

**EWDAF/BUR/ :** **National Sanitation Marketing Initiative in Burkina** **Year: 1 of 3**  
**Task Manager:** Ousseynou DIOP  
**Client:** Ministry of Agriculture, Hydraulic and Fishery Resources (MAHRH)  
**Country:** Burkina  
**Partners:** National and Local Governments, Ministry partners (Health-Environment), Donors, NGO, Private sector, WHO, UNICEF, CREPA,

**Desired Project Outcome:** GoBF implements a national sanitation marketing initiative to support the national sanitation policy and strategy and increase household sanitation coverage and hygienic behaviors.

**Project Description:** WSP-AF has over the last years been working together with other development partners to support the MAHRH in charge of WSS issues in preparation of a country-own national sanitation policy and strategy endorsed by the GoBF in July 2007. Operational sanitation strategy has been developed in March, 2008 to ensure more efficiency and effectiveness of the adopted sanitation policy and strategy implementation. The policy is expected to clarify roles and mandates in order to enhance the existing legal and institutional framework and guide the management and financing of sanitation services in Burkina to help the country achieve the sanitation MDG. The focus in FY09 will be on three major activities namely: (i) the development of a sanitation marketing campaign, and (ii) sanitation policy advocacy. The project will seek collaboration and support the Burkina Health and Environment sectors and work closely with other national WASH initiatives in the country.

**Assumptions:**

1. Sustained political commitment and MAHRH support to enact the sanitation policy and support the achievement of the MDGs
2. Sufficient capacity within the MAHRH, Ministries of Health and Environment to implement the policy
3. Country ownership of the process

**Start Date: Jul 08**

**End Date: Jun11**

**Indicators of Outcome:**

1. GoBF adopts and begins implementing the sanitation marketing strategy developed – Dec 10
2. Improved sanitation coverage in targeted areas increases by 20% - Jun 11

**Project Milestones:**

1. National sanitation marketing initiative launched and rolled out in the 13 regions of Burkina - Jan 11
2. National Sanitation marketing and National Hand washing program are well integrated – Jun 10

<b>Project Update:</b> New project
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**Project Activities and Outputs:**

Activity	Output(s) and their deliverable dates
Sanitation Marketing Study	Sanitation marketing baseline study – Jun 2009 Launch of Sanitation Marketing Program - Jul 2010
Support the MAHRH and MS for effective coordination of sanitation marketing and HW for hygiene behavior change activities at the national level	Regular Meeting and Minutes – from June 2009