Water, Sanitation, and Hygiene
Strategic Framework

For Better Life, Wash for Every Child

Revised Draft for Comment
Vision for 2030:
Every child in World Vision program areas has sustainable clean water, dignified sanitation, and practices healthy hygiene behaviours.

Objectives:
World Vision’s Water, Sanitation and Hygiene programs will contribute to the well-being of children, as measured by the following objectives:

1. Increase in children who are protected from infection, disease, and injury.
2. Increase in children who are well nourished.
3. Increase in children who can read by age 11.
4. Children report an increased sense of well-being.

Output Targets:
The strategy outline herein seeks to achieve the following targets, specifically in World Vision operational areas:

Table 1.0 – Timeline of the output targets for hygiene, sanitation and water activities.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td></td>
<td><strong>2020</strong></td>
</tr>
<tr>
<td><strong>Geographic Focus</strong></td>
<td>Twenty target countries of greatest need (10 expanded programs, 10 new country programs).</td>
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<td><strong>Water</strong></td>
<td>- More than 400 Area Development Programs will have universal water access.</td>
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<tr>
<td><strong>Sanitation</strong></td>
<td>- More than 400 Area Development Programs will have universal sanitation access.</td>
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<tr>
<td><strong>Hygiene Behaviours</strong></td>
<td>- More than 400 Area Development Programs will have universal access to hand washing facilities and menstrual hygiene facilities at school and in health centres.</td>
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<td><strong>2030</strong></td>
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<td>- Universal access to a basic water supply while at home, schools, and health centres.</td>
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<td>- Universal access to adequate sanitation at home.</td>
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<td>- Universal access to adequate sanitation at schools and health centres.</td>
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<tr>
<td></td>
<td>- Universal access to hand washing facilities, with soap and water, at home, school and in health centres.</td>
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<td>- Universal access to menstrual hygiene facilities at school and in health centres.</td>
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Principles:
To affect this strategic focus and to scale up, World Vision commits that its WASH programs will reflect:

- **Sustainability**
  Sustainability involves three aspects—environmental, financial and social—which must be addressed. World Vision will not implement a project or program in which sustainability from these three aspects of a system is not assured. Environmental sustainability will be addressed by developing water systems in which the water resources are protected, and from which a safe yield can be achieved for years to come, even under water scarce scenarios. Financial sustainability entails not only planning for full operation and maintenance of the system, but that adequate mechanisms are established to recover costs for future upgrades and replacements. Social sustainability starts with a community’s integration into the project from the beginning, but is also contingent upon the public and private sector conditions. Capacity building with all partners (residents, government, and the private sector) in the community is needed to ensure sustainable operation, maintenance, and management of the WASH facilities.

- **Equity**
  A hallmark of any World Vision WASH program is the integration of marginalized and neglected members of the community into the program design. Whether this occurs due to ostracism from disability, gender or age inequality, or from discrimination due to societal norms, World Vision’s WASH interactions with the community will ensure the inclusion of all, especially children and youth, in the design, development and management of water, sanitation and hygiene services.

- **Partner of Choice**
  Partnerships will be required to affect the broad change outlined in this strategy. World Vision seeks to become a partner of choice in the WASH sector. Therefore, our national, regional and support office teams will actively engage with communities, governments, donors, the private sector, other NGOs and academic institutions to build long-term collaborations that will have an impact on our strategic objectives. These partnerships will bring mutual value, contribute to and influence policy, and inform practice in the sector.

- **Transparency**
  World Vision will be intentionally transparent and accountable to its partners. We will share appropriate information about the resources provided by our partners, be honest about our constraints and our efforts to overcome them, and open about our lessons learned and best practices for the benefit of the sector. World Vision’s WASH programs will empower our community and government partners to verify accountability toward our commitments. We will intentionally share successes and failures with our partners, and will look for opportunities to collaborate and share learning to help improve the effectiveness of our work and the work of the WASH sector as a whole.

- **Integration**
  Poverty is not one dimensional and must be addressed on multiple fronts. World Vision will ensure that its water, sanitation and hygiene programs are appropriately integrated at the community level with other sectors. While the context for integration can change, achieving truly transformational programs will require both models for integrating WASH services with other sectors as well as a purposed implementation from the start of any new program.

- **Advocacy**
  The voice of children and the vulnerable is often silent. World Vision will use its position in the WASH sector to be a voice for the forgotten and marginalized. Working with our internal programs and external partners, we will actively participate in Global and Regional Action Networks and WASH advocacy campaigns.

- **Scalable**
  As a result of an emphasis on achieving universal access in particular geographic areas, World Vision will model an approach that can be replicated by others to ensure sustainable WASH services are made a reality. World Vision will use its global reach to ensure that best practices are adopted both internally and externally.
Achieving the Vision:
Over the past three years, the number of people reached by World Vision’s WASH programming has increased fourfold. In 2012, one million beneficiaries were reached with comprehensive water, sanitation, and hygiene interventions across 10 countries in Africa. Based upon this growth, the organization believes that the 2020 targets of universal coverage in 400 ADPs, and complete coverage by 2030, are ambitious but achievable.

To realize this vision, World Vision’s WASH programs will build upon our base as a grass-roots Christian organization with deep ties to the communities we serve (See Figure 1.0). By working with businesses, financial institutions, civil society organizations, and the government, World Vision will be able to build the enabling environment required to facilitate the expansion of sustainable water, sanitation and hygiene services. World Vision then works by in helping communities to see the need for and develop internal motivation to make changes in the water, sanitation, and hygiene conditions in their own communities. It is only upon this base of fundamental community change that sustainable water and sanitation services can be built. By leveraging the scale of World Vision’s presence and deep roots with communities, WASH programs can be expanded across the globe. The final result of this will be better lives for children.

Figure 1.0 – Theory of Change.

World Vision has developed several Programming Frameworks to act as a guide to field teams as they begin developing programs or updating their existing WASH programs. The objective of each framework is to provide specific guidance on how to assess the field conditions and determine which of the several WASH related project models and programming tools are best suited to the local environment. Within World Vision’s WASH sector there are five Programming Frameworks:
- **Water and Sanitation Services** – shapes how World Vision approaches water and sanitation infrastructure.
- **Behaviour Change** – guides practitioners to apply successful practices from the field of social and behavioural change in order to achieve better and more sustainable results and outcomes and the desired impacts from the investment in WASH infrastructure.
- **Sustainability** – builds upon our track record of sustainable services by addressing the three factors critical to long-term operation, environmental, financial and social sustainability.
- **Enabling Environment** - addresses the programming required to strengthen the private sector, financial services, public sector, and civil society organizations which enable communities to have long-lasting water and sanitation services and improved hygiene behaviours.
- **WASH Monitoring and Evaluation** – will guide how the organization ensures it programs are achieving the intended outcomes and impact.