

Characteristics of Household Sanitation Use and Demand in CLTS and non-CLTS Villages: A comparative study from rural Cambodia

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RESEARCH OVERVIEW

THE CONTEXT: RURAL CAMBODIA

- Rural population = 10.9 mil (Total pop = 13.4 mil)
- 72% of rural population practice open defecation (JMP 2012)
- 1% annual increase in rural sanitation coverage over last decade
- Over 50% without improved sanitation are non-poor (CSES 2009)





Water
SHED

Water, Sanitation & Hygiene Enterprise Development

THE PROJECT: HANDS-OFF SANMARK

- Pilot in Kg Speu province in 2009, currently scaling up to 6 of Cambodia's 13 provinces
- Aims to increase sanitation access at scale by supporting local private businesses and the government to create demand for and improve supply of affordable, desirable products
- Over 35,000 latrines sold by 160 local enterprises in just over 2 years

THE 2009 BASELINE STUDY: OBJECTIVES

- To establish baseline sanitation coverage rates and key behavioral indicators of HH consumer demand in pilot target area
- To understand awareness, preferences, drivers and barriers to sanitation adoption
- To understand how exposure to CLTS impacts on village coverage and household demand characteristics

THE STUDY AREA: KG SPEU PROVINCE

Kampong Speu target area:

- 537 villages, 31 communes, 4 districts
- Total pop: 295,000
- Total HH: 55,100
- Over 100 villages exposed to CLTS triggering



SAMPLING METHOD

Village Selection for Village Level Survey

- 36 villages from 537 target villages randomly selected using PPS sampling, no distinction made between CLTS and non-CLTS villages
- ‘CLTS’ village defined as village exposed to CLTS triggering

Household Survey Selection in Sample Villages

- Choice-stratified sample of ‘latrine adopters’ and ‘non adopters’
- Random selection of 5 adopters and 6 non-adopters from each village
- ‘Adopter’ defined as HH with functioning latrine

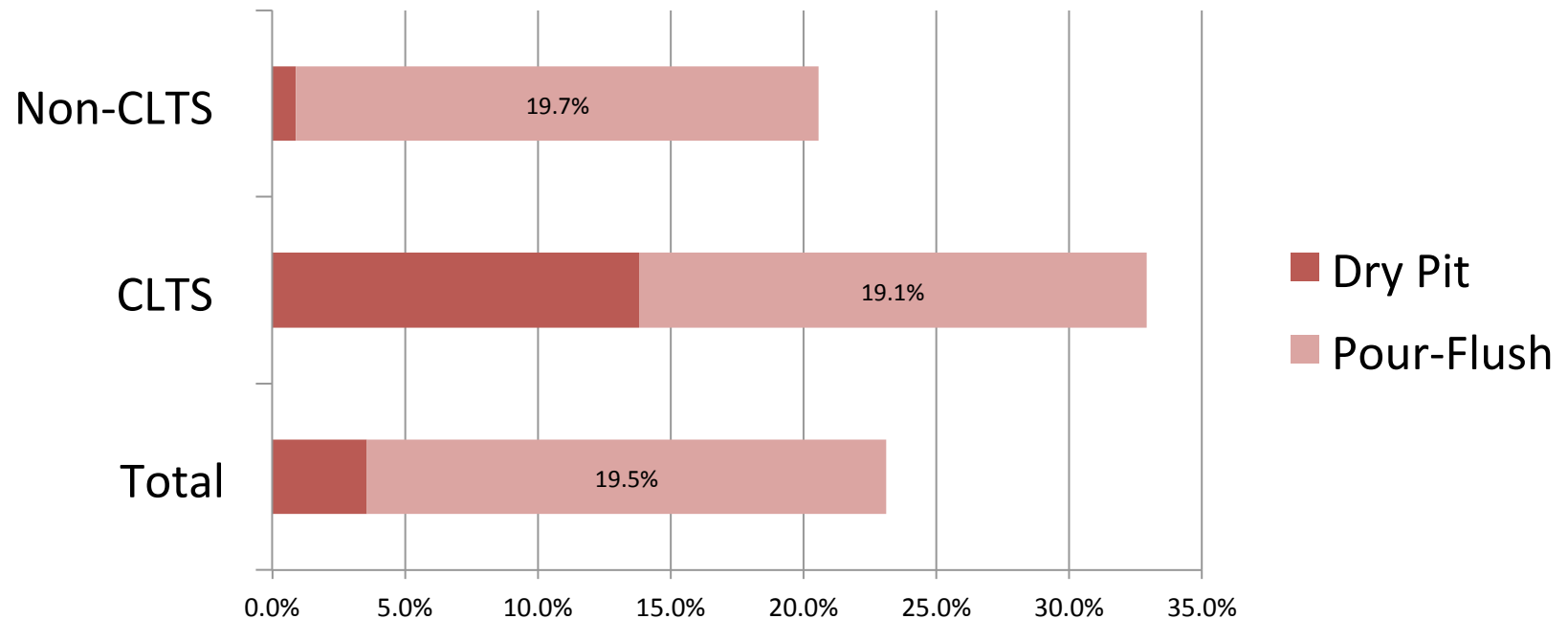
METRICS

	CLTS	Non-CLTS	Total
Sample			
Villages	12	24	36
Households	1,152	2,217	3,369
Population	6,102	11,141	17,243
Respondents			
Latrine Adopters	54	95	149
Non-Adopters	78	171	249
Total	132	266	398

KEY FINDINGS

Higher baseline latrine coverage in CLTS villages, due to more dry pit latrines

Latrine Coverage in CLTS and Non-CLTS villages



- 132 of 140 non-functioning/broken latrines (91.5% of abandoned latrines) found in CLTS villages
- Coverage in CLTS villages varied from 2% to up to 86% - 2 villages 'ODF' at time of survey

Satisfaction is linked to technology type.

Satisfaction with current defecation place among latrine owners, N=95

		Pour-flush	Dry Pit	Total
CLTS	Very Satisfied	67.6%	35.0%	55.6%
	Satisfied	32.4%	50.0%	38.9%
Non-CLTS	Very Satisfied	70.9%	22.2%	66.3%
	Satisfied	23.2%	33.3%	24.2%

96.5 of ALL respondents indicate that the pour-flush latrine is the technology type they would most prefer for their household

Poorer have greater access in CLTS villages, but more likely to own dry pits.

Latrine adopters within each income quartile

	Q1 Poorest	Q2	Q3	Q4 Richest
CLTS	46.2%	26.5%	37.9%	50.0%
Non-CLTS	15.3%	34.3%	38.2%	54.8%

Dry pit latrine owners among adopters within each quartile

	Q1	Q2	Q3	Q4
CLTS	75.0%	33.3%	27.3%	19.0%
Non-CLTS	0.0%	13.0%	19.0%	5.9%

Latrine usage is higher and more consistent in non-CLTS villages, due to latrine technology type.

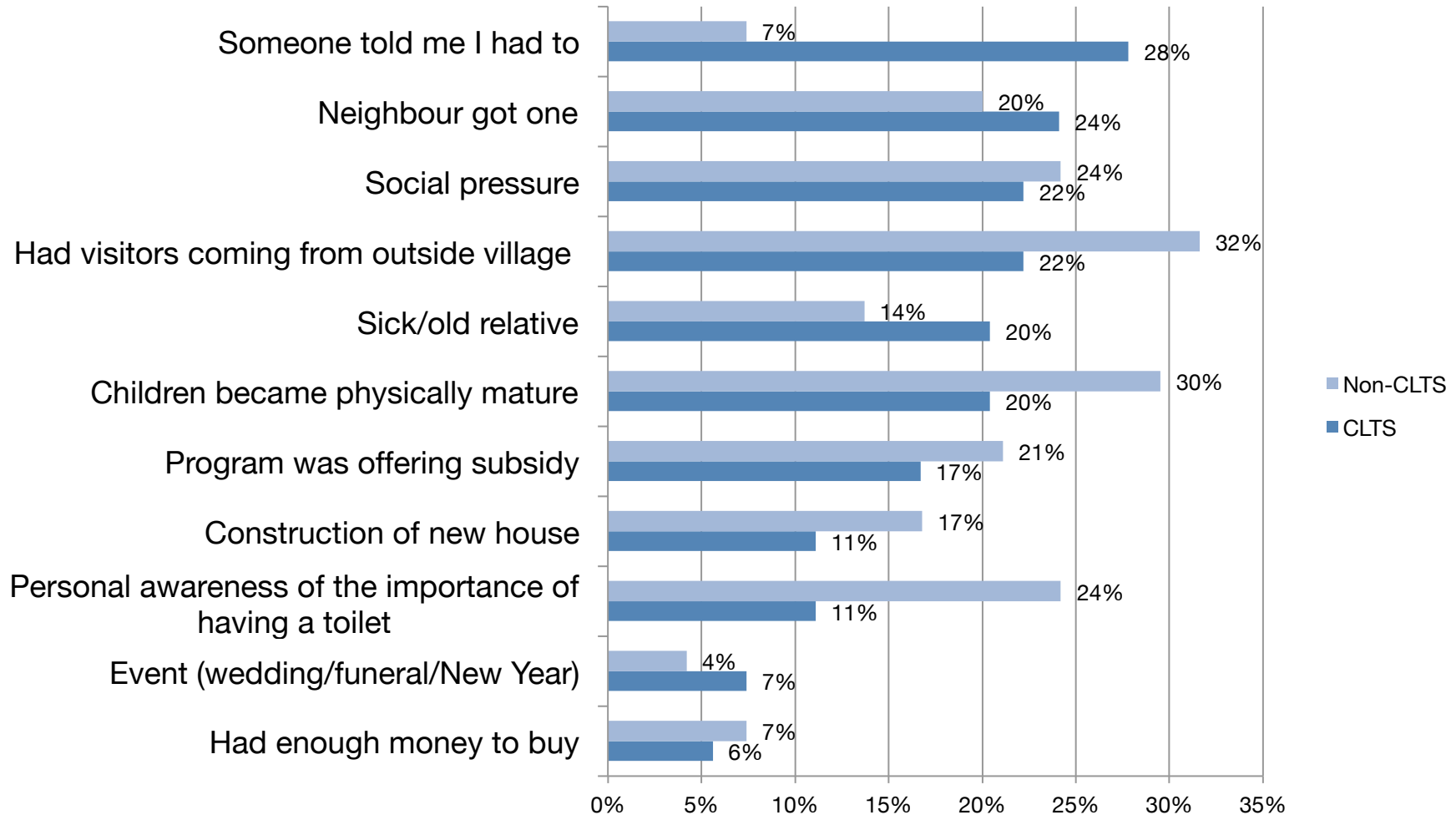
Percentage of adult adopters 'always' using latrine for defecation

	CLTS		Non-CLTS	
	Wet Season	Dry Season	Wet Season	Dry Season
Pour-flush	97.1	91.2	93.0	93.0
Dry Pit	75.0	50.0	88.9	66.7

*CLTS adopters: Pour-flush, N=34, Dry pit, N=20, Total, N=54;
Non-CLTS adopters: Pour-flush, N=86, Dry pit, N=9, Total, N=95

Enforcement is a key driver in CLTS villages. Social norms and status are key.

Reasons for latrine construction*



*Results expressed as percentage of latrine adopter respondents, N = 149

Exposure to CLTS increases intention among non-adopters.

Indicators of intention among non-adopters

	CLTS	Non-CLTS
Discussed or thought about building	92.3%	82.5%
Of these, % discussing with family in the last month*	16.7%	2.1%
High likelihood toilet will be built in next 12 months*	11.5% (7.7%)	2.3% (1.8%)

*Expressed as percentage of respondents who thought about or discussed building latrine, CLTS = 72, Non-CLTS = 141 Rate of high likelihood in parenthesis is for all non-adopters in the community.

CONCLUSIONS

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- CLTS helps to prime demand, but to achieve sustained norms, **THE PRODUCT MATTERS**
- Consistent usage is linked to product satisfaction – people are more likely to use and maintain their preferred toilet type
- Better understanding of the role sanitation facility preferences play in supporting social norms can help programs leverage the demand-stimulation approaches like CLTS

Results from 2 years of sanitation marketing at
Thursday Evening Poster Presentation:

‘Explosive Sanitation Coverage: Analysis of
Contributing Factors’, Sophea Pouv

Full Baseline Report available at:

[www.watershedasia.org/sanitationmarketing/
resources](http://www.watershedasia.org/sanitationmarketing/resources)