

# Media for WASH

## *The Mass Media as a tool to solve the WASH challenges of the Urban and Rural poor*

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### **Summary:**

Journalists reporting water and sanitation issues for the mass media (Newspapers, TV and Radio stations, and online blogs) in West Africa are working to address the sanitation crisis in the region by drawing the attention



of policy makers and service providers to the challenges of the urban and rural poor, marginalised and vulnerable groups that lack access the most; as well as by highlighting programmes that need to be implemented to increase access of the urban and rural poor to safe sanitation services.

### **The problem:**

According to the WHO / UNICEF Joint Monitoring Programme (JMP) for Water Supply and Sanitation, an estimated 300 million people in West Africa (about 2/3rds of the population), lack access to Improved drinking water supply and safe basic sanitation services.



Majority of these people lacking access are poor, and belong to vulnerable and marginalized groups.

Their WASH voices are never heard, their WASH challenges seldom discussed, and solutions to their WASH problems rarely comes to the agenda of by WASH policy makers, regulators and public and private service providers.

### **Solutions:**

Through the individual reports of its members for various media outlets and the collective work of the WASH-JN through its blog- [www.wash-jn.net](http://www.wash-jn.net), the *West Africa*



*WASH Journalists Network* comprising WASH journalists in 14 West African countries- Ghana, Burkina Faso, Nigeria, Mali, Benin, Togo, Cote D'Ivoire, Cameroon, Gambia, Senegal, Sierra Leone, Niger, Guinea Bissau and Liberia is

Improving access to information on water and sanitation

challenges of the urban and poor, creating and providing platforms for them to engage with governments and other duty-bearers in the private or public sector.

### **Results**

- Publication of compelling and investigative pro poor stories on sanitation challenges of the urban and poor triggering action by service providers and duty bearers

- Increased publication of WASH stories by media platforms, resorting in increasing public discourse on WASH issues, challenges, and solutions.
- Self help projects by poor communities to overcome their WASH challenges.

### **Recommendations**

- Capacity Building: WASH Journalists require training on sector issues including Sanitation options, Dry toilets, Climate change, Transparency and Accountability.
- Funding: Increase funding for national platforms to implement activities

### **Project Information**

The West Africa WASH Journalists Network is a network of networks, comprising national WASH Media networks from 14 West African countries – Benin, Burkina Faso, Cameroon, Côte d’Ivoire, Ghana, Guinea, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, Togo, and Guinea Bissau.

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