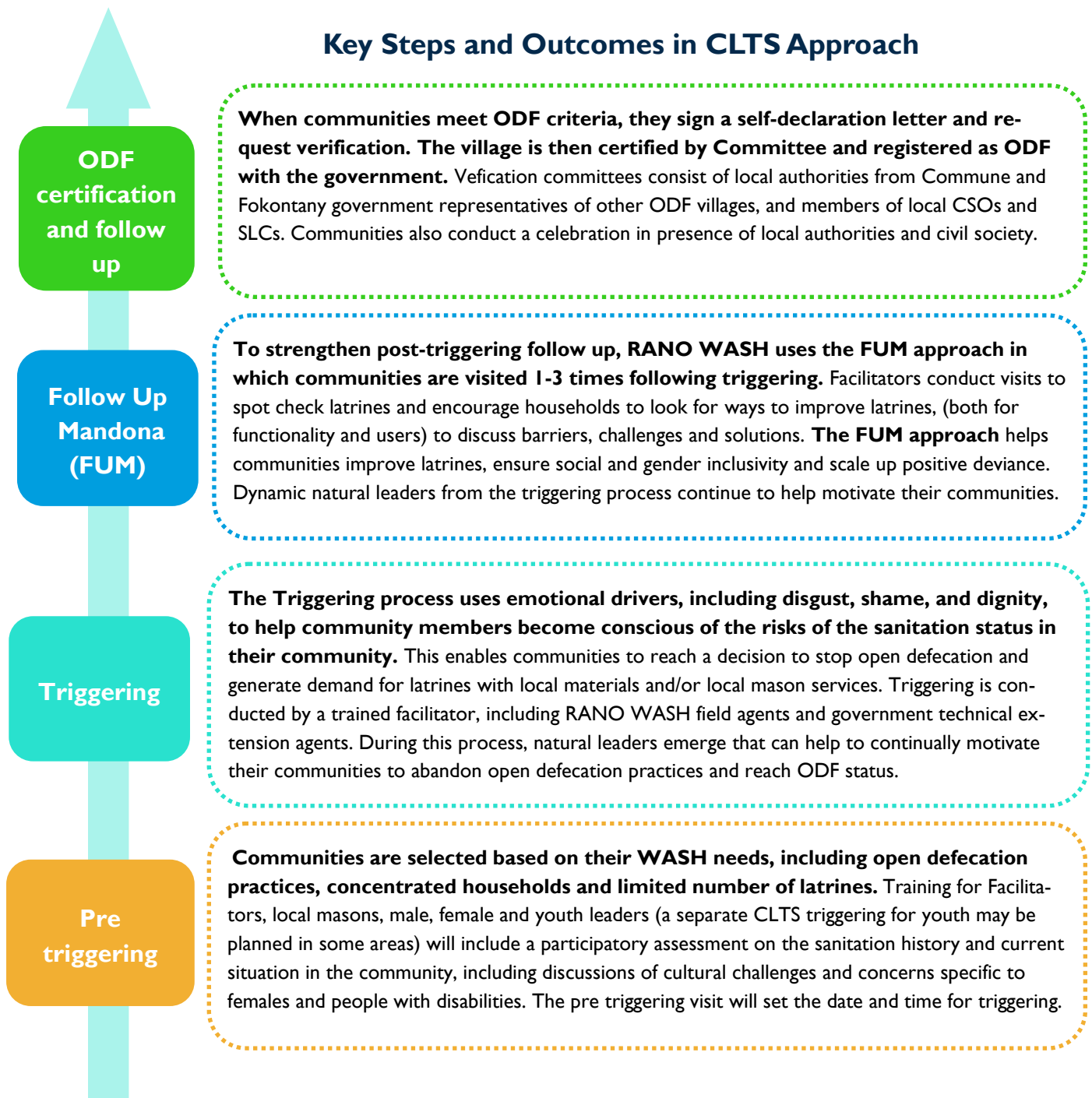




## Community Led Total Sanitation (CLTS)

**OVERVIEW** CLTS is a key intervention within RANO WASH and is used to target two major behaviors directly linked to the project’s overall objective : **use of an improved latrine and hand-washing with soap**. CLTS is the starting point for sanitation and hygiene behavior change (BC) activities. The CLTS process generates demand for improved sanitation and hygiene, and for eliminating open defecation (OD). RANO WASH’s parallel **market-based approaches** enable households to purchase, and private sector actors to provide, appropriate and affordable sanitation and hygiene services and products. Our CLTS approach is informed by coordination, learning and partnership with the Global Sanitation Fund in Madagascar (FAA) and is aligned to the Government of Madagascar’s national sanitation strategy.

### Key Steps and Outcomes in CLTS Approach



## RANO WASH Criteria for Open Defecation Free Status

### ODF Community

Handwashing with soap after defecation

Use of flyproof latrines by all community members, including children, elderly people and people with disabilities

Elimination and transformation of all previous open defecation areas

Basic principles: zero subsidies, community mobilisation approach, natural leader ownership

*\*These criteria are in line with the Government of Madagascar's national sanitation policy*

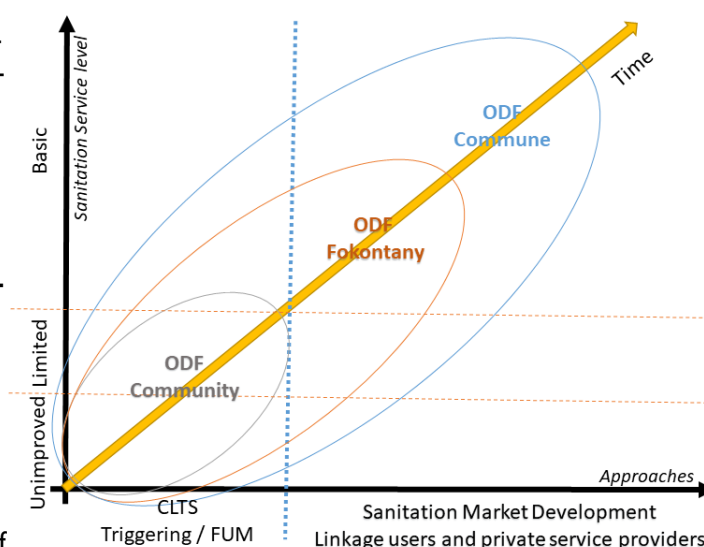
## Increasing Impact: Combined CLTS and Market-Based Approaches

To reach 100% sanitation coverage at the Fokontany and commune levels, RANO WASH will complement CLTS activities by engaging in market based approaches to ensure a range of affordable and appropriate sanitation and hygiene products and services are available to meet demand generated from CLTS. This integration will help households to maintain improved sanitation services over time, and thus maintain ODF status and practice of good hygiene behaviors. RANO WASH will test two models of integrating market-based approaches with CLTS:

**1. Engage market-based approaches once communities reach ODF status.**

**2. Start market-based approaches in tandem with CLTS triggering, to boost households' ability to build more durable latrines, as materials are available during the triggering process.**

This will help households to adopt and maintain use of improved sanitation services, ODF status and practice of good hygiene behaviors.



## Integration with other activities

RANO WASH's CLTS approach is also informed by and integrated with its behavior change, gender and governance approaches. These ensure effective community mobilization for CLTS and complementary activities that aim to sustain the achievements and progress started with CLTS. These include:

1. Ensuring that different groups, including men, women, girls and vulnerable populations are represented in community mobilization for CLTS, including community assessments, and promote social and gender inclusivity in FUM
2. To reinforce achievements and maintenance of latrines and good hygiene practices, households benefit from other behavior change (BC) interventions that include household visits and interactive community activities that are designed to address key behavioral determinants.
3. Using Village Savings and Loans Associations (VSLAs) to not only act as a possible sources of financing and products for households, but also as agents and promoters of change within and parallel to CLTS activities
4. Strengthened governance structures to catalyze community and leadership buy-in and involvement in monitoring and follow up and pooling efforts to support the whole community reaching ODF.

RANO WASH is a USAID-funded project implemented by CARE in consortium with Catholic Relief Services, WaterAid and two private sector partners, Bushproof and Sandandrano in 250 rural communes in Vato-vavy Fitovinany, Antsinanana, Amoron'i Mania, Haute Matsiatra, Vakinankaratra, and Alotro Mangoro regions in Madagascar