 34 Female, 27 Male
- “NON-DOERS” – 10 Female, **29 Male**
- Barriers identified –water access, soap access, remembering, consequences,



Initial outcomes – hygiene promotion

- Various channels;
 - Radio
 - Social media advertisements
 - Posters
 - Billboards
 - Face to face ‘launches’
- Social media is cheap and reaches large audiences (410k impressions in 3wks)
- Message recall is good (93%) after 3 months and 43% said ‘had changed behavior.’
- WASH and health sector actors find it difficult to consider non-health drivers for WASH behavior



Component 2: Process and action – sanitation

- Detailed studies to investigate
 - Willingness to pay
 - Supply side
 - Market segregation
 - Develop sanitation loan guidance
- Focus on;
 - Locally available, cheap, affordable
 - HH without toilets
 - Wastewater management for HH with toilets
- Sanitation technical manual;
 - human centered design
 - Soil percolation testing
 - Septic and soak pit sizing training
 - Retro-fitting existing toilets
 - Gender and disability inclusive options



Current Status– sanitation

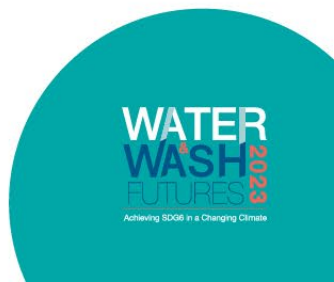
- Human Centered Design Workshop & FGDs
- Sanitation Manual
- Plumber training on construction including percolation tests, septic and soak pit sizing
- Construction of example latrines
- Call for HH interest in retro-fitting improvements
- Development of loan scheme guidance, criteria and application process
- Development of communications materials and behavior change messaging



**CLEAN
HEALTHY
& FRESH**

Sanitation Options
Talk to us on Ph: +677 23985

Solomon Water
PLAN International



Current status – sanitation

- Plumbers appreciated practical training on septic and soak pit sizing and construction
- Construction costs for effective water based sanitation are expensive (both in material and labour costs)
- Marketing and BCC Campaign ongoing
- Unknown impacts of increasing water supply with onsite wastewater management that is poorly governed/controlled



Thank you - tangio tumas!

Please contact following for more information:

Tom.rankin@plan.org.au

Michelle.abel@livelearn.org.au

Georgina.hou@solomonwater.com

WATER
WASH 2023
FUTURES

Achieving SDG6 in a Changing Climate