

**EWDAF/KEN/42: National Sanitation Marketing, and Hygiene Promotion**

Year: 1 of 3

**Task Manager:** Japheth Mbuvi  
**Client:** MoH, MW&I, MoLG  
**Country:** Kenya  
**Partners:** WHO, UNICEF and AMREF, SIDA, DANIDA, AFTU1, Netwas, Practical Actions

**Desired Project Outcome:** GoK implements a national hand washing campaign and sanitation marketing initiative to support the national environmental sanitation and hygiene policy and increase household sanitation coverage and hygienic behaviors.

**Project Description:** WSP-AF has over the last few years been working together with other development partners (UNICEF, WHO) to support the MoH in the preparation of a national environmental sanitation and hygiene policy. 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 Kenya to help the country achieve the sanitation MDG. In FY06, a related earlier project focused on the finalization of the draft policy document, consultation and decision maker's workshops and preparation of a memorandum for presentation to cabinet. The focus in FY07 will be on three major activities namely: (i) the preparation, coordination and launch of a national hand washing campaign, (ii) the development of a sanitation marketing campaign, and (iii) sanitation policy advocacy. The project will seek collaboration and support the Kenya Health sector SWAp being implemented by the MOH and work closely with other national WASH initiatives in the country.

**Assumptions:**

1. Sustained political commitment and MOH support to enact the sanitation policy and support the achievement of the MDGs
2. Sufficient capacity within the Ministry of Health to implement the policy
3. Country ownership of the process and incorporation in the broader ERS planning framework and the MTEF process
4. Government adopts proposed subsidy arrangements of the OBA approach for increase household sanitation coverage.

**Start Date: Jul 06****End Date: Jul 09****Indicators of Outcome:**

1. GoK adopts and begins implementing NESHP – Dec 08
2. Incidence of handwashing in target areas increases by 50% (as compared to Jun 06) – Dec 08
3. Improved sanitation coverage in targeted areas increases by 20% - Jul 09

**Project Milestones:**

1. National sanitation marketing initiative launched and rolled out in at least 20 districts - Dec 07
2. Launch of a National Hand washing program– June 07

**Project Update: 6/06** New project, follows on from earlier project developing an environmental health policy in Kenya.

**Project Activities and Outputs:**

Activity	Output(s) and their deliverable dates
Preparation of a national hand washing campaign, coordination and launch	National Hand washing Study Report– Dec 2006 Launch of national hand washing initiative – May 2007
Sanitation Policy Advocacy	Stakeholders Workshop - Dec 2006
Sanitation Marketing Study	Sanitation marketing baseline study – March 2007 Launch of Sanitation Marketing Program - June 2007
Support the ESHWG for effective coordination of sanitation activities at the national level	Regular Meeting of the ESHWG and Minutes - June 2007