



Capacity Building workshop for Civil Society Organisations in Ekiti State
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Role of NGOs and Media in WASH Reforms

Babatope Babalobi
Senior Sanitation Reform Expert
EU-Water Supply and Sanitation Sector Reform Programme Phase III (WSSSRP III)
babalobi@yahoo.com +2348035897435

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What is Sanitation?

Sanitation (Water related): Sanitation is the provision of facilities and services for the collection, transport, treatment and disposal or reuse of human excreta.

Improved sanitation facilities:

1. Pour-flush latrine/toilet to: public sewer, septic tank, pit latrine with slab
2. Ventilated improved pit latrine
3. Composting toilet.
4. Sanplat Toilets

Unimproved Sanitation facilities:

1. Service or bucket latrines (where excreta are manually removed)
2. Pit latrines without slab or platform
3. Hanging latrine
4. Open latrines
5. Open defecation

Source: WHO/UNICEF/Joint Monitoring Program (JMP)

Need for Reforms

Challenges of Sanitation in Urban/Town Areas

- Poor safe sanitation coverage 32% -38%
- Prevalence of Open defecation
- High Infant and maternal mortality
- Poor Operation and Maintenance of Toilets
- Absence of Institutional toilets
- Poor hygiene practices
- Weak laws for Sanitation related enforces
- Poor funding of Sanitation programmes
- Lack of Lead Agency for Sanitation in urban areas
- Need to develop Sanitation plans and strategies



15 December 2011

Role of NGOs and Media in WASH Reforms

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Non Governmental Organisations

WASH NGOs Networks

1. Society for Water and Sanitation in Nigeria(NEWSAN) www.newsan.org
2. African Water Network (ANEW) www.anewafrica.org
3. Water Integrity Network www.waterintegritynetwork.net
4. <http://www.unwater.org/>
5. Global Water Operators' Alliance www.gwopa.org
6. Water Integrity Network -www.waterintegritynetwork.net/
7. Sustainable Sanitation Alliance- <http://www.susana.org/en/>
8. Water and Sanitation for Africa (WSA)- <http://www.reseaucrepa.org/>
9. World Dry Toilet Association www.drytoilet.org
10. EndWaterpoverty.org
11. Rural Water and Sanitation Network- <http://www.rural-water-supply.net/en/>
13. World Toilet Organization -<http://worldtoilet.org/wto/>
14. Global Water Partnership www.gwp.org



Potential roles of NGOs in sanitation reform

1. Monitoring
2. Tracking
3. Community Mobilization
4. Programme Implementation
5. Project monitoring
6. Communications
7. Whistle blowing
8. Budget Tracking Informed commentary
9. Evidence based Advocacy and Campaigns
10. Studies and reports and Research
11. Capacity Building

**GIVE US WATER
AND SANITATION
GIVE US HEALTH
AND WEALTH**

What is the Media?

What is the Media?

- **Traditional Media-** Print- Newspapers and Magazines, Electronic (TV/Radio)
- **Traditional media** as channels of Communications and Media Practitioners as Agents of Communication
- **New Media** platforms- Facebook, Twitter, and social networking sites, web pages, forums, Blogs, Youtube, itunnes, Internet Radios
- **New Media** tools- Mobile phones, Smart phones, ipads, ipods
- **New Media**-Citizen Journalists

WASH Media Networks

1. Water and Sanitation Media Network, Nigeria
2. West Africa Water and Sanitation Journalists Network- www.wash-jn.net
3. African Water Journalists <https://waterjournalistsafrica.com>

Plateau state secretariat

Esther Chindaba
No. 23 CBN Road, Jos
washmnetplateau@yahoo.com, 07054779130

Zamfara state secretariat

Hassan Adebayo Bamidele
Eradic.Aid.News
124, Zaria Rd, Samaru, Gusau, Zamfara hassanmmusaa@yahoo.com, 08034269002

Past activities

- *1st Annual General Meeting in Abuja, February, 2008.*
- *Organisation of activities to mark WASH milestones-the World Water Days, World Toilet Day, Global Handwashing*
- *Visits to project sites*
- *Reporting WASH events- Hand washing campaigns*
- *Signing of Memorandum of Understanding with the WaterAid in Nigeria*
- *Signing of Memorandum of Understanding with the Society for Water and Sanitation (NEWSAN)*
- *Production of WASH radio programmes*
- *Advocacy visits to service providers- Government agencies and Development partners*
- *Capacity Training workshops for members on reporting WASH and disseminate WASH information.*
- *Organisation of monthly media roundtables on water and sanitation issues in Lagos Nigeria*

Partners

WaterAid Nigeria
Water Supply and Sanitation Collaborative Council
UNICEF
European Commission
Society for Water and Sanitation (NEWSAN)

Bankers: Skype Bank Plc



Water and Sanitation Media Network comprises journalists reporting the water and sanitation sector for various media outlets in Nigeria. The body was formed on October 25, 2008, in Abuja, and registered with the Corporate Affairs Commission-CAC/IT/NO: 33682 in July 2009.

Today it boasts of over 100 registered members from Newspapers, Television Stations, News Agencies, Radio Stations and Online media in several states of the Federation.

Objectives

- *Increase the quality of media coverage of the water and sanitation sector.*
- *Increase the technical capacity of Journalists to effectively report and analyze water and sanitation issues.*
- *Advocate for the essential role of safe water, improved hygiene and sanitation in the wider human development agenda.*
- *Highlight the challenges of poor, marginalized, and vulnerable groups in accessing WASH services ensuring the voices of the urban and rural poor are heard.*

Core Principles

Access to safe water and sanitation as a human right. Equitable and Inclusive WASH services that accommodates the needs of disabled group, women, children, and the poor.

Strategies

Media advocacy
Capacity building
Networking
Publications

Governance

Board of Trustees
National Secretariat
State Secretariats

National Secretariat

Babatope Babalobi
% eWASH/Bread of Life Development Foundation
Suite 3, No 13/15, Ekorokoro road, Abule Egba
washjournalists@yahoo.com, 08035897435
Follow: @WASH_nigeria

Anambra state secretariat

Alfred Ajayi,
% Purity FM, Awka
alfredeverofgod@yahoo.com, 08059560135

Bauchi state secretariat

David Ayodele
% Bauchi Radio Corporation
daveayidele@yahoo.com, 08029043772

Benue State secretariat

Babs Usigbe
% Pavilion Newspaper
No. 35 Bank Road, New Garage, Makurdi usigbebabs@yahoo.com, 07032146108

Cross River state secretariat

Dupe Obiora
45 Atu, by Anating, Calabar
drdrobiora2007@yahoo.co.uk, 08037059212

Lagos state secretariat

Michael Simire,
%, Daily Independent Newspapers
Wempco Road, Ogba, Lagos
msimire@yahoo.com, 08037148384

Edo state secretariat

Francis Umendu Odupute,
% Community-Youth Wash,
4, Oghagbon Street, Off Ehiziomwangie Street,
Off Evbuotubu Road, Benin City, Edo State
francodus@yahoo.com, 08023680030

Ekiti state secretariat

Wale Ajibade
% Justice Development and Peace Initiative (JDPI)
Catholic Diocese, Ajilosun Bishop's Court Ado-Ekiti
waleajibade33@yahoo.com, 08067031067

Enugu State secretariat

Elizabeth Achuagu
% Enugu State House of Assembly, Press Unit
ojembalizzy@yahoo.co.uk, 08033538251

FCT secretariat

Wale Elekolu
% WaterAid in Nigeria

No. 17 Bechar Street, Wuse Zone 2, Abuja

elekwal@yahoo.com, 08037022346

Jigawa State secretariat

Danjimmai Gumel
% Radio Jigawa, Dutse, Jigawa State
gumel@gmail.com, 08036032108



Water and Sanitation Media Network Nigeria

Objectives

1. Increase the technical capacity of Nigerian's Journalists to effectively report and analyze water and sanitation issues; advocating for the essential role of safe water, improved hygiene and sanitation in the wider human development agenda.
2. Monitor, track, and support efforts of sector to develop the sector.
3. Collaborate and partner with Government institutions, development partners, the private sector, and consumer groups to address challenges in the sector and achieve universal coverage of improved WASH services in Nigeria
4. Give visibility to WASH issues, amplify the voices of the poor, highlight success stories of WASH service providers, programme implementers, regulators, and policy makers; and generally improve the quantity and quality of WASH reporting by the Nigerian media.

Water and Sanitation Media Network Nigeria

Objectives

- ‘**Advocate**’ for the WASH rights of the poor,
- ‘**Voice**’ out their challenges
- ‘**Highlight**’ their WASH needs
- ‘**X-ray**’ governance, transparency and accountability issues that limit access, and
- ‘**Amplify**’ solutions to their lack of access.
- ‘**Promote**’ *Equity and Inclusion*
- ‘**Monitor**’ Government Actions on WASH
‘**Ask**’ questions
- Marking of WASH milestones-World Water Day, World Toilet Day, Global Hand washing Day

- *“Keep asking questions. Sanitation and hygiene are not glamorous issues that you can easily get into the front pages of the media.*
- *You have an incredible role to play in terms of transparency, in terms of ensuring there is public accountability.*
- *You need to ask great questions that will put service providers and regulators on their foot.*
- *Use your expertise, professional skills, and enthusiasm to keep asking questions on how Sanitation and Hygiene services can be effectively delivered to the people.*

- Ms. Archana Patka, WSSCC, 2011

Potential roles of WASH Media

Key fact: Media has constitutional mandate to uphold the responsibility and accountability of the government to the people

Section 22 of the Constitution of the Federal Republic of Nigeria 1999, which states that:

“ The Press, Radio, Television and other agencies of the mass media shall at all times be free to uphold the fundamental objectives contained in this constitution and accountability of the government to the people’

Potential roles of WASH Media

- 1. Amplifying the voices of the poor that lack access to WASH services** most. Working with communities rather than Government agencies alone-*UNDP HDI 2006 report noted: “The crisis in water and sanitation is—above all— a crisis for the poor. Almost two in three people lacking access to clean water survive on less than \$2 a day, with one in three living on less than \$1 a day. More than 660 million people without sanitation live on less than \$2 a day, and more than 385 million on less than \$1 a day.”*
- 2. Ensuring enhanced quality and flow of information** through publication of high quality information for the media that decision-makers and people view and hear.
- 3. Prominence to WASH** stories and reports get into the media
- 4. Citizen actions** by Citizen Journalists can give Utility managers get feedback from users and design appropriate tools to be more responsive and accountable to service users.

Potential roles of WASH Media

5. Production of compelling reports on WASH issues particularly as it affects the poor
6. Marking of WASH milestones for increased attention-Global Hand washing Day, World Toilet Day, World Water Day, Menstrual Hygiene Day
7. Capacity building of members to ensure better quality of reporting
8. Strategic partnership with WASH stakeholders for better reporting of the sector
9. Publication of stories on best practices of delivering Water Supply and Sanitation services
10. Working as Advocates, not just as Reporters, but media advocacy:

Advocacy Journalism is a genre of Journalism that intentionally and transparently adopts a non objective viewpoint, usually for some social or political purpose; and Journalists can reach decision makers and influence wider public opinion through articles and programmes in the Print and Electronic media

What do people *need* to know?
How can we help improve the quality of life?
How can we save lives?

...REMEMBER THE 'TERMS
AND CONDITIONS':
**ONE BUCKET...ONE
VOTE!**



FRANCO D'URSI
(www.francoeursart.com)

Potential roles of WASH Media

11. Ask questions: Why was Nigeria off track the WASH MDG goals and what could be done?
12. Through investigative reporting monitor and track WASH programmes of our national and local governments to ensure better transparency, accountability and better services delivery
13. Advocate for policies that will ensure community ownership, and management of WASH projects as well as increased sustainability.
14. Advocate for guarantee of Water and Sanitation as a human right
15. Promote *Equity and Inclusion* in WASH-Articulate and defend interest of disabled groups.
16. Building community and Government capacity and knowledge on water and sanitation issues, including on rights and responsibilities, management and technical information
17. Monitoring Government Actions on WASH
18. Budget monitoring and Tracking
19. Using the FOI ACT to ask questions

Francis Odupute from the Edo state chapter, WASH Media Network received WASH Media Awards, on 31 August 2012 at the World Water Week in Stockholm, Sweden



Sources of WASH Information

1. Government WSS policy, strategy papers, MTEF, Investment plans, programmes and projects
2. Water Supply and Sanitation projects- oncoming and on going
3. Water Supply and Sanitation budgets
4. Project evaluation reports
5. National and International WASH conferences
6. Sectoral laws and legislations
7. Country strategy of External Support Agencies
8. Flyers, Brochures
9. Libraries
10. WASH Wikipedia, Websites and online forums
11. Reports by Global bodies eg WHO/UNICEF/JMP reports
12. Websites of ESAs

How State actors and CSOs can effectively use the media

1. CSOs and Development partners, need to know the media in your constituency and/or target area- Newspapers, TV, Radio, Magazines, community press, and Online media
2. Know the media that has a bias for publishing or broadcasting WASH stories
3. Know the WASH reporters.
4. Compile their names, email and phone numbers.
5. Contact them and build a relationship with them
6. Know the days the various media publish or broadcast WASH stories.
7. Be proactive send stories on your activities/press statements several days ahead
8. Monitor the publication/broadcast of these WASH stories
9. Respond to it, participate in the discussion and send a feedback.

How State actors and CSOs can effectively use the media

9. Develop a media pack for your activities and circulate it beforehand.
10. Get a PR person to write news briefs, press statements on your activities
11. Share information: Inform the media on your on-coming events Training opportunities, Meetings etc
12. Send the media your contacts
13. Give clear, punchy messages.. Include figures, targets, goals. What is the problem, and what is the solution?
14. What is the news? Journalists feed on stories.
15. Ensure the stories are 'new'..Timeliness is important
16. Make in 'newsy'. Compelling stories are a Journalists delight.
17. Send in photos of events as they happen
18. Assist the media to understand the sector better. Knowledge management
19. Organise Capacity Building workshops for Media
20. Invite the media to cover events and participate in conferences
21. Commission Journalists to investigate and report specific sanitation events/issues.

Reading materials/References

1. Media Handbook on WASH
2. [WASH Journalists Youtube page- www.youtube.com/washjournalists](http://www.youtube.com/washjournalists)
3. Bread of Life Development Foundation www.blfng.org
4. Municipal Service Project www.municipalservicesproject.org
5. www.WaterAid.org
6. www.unicef.org
7. IRC- <http://www.ircwash.org/>
8. Water and Sanitation in Africa (CREPA) - <https://www.wsafrica.org/>
9. Sanitation updates- <https://sanitationupdates.wordpress.com>
10. <http://www.vironewsigeria.com/>
11. eWASH blog on WASH news in Nigeria- www.assemblyonline.info
12. Media Handbook on Ecological Sanitation
13. Marking of milestones-www.globalhandwashing.org;
<http://www.unwater.org/worldwaterday> <http://menstrualhygieneday.org/>;
<http://worldtoilet.org/what-we-do/world-toilet-day/>
14. Monitoring Nigeria's progress on high level WASH financial commitments