

# WaterAid Liberia Country Programme Strategy 2023–2028



**Making clean water, decent toilet, and good hygiene normal for all**



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● Front cover image: Internal of an eight-cubicle gender-friendly Bio-digester toilet facility in Liberia's St. Kizito Community, servicing over 320 users daily.

# Acronyms

<b>AAH</b>	Action Against Hunger
<b>AfDB</b>	African Development Bank
<b>BCC</b>	Behaviour Change Communication
<b>CP</b>	Country Programme
<b>CPS</b>	Country Programme Strategy
<b>CSO</b>	Civil Society Organisation
<b>EVD</b>	Ebola Virus Disease
<b>GDP</b>	Gross Domestic Product
<b>GOL</b>	Government of Liberia
<b>GUCCA</b>	Guinii Creek United Development Association
<b>HCF</b>	Health Care Facility
<b>HDI</b>	Human Development Index
<b>HF</b>	Health Facility
<b>IEC</b>	Information, Education and Communication
<b>IHME</b>	Institute of Health Metrics and Evaluation
<b>JICA</b>	Japan International Cooperation Agency
<b>JMP</b>	WHO/Unicef Joint Monitoring Programme
<b>MHM</b>	Menstrual Hygiene Management
<b>MOH</b>	Ministry of Health
<b>MPW</b>	Ministry of Public Works
<b>NGO</b>	Non-Governmental Organisation
<b>NPHIL</b>	National Public Health Institute of Liberia
<b>ODA</b>	Overseas Development Assistance
<b>PAPD</b>	Pro-Poor Agenda for Prosperity and Development
<b>PPP</b>	Public-private partnerships
<b>PSI</b>	Population Services International
<b>SDG</b>	Sustainable Development Goals
<b>SURIDO</b>	Sustainable Urban and Rural Integrated Development Organisation
<b>UN</b>	United Nations
<b>USAID</b>	United States Agency for International Development
<b>WASH</b>	Water, Sanitation and Hygiene
<b>WHO</b>	World Health Organisation



● A female student in Kartoe Town utilises the first handwashing facility on her school campus. The facility was made available by WaterAid Liberia, August 2022, to promote good hygiene among students.

# WaterAid Liberia Country Programme Strategy at a Glance 2023–2028



## OUR GOAL

To contribute to universal coverage of inclusive, safe, affordable, sustainable and climate resilient WASH services in Liberia

## OUR AIMS

All people in Todee district have access to safe, inclusive and sustainable WASH services

WASH is effectively Integrated in Liberia's health sector policies, programmes and practices to improve public health outcomes

Increase the quantity and quality of WASH financing

## OUR APPROACHES



System Strengthening



Rights-based Approach



Modelling, Testing and Influencing



Advocacy, Services and Capacity Building



Gender Equality and Social Inclusion



Collaboration

Photo: Like many citizens, 12-year-old Alphonso now enjoys access to safe drinking water, eliminating the risk of health complications caused by the contaminated well in Koon Town, Liberia.



# Executive summary

WaterAid Liberia will provide the best possible contributions to three of WaterAid's four Global Aims:

1. Achieving universal, sustainable and safe services in focused geographic areas to influence wider change.
2. Prioritising water, sanitation and hygiene (WASH) across the health sector to improve public health.
3. Increasing the quantity and quality of financing.

We will do this by:

- Demonstrating that achieving universal access to WASH in a given geographical area, then replicating this model elsewhere, is a successful strategic approach to achieving universal coverage in Liberia by 2030.
- Showing that outbreaks of diseases recently impacting Liberia, including EVD, COVID-19 and others, will be reduced by integrating WASH into health policies, programmes and practices.
- Increasing the quality and quantity of financing of WASH services in Liberia, and specifically ensuring they are equitable. Current annual donor and national financing is inadequate and often inequitable, as it fails to sufficiently target women, children, and vulnerable populations that need WASH services the most.

Our theory of change to end WASH poverty in Liberia is that there must be strong and committed people and leaders who will adopt and sustain positive WASH behaviors. They must prioritise and adequately invest in, model and replicate WASH interventions, and they must ensure WASH is integrated into health systems (policies, programmes and practices) for better public health outcomes.

To assist this change, we will:

- Use a system strengthening approach.
- Promote diverse, equitable and inclusive solutions through our work that protect the rights of people discriminated against for their economic status and gender.
- Continue to work with local and international partners, including communities and government, intervening through advocacy, capacity building and service delivery.
- Use an overall approach of modelling our interventions and influencing replication in areas beyond our reach.

● **Students utilise a handwashing station made available by WaterAid in 2021 for their school in rural Montserrado County, Liberia. This is helping to promote proper hygiene among students and staff through hand washing.**



WaterAid/Dequemine Tabolo

# 1

## Introduction

**With four decades of technical experience and collective expertise, we are the largest not-for-profit global organisation that focuses solely on sustainable and safe WASH.**

By 2032, our ambition through our work is to see:

- 400 million more people with sustainable and safe WASH.
- \$15 billion more a year mobilised for WASH in low- and middle-income countries.

We will work with the utmost determination, passion and focus to reach everyone, everywhere with clean water, decent toilets and good hygiene. We know that change is possible. It can be done.

We will do this through: increased financing and delivery of WASH services that improve public health; climate resilient WASH interventions, and; strengthening WASH systems in specific locations, then using these as scalable models.

All WaterAid CPs have developed strategies aligned to global targets. Over the next five years, WaterAid Liberia will demonstrate that it is possible to achieve universal WASH coverage in Liberia.

### Our vision

A world where everyone, everywhere has sustainable and safe water, sanitation and hygiene.

### Our mission

To transform lives through sustainable and safe water, sanitation and hygiene.

### Our values

These define our culture and unite us across the many countries in which we work. They are at the very heart of WaterAid – who we are, what we do and how we do it.

- **Respect:** We treat everyone with dignity and respect, and champion the rights and contributions of all to achieve a fairer world.
- **Accountability:** We are accountable to those we work with and to those who support us.
- **Courage:** We are bold and inspiring in our actions and words, and uncompromising in our determination to pursue our mission.
- **Collaboration:** We work with others to maximise our impact, embracing diversity and difference in the pursuit of common goals.
- **Innovation:** We are creative and agile, always learning, and prepared to take risks to accelerate change.
- **Integrity:** We act with honesty and conviction, and our actions are consistent with openness, equality and human rights.

### Our global aims:

- **Aim1:** Achieve universal, sustainable and safe services in focused geographic areas to influence wider change.
- **Aim 2:** Prioritise WASH across the health sector to improve public health.
- **Aim 3:** Strengthen the resilience of WASH to climate change.
- **Aim 4:** Increase the quantity and quality of financing.



● WaterAid is providing clean water for thousands in some of Liberia's informal communities, including Peace Island. An ATM for water installed on the semi-mountain island is hugely appreciated.







## Our ambition as a country programme

**Our overall goal is to contribute to universal coverage of inclusive, safe, affordable, sustainable and climate resilient WASH services in Liberia.**

Our ambition for Liberia by 2028:

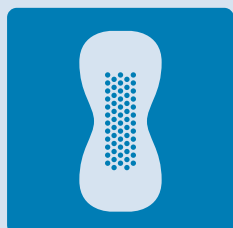
- 700,000 more people with sustainable, safe and inclusive WASH, starting with universal coverage in Todee District, Montserrado County.
- Public health outcomes in Liberia improved through better integration of WASH in the national health system.
- At least \$13 million more per year mobilised for WASH across the country.

By 2028, all people in Todee District will have access to safe water and improved sanitation, and sustainably practice positive hygiene, sanitation and water use behaviors. This model will be documented and used as evidence in our work influencing the GOL to scale solutions across the country. We will focus on people who are marginalised from these services, prioritising the needs of women, girls, people living with disabilities, and people in remote and hard-to-reach areas.

We will strengthen the Liberian health system by integrating WASH and hygiene in health programs, and prioritise the requirements of women and girls, who make up most health service users and health workers.

To achieve universal access to WASH, financing must be adequate in both quantity and quality. We have committed to working with the GOL and other stakeholders to increase WASH financing from current levels of US\$37 million per annum to around US\$50 million per annum. We will use our own funds as a catalyst, bring in others who can help unlock financing, and support a well-regulated sector that is attractive to donors and private investors. WASH investments will better target women, children, people living with disabilities, and other marginalised populations in hard-to-reach areas.

Importantly, WASH funds will be made more transparent and accountable through greater civic engagement and regular tracking of public budgets and expenditure. We will influence public and external financing to deliver universal, safe, equitable and sustainable WASH services in households, schools, HCFs and public places.



● A young female menstrual health and hygiene champion at the 72nd Public School.







● Kulangor Community Chief, Wyndy Sambolah, demonstrates the importance of hygiene by being the first user of a new hand-washing station and toilet facility constructed by WaterAid Liberia in 2022.



# Situation analysis

## 3.1. General context of Liberia

### General context

Liberia has struggled to recover from historic conflict. After more than a decade of civil wars ended in 2003, the country was left economically and infrastructurally devastated, including its water and sanitation services. Promising national development was then significantly disrupted by a deadly outbreak of EVD in mid-2014. Liberia remains one of the poorest countries in the world, ranking 178 out of 191 countries and territories on the UN HDI. Today, the country has a population of 5.1 million people and, despite some internal security issues, is generally stable and peaceful. Its PAPD for 2018–2023 prioritises agriculture, physical infrastructure (energy, roads, etc.) and security.

**Socio-economic:** Liberia's GDP is estimated at US\$3.5 billion. The country's economy recovered to 5.0% in 2021 because of improved external demand, higher prices for Liberia's main exports, and the resumption of normal domestic activity. Growth is expected to decline to 3.7% and inflation is controlled at around 7.2%.<sup>1</sup> Poverty in Liberia remains widespread, with more than half of the population (50.9%) below the national poverty line. The country has a youthful population (63% under 25 years old).

These young people, some of whom are ex-combatants, face formidable challenges, including limited access to employment and stable sources of income. More than 70% of the population is employed in the agricultural sector. Society is characterised by inequities between rural and urban standards of living. Being highly patriarchal, there are also marked gender inequalities across the country. Corruption, impunity, violence against women and low adult literacy (48.3%) are related issues of concern.



● In Liberia, women and girls must spend more time and effort on providing household water, limiting their opportunities compared to men. Therefore, WaterAid ensures that clean water is accessible, affordable, and sustainable for everyone, everywhere in Liberia.

**Health:** Total life expectancy in Liberia is 64.1 years. The country has one of the highest rates of mortality among children under five in the world, at a rate of 93 deaths per 1,000 live births. Its maternal mortality ratio was 742 per 100,000 in 2020.<sup>2</sup> Among the ten highest ranking causes of death in Liberia (IHME, 2020)<sup>3</sup> are diarrhoeal diseases, maternal disorders, neonatal disorders and malnutrition.

To address some of these challenges, major policy and institutional arrangements have been made in the health sector that consider working with the WASH sector.

1. [www.worldbank.org/Liberia](http://www.worldbank.org/Liberia)

2. Liberia (2021–2022) Demographic and Health Survey Summary Report

3. IHME (Institute for Health Metrics and Evaluation) 2020 Report.



### 3.2 WASH situation in Liberia

#### Access to basic drinking water

Access to safe water remains a major challenge in Liberia and data shows that progress is insignificant. Access to basic drinking water was 73% in 2015 with only 2% change five years later (75% in 2020). The proportion of the population that drinks surface water only reduced by 1% during this same period.

#### Access to basic sanitation

Access to basic sanitation in Liberia is 18% nationally. In 2015, 41% of the population practiced open defecation, and five years later there had been only a 3% reduction (38% in 2020). Only 1% of the population had access to handwashing facilities on premises in 2020.<sup>4</sup>

#### WASH in HCFs and schools

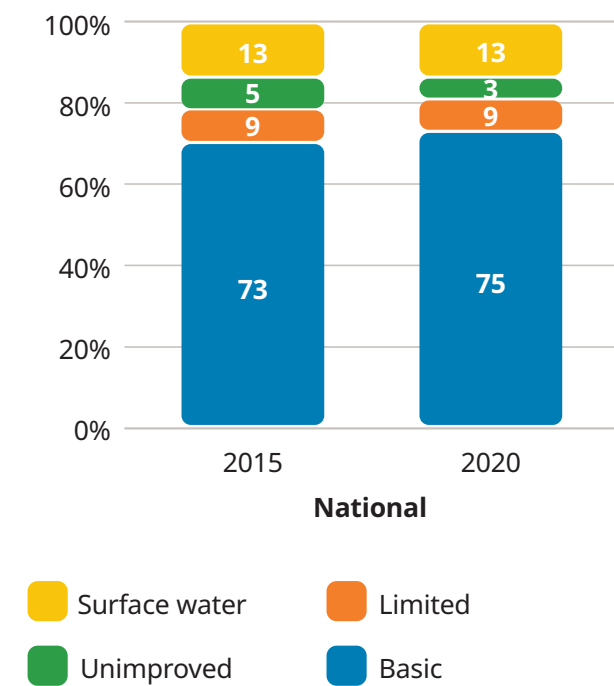
In Liberia, 95% of HCFs do not meet MOH standards for water quantity for all purposes. Half of HCFs surveyed in 2015 did not have a protected year-round source of water, whilst 20% did not have any protected source on site.<sup>5</sup> In 2015, only 58.1% of all schools in Liberia had access to water, 69% had sanitation facilities, and just 62% had access to handwashing stations. More than 500,000 students will need additional WASH facilities to meet growing enrolment in schools. This is especially true for primary school students, who make up 55.6% of the total national enrolment.<sup>6</sup>

#### WASH financing

An average of 95% funding to the WASH sector is by donors. The WASH Sector Investment Plan estimated that US\$120 million would be needed per year for five years to successfully implement the National WASH Strategy.<sup>7</sup> Annual budget allocation for the WASH sector, including both GOL and donor funds, was about 30.8% of what was required to meet the targets. Liberia's economy has lost US\$17.5 million annually due to poor WASH services. There is limited fiscal space, especially for subnational financing, as the Local Governance Act 2018 is not being implemented.

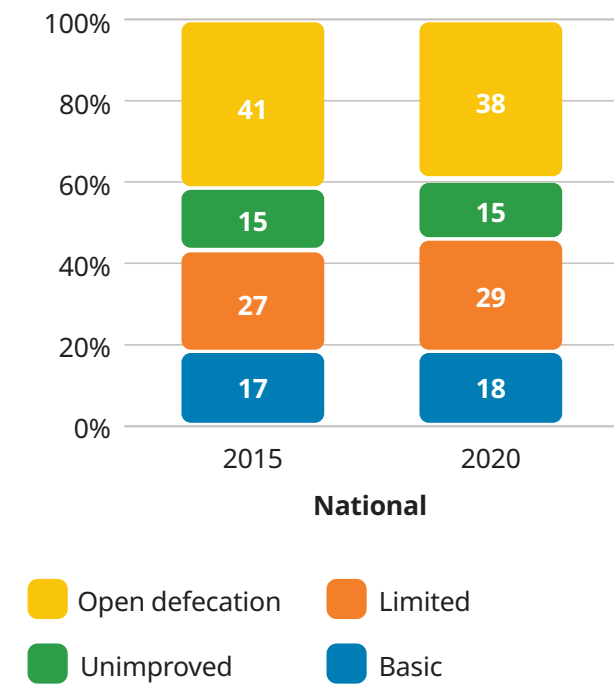
4. JMP, Liberia 2021, WHO/Unicef joint monitoring programme for water supply, sanitation and hygiene.  
5. Liberia wash in health facilities baseline report – 2015.  
6. Nationwide assessment of WinS, 2016.  
7. SPR, Liberia 2017.  
8. WSP/WB Liberia 2013.

Figure 1: Access to basic drinking water in 2015 and 2020



Source: WHO/UNICEF JMP 2020, 2021

Figure 2: Access to basic sanitation and open defecation in 2015 and 2020



Source: WHO/UNICEF JMP 2020, 2021

### 3.3 Barriers and opportunities

#### Barriers

The main WASH barriers in Liberia are:

- Poor sustainability of WASH services and behaviour
- Limited political will for / low prioritisation of WASH by government
- Limited WASH sector financing
- Poor institutional arrangements / fragmented, ineffective and weak sector coordination
- Limited private sector involvement and investment in WASH across markets

#### Opportunities

Despite the barriers identified above, the following opportunities and drivers of change exist:

**Existence of national strategic plans and policies.** Especially the revised National Public Health Institute of Liberia (NPHIL) Strategic Plan (2023-2028), the National Health Policy (2023-2031), and the National Strategic Plan for Primary Health Care Services (2023-2028), among others. Our interventions will be aligned with these strategies to make them contextually relevant.

**Structures for sector coordination exist, they just need to be strengthened and made effective.** This includes a platform for monthly health sector coordinating committee meetings and a Joint Sector Review and Coordination Platform where stakeholders share information. We will explore how to make these platforms work better and use them to advance the WASH in health agenda.

**Vehicles for effective advocacy.** Liberia has a strong WASH and health CSO coalition with a focus on gender equity. WaterAid Liberia has previously supported this coalition to strengthen their advocacy capacity, and there is potential for increasing our effectiveness. There is also a responsive Legislative WASH Caucus in place, and high interest from most stakeholders to see WASH integrated across health interventions, including menstrual hygiene management, sexual and reproductive health and nutrition.

**Existence of WASH agencies.** Particularly the WASH Commission and the National Public Health Institute, among others

**Active donor partners.** These will be instrumental to mobilise resources and scale successful models to achieve universal coverage of WASH services across Liberia.

- **An Automated Teller Machine (ATM) for water provides easy access to clean water for 250 people daily on the informal Peace Island in Liberia. This initiative saves time and effort in obtaining water. This was made available by WaterAid Liberia.**



WaterAid/Zazay Kolubah



# 4

## Our role in the next five years

### 4.1 Key lessons learned from previous country programme strategies

- We understand inequalities and how to address them. Liberia cannot effectively reduce inequalities of access to WASH unless there is a strong political will to invest in the financial resources necessary to rebuild infrastructural and human capacity deficits.
- Our strategic partnership with the Cities Alliance, which promotes community ownership and participation through enterprise, is worth exploring outside of urban contexts.
- To adequately address public health challenges and improve outcomes, we need to integrate WASH into health, nutrition and education as a holistic approach.
- We have worked with local partners to install innovative foot-pedal handwashing facilities in public places during the COVID-19 pandemic, introduced biogas toilets in challenging urban slum areas, and used solar technology to create sustainable water supplies for staff and patients in HCFs. This shows great potential for us to explore innovative solutions to complex WASH problems.
- Our ability to mobilise CSOs to carry out advocacy has been strategic, effective, and led to our recognition as the leading WASH advocacy organisation in Liberia. This has changed the dynamics of WASH nationally. For example, we have successfully created space for CSO engagement with the GOL and helped improve WASH governance more broadly.
- We recognise the power of citizens' action groups for public accountability around WASH. We will work with CSOs, youth and women groups to empower them to demand their rights and take collective action for improved WASH services in Liberia.

### 4.2 Our added value for the next five years

**Remote community focus:** We have gained considerable experience working with technical partners in hard-to-reach areas. Building on this strength, we will work and advocate for 'last mile' communities to be prioritised as a special group by the GOL and development partners during planning and implementation phases. Through this, thousands of people in hard-to-reach areas at risk of marginalisation will be reached with WASH services.

**Effective advocacy, working with CSOs:** We will leverage our deep relationships with CSOs and their networks to help citizens and indigenous communities advocate for WASH as their human right.

**Technical expertise in WASH:** We will leverage regional and global technical WASH expertise to continue championing service delivery in communities and institutions.

**Systems strengthening for scalable WASH service delivery models:** We will build on our previous experience using a system strengthening approach to work with strategic partners, strengthen the WASH system at national and subnational levels, and scale up WASH services.

**Knowledge creation and dissemination:** We will continue to lead the sector in knowledge management by documenting best practices and sharing lessons for sector development. We will produce learning documents including high quality policy briefs, technical papers, and information brochures to influence change.

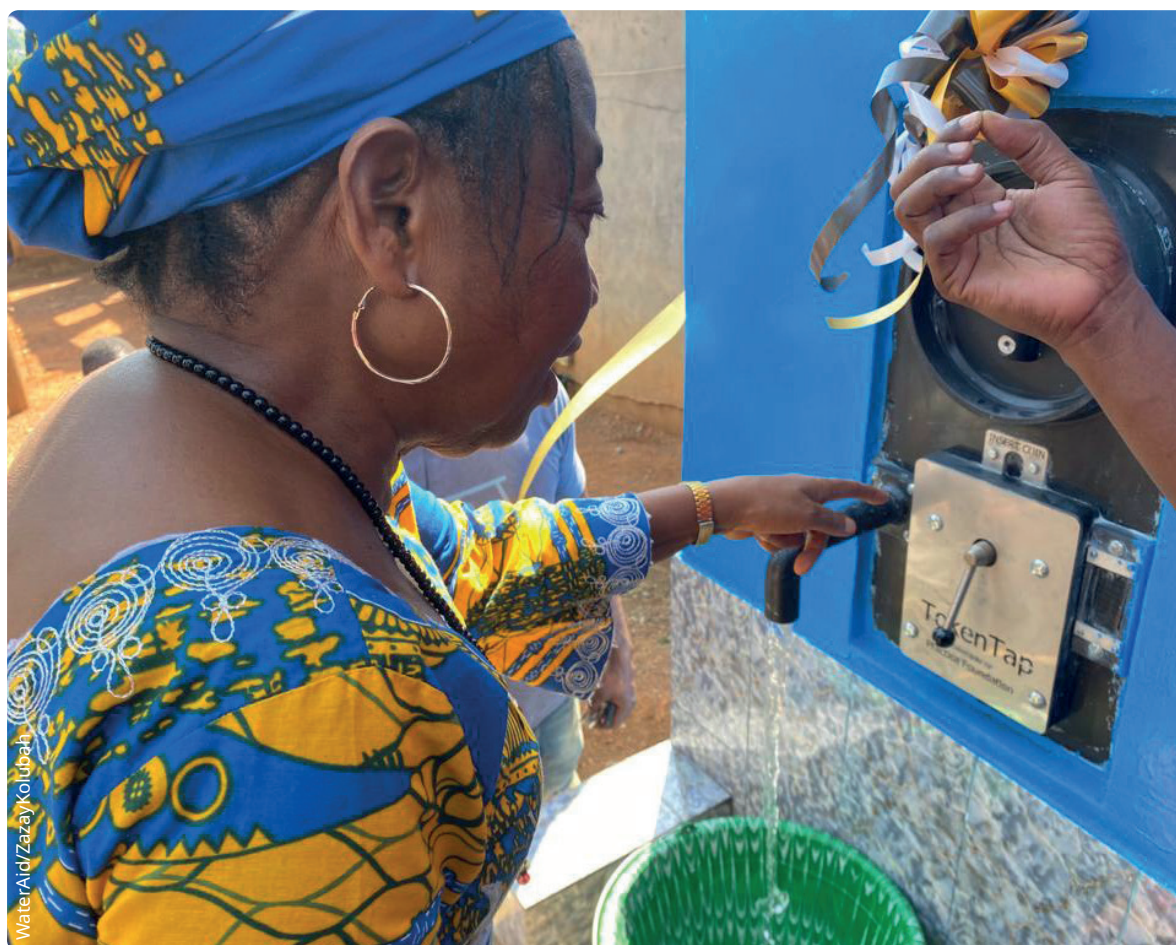
**WASH in health:** Having mobilised a critical mass of credible partners and established a footprint in the health sector, we will coordinate WASH actors in Liberia to rally around the MOH and achieve integration of WASH throughout the health sector.

**Partnerships, synergy and co-operation:** We will use our strong partnerships with the GOL and local and international organisations to effectively collaborate and achieve our strategic ambition.

### 4.3 Key shifts

The effective execution of this strategy has implications around capacity, number and quality of partnerships, resources available and geographical focus. At the minimum, we will consider the following strategic shifts:

- Focus on sector financing instead of overall WASH governance, additionally targeting donors and bilateral and UN agencies for increased financing.
- Emphasise hygiene behavior change with intensive engagements and consolidation of other public health interventions. This will encourage community leaders and stakeholders to play meaningful roles when influencing change at community, household, and individual levels.
- Decentralise offices and staff in areas of operations to increase visibility and improve quality control and effective support.
- Shift geographical focus to nearby counties identified in other national assessments as being in high need of water and sanitation, and with high rates of malnutrition and poverty.
- Continue deliberate efforts to achieve gender equity in programme design and delivery, including empowering women and providing services responsive to their needs.



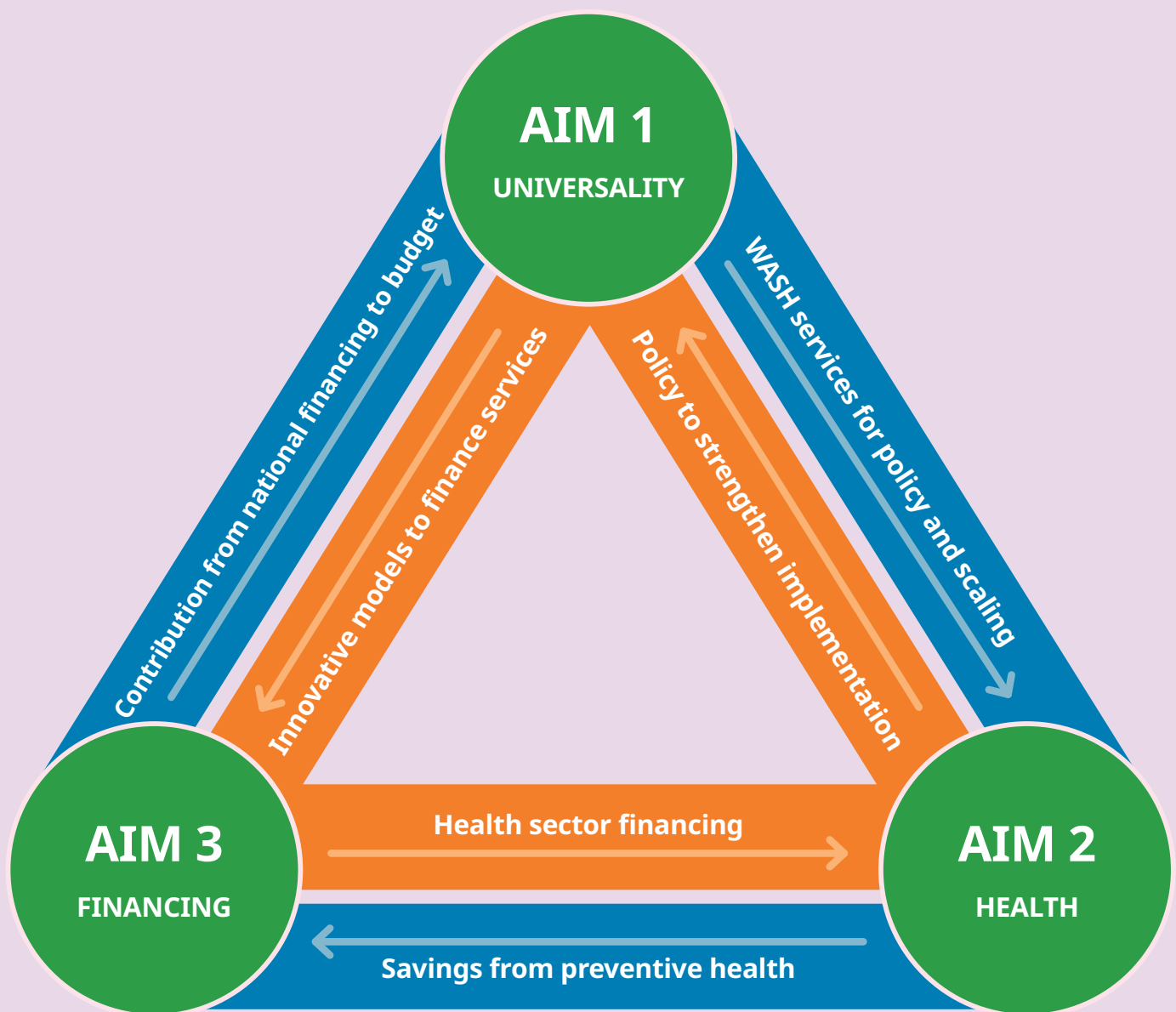
● **Mother Ellen Gonter, 68, relied on swamp water 20 minutes walk away from her home for household water supplies six years ago. Today, after WaterAid intervention she obtains clean water in less than five minutes from an Automated Teller Machine for water.**





## Our aims and thematic focus

We have already undertaken an intensive consultation process through workshops, meetings and strategic assessments to arrive at three strategic aims that will help us achieve our results. As shown in the infographic below, all three aims are interlinked, benefiting from and contributing to each other. Our overall approach recognises how work in one aim reinforces and benefits from work in the other aims.



## 5.1. Aim 1: All people in Todee District have access to safe, inclusive, and sustainable WASH Services

### 5.1.1. Rationale for the selection of this aim

Our choices are grounded on the enormity of the WASH challenge in Liberia. WASH related health challenges are causing entirely avoidable deaths, yet financing of WASH and related activities remain grossly inadequate. There is a vital need for intensive and targeted work that strengthens national systems and delivers lasting change at scale.

Achieving universal coverage of WASH services in Todee District will generate learning and evidence to influence wider change in Liberia. Doing so requires not only enough financing, but different partners working in a coordinated manner for complementary impact.

With USAID funding over the next five years, the district will host a variety of local and international NGOs; we have the technical capacity to coordinate these partners, strengthen district leadership capacity, and catalyse investments to bring about universal coverage in the district. We also have strong knowledge management capacity, which will be key to engaging government and partners and influencing replication throughout the country.

### 5.1.2 Impact and outcomes

#### Impact

The main impact we anticipate from the interventions in this aim is that all people in Todee District have access to safe, inclusive and sustainable WASH services.

#### Outcomes

The outcomes we will deliver in this aim are:

- **There is strong and active leadership in Todee District prioritising and mobilising adequate resources for inclusive WASH.**

This implies: strong participation in decision making by women, younger people and other often-marginalised groups; strengthened governance and accountability systems around WASH service delivery and adherence by all sector actors in the district; a common costed plan for universal access to WASH across the district; adequate financial and human resources allocated for WASH across the district, and; improved institutional capacity to coordinate and monitor WASH activities across the district.

- **Sustainable, safe, inclusive, climate resilient WASH services are in place in Todee District.**

To achieve this, we will: ensure sustainable WASH management models are put in place; consider the role of the private sector; ensure Todee District is adequately investing and providing WASH services to all people living in the district, and; ensure existing WASH facilities are effectively maintained and highly functional.

- **In Todee District, Montserrado County, residents usually gather at town hall meetings to discuss water, sanitation, and hygiene (WASH) priorities. The forum now helps residents sustain the WaterAid offered WASH facilities by collecting user fees, following by-laws, and monitoring services.**





- **Hygiene, sanitation, and water use behaviors are sustainably and consistently practiced in Todee District.**

To achieve this, we will: ensure there is adequate knowledge of sanitation and hygiene including MHM; increase uptake and maintenance of key water use behaviors among households, and; emotionally motivate people in Todee District to adopt improved WASH behaviors.

- **Todee District WASH model is replicated and scaled up.**

Our pathway to scaling up requires that the WASH model is effectively marketed and disseminated. We will strengthen WASH systems in Todee District, documenting the lessons and influencing the GOL to adapt the model as a national approach in all major strategies for programming. We will also work with the GOL and other partners to replicate the model in at least five counties, which will lead to achieving our target of reaching 700,000 people with WASH.

### 5.1.3. How we will deliver these outcomes

To deliver these outcomes, we will:

- Strengthen WASH systems in Todee District and position the district for effective leadership.
- Build partnerships and alliances with like-minded institutions and work to a common WASH plan, developed and led by the district.
- Lead advocacy and influencing initiatives and address the WASH needs of people marginalised for their gender and economic status at community and district levels.
- Forge partnerships with universities and knowledge institutions to generate evidence and inform our advocacy of different WASH service delivery models. This will ensure learnings from Todee District influence wider change.
- Use modeling, knowledge management and learning to scale our successful model in Todee District.
- Promote PPP, private enterprises, and work with the private sector. This will allow us to develop new, innovative products for WASH

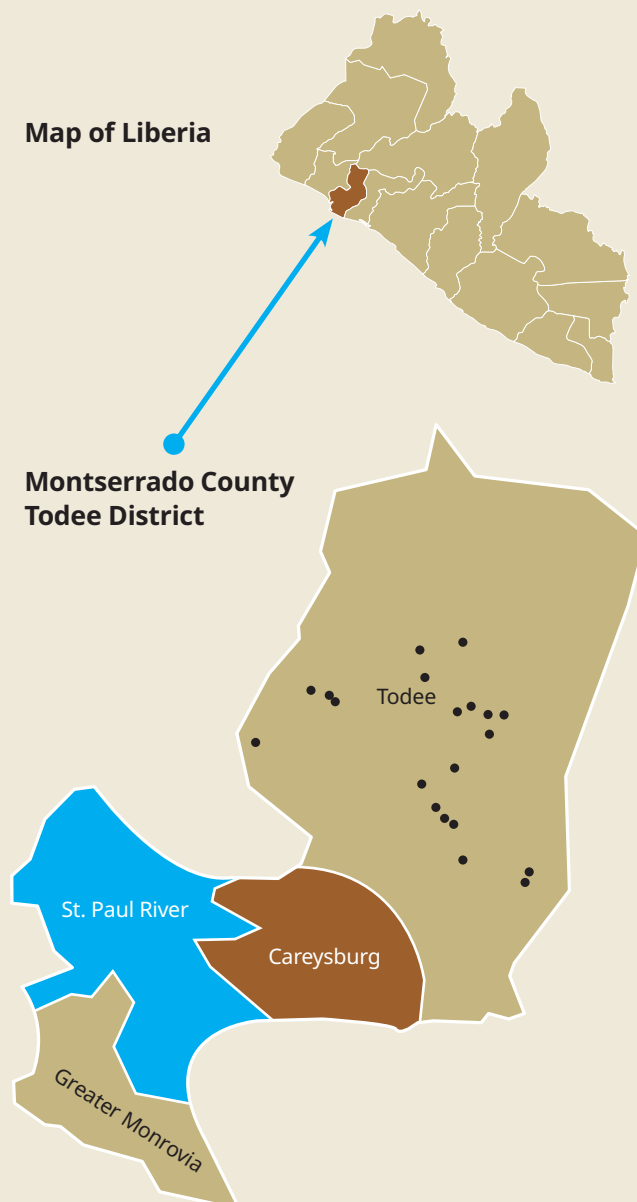
and facilitate mass marketing and behavior change programmes. We will support the GOL and the private sector to develop district WASH plans and use technology to improve supply chains for small scale production of WASH products and services.

- Mainstream climate resilience in all our work by constructing climate smart WASH facilities, introducing mitigation techniques, and adopting technologies such as biodigester and composting latrines.

- **WaterAid is facilitating access to clean water, decent toilets, and good hygiene in approximately 23 communities within Todee District.**

Map of Liberia

Montserrado County  
Todee District



## 5.2 Aim 2: WASH is effectively integrated into Liberia's health sector policies, programmes and practices to improve public health outcomes

### 5.2.1. Rationale for the selection of this aim

Only 53% of HCFs in Liberia have functional WASH facilities for hand hygiene, and only 67% have basic healthcare waste management services (JMP, Global Baseline Report, 2019).<sup>9</sup> Diarrhoeal diseases, maternal disorders, malnutrition and neonatal disorders are among the top ten causes of death in Liberia (IHME, 2020).<sup>10</sup>

There is potential for improvement through: an existing, active and influential CSO coalition on health that has already prioritised WASH; a responsive Legislative WASH Caucus, and; an interest by most stakeholders to integrate WASH into health, including across menstrual hygiene management, sexual and reproductive health and nutrition. Additionally, there is an enabling environment for integrating WASH into health policy that recognises hygiene as critical to reducing infant and child mortality. The overall contribution of WASH to infection prevention and maintenance of safe environments for critical health services is also well recognised by the health sector. Clear entry points would therefore be the ongoing integration of WASH in HCFs, and maternal and child health services, nutrition, and immunisation programmes where hygiene education can be easily integrated.

● **By 2028, WaterAid's ambition is to improve Public health outcomes in Liberia through better integration of WASH in the national health system. The Nyehn Health Center in Rural Montserrado County, with this maternal waiting centre is not excluded.**

### 5.2.2. Impact and Outcomes

#### Impact

The main impact we anticipate from the interventions in this aim is that WASH is prioritised across the health sector to improve public health.

#### Outcomes

The outcomes we will deliver in this aim are:

- **Effective coordination, planning, development and dissemination of hygiene behavior change policies and strategies across the health sector to ensure WASH is adequately integrated.**

This requires: stakeholders in the health sector to prioritise integrating WASH in health policies and plans, particularly those working on maternal and child health services, nutrition, and infection prevention and control; the health sector to develop an overarching hygiene behavior change strategy to drive all hygiene promotion interventions; adequate coordination of hygiene behavior programs, with WASH sector actors actively involved and effectively sharing information, and; high interest and capacity of stakeholders, CSOs and the media to influence WASH integration throughout the health system.

- **People adopt and sustain good hygiene behavior in communities including HCFs, schools and other public places of importance.**

For this to happen: public health laws must be adequately enforced and complied with; people must be emotionally motivated and practicing improved hygiene behavior; hygiene IEC/BCC materials are culturally appropriate and effective in achieving positive cultural or religious practices for improved hygiene behavior, and; people consistently use WASH facilities and services throughout the health system.



9. JMP, Global Baseline Report, 2019.

10. IHME (Institute for Health Metrics and Evaluation) Report, 2020.





● In April 2023, WaterAid provided a gender-friendly toilet and hand washing facility for students at Lower Ding Public School in Todee, Montserrado County, Liberia. Students can now enjoy a comfortable and inclusive environment while accessing a more dignified toilet and hygiene facility.

● **Hygiene behavior change interventions are sustained and integrated in routine health programs, especially for women, children and vulnerable groups.**

For the identified health interventions to successfully create and sustain hygiene behaviour change in their programs, they must: adopt a long term approach to hygiene intervention linked to long term community health goals; make hygiene products and materials for ante/postnatal use accessible and affordable to women; review and strengthen hygiene aspects of nutrition education materials; involve the private sector in hygiene behavior change interventions, and; ensure adequate ownership of WASH services in HCFs.

● **There is an adequate number of functional WASH facilities at HCFs to conform to national standards and protocols.**

To achieve this: effort must be made to ensure that all WASH facilities in HCFs are functional and providing sustainable services to target populations, and; there must be adequate gender and disability friendly WASH facilities available in HCFs and schools.

### 5.2.3 How we will deliver these outcomes

Achieving these results will require great effort from all stakeholders and smart approaches. We will aim to integrate, use evidence, advocate, influence, coordinate, share information, and involve other sectors.

Specifically, we will:

- Work with government to design and implement inclusive and effective hygiene behaviour change interventions into existing health programmes and communications.
- Support locally owned hygiene behaviour campaigns to respond to public health priorities, especially in emergencies.
- Work with providers and patients to model inclusive and sustainable services, while advocating for WASH investment and performance measures in national health data systems.
- Strengthen private sector capacity to standardise and scale up production of hand hygiene and sanitation products that are durable and affordable. This will be driven by our new approach of working with the private sector more.
- Drive the provision of adequate functional WASH facilities at HCFs to conform to national standards and protocols. To sustain this, we will promote health sector ownership, placing responsibilities to embed WASH in HCFs and to strengthen systems with health sector decision makers.



## 5.3 Aim 3: WASH financing in Liberia is adequate to deliver universal, safe, equitable and sustainable WASH services in households, schools, healthcare facilities and public places.

### 5.3.1. Rationale for the selection of this aim

In 2016, a WASH Sector Performance Assessment Report suggested that the GOL must invest US\$201 million per year to achieve SDG 6 (2015 estimate) (World Bank, Hutton and Varughese, 2016).<sup>11</sup> We are well positioned to influence the GOL to prioritise and allocate more public financing to the WASH sector.

Furthermore, current allocation of WASH funding is inequitable between rural and urban areas, and often does not prioritise the needs of people in low income communities, especially women, adolescent girls, children and people with disabilities.

Together with CSOs and the Legislative WASH Caucus, we have previously undertaken successful advocacy at the national level for improved financing of WASH services, emphasising equity and inclusion. We will continue to use this approach to advocate for improved WASH financing across both public and private sectors.

● **The WASH Legislative Caucus of Liberia oversees WASH policy issues at the National Legislature. In March 2023, WaterAid brought together stakeholders to urge the caucus to allocate funds for WASH programmes in the national budget.**



### 5.3.2 Impact and Outcomes

#### Impact

The main impact we anticipate from the interventions in this aim is that

WASH financing in Liberia is adequate to deliver universal, safe, equitable and sustainable WASH services in households, schools, HCFs and public places.

#### Outcomes

The outcomes we will deliver in this aim are:

- **Increased domestic resources through national and local budgets, ODA, private sector investments and climate finance for WASH.**

Universal coverage is only possible if: the GOL increases budget for WASH; bilateral and multilateral donors also increase investment for WASH; the GOL, development partners, and the private sector increasingly access climate finance for WASH, and; the private sector appreciates business opportunities in WASH and increases investment in the sector.

- **WASH financing is transparent, gender sensitive, equitable, accountable and free from corruption and patronage at all levels.**

Quality of finance is as important as it's quantity. An accountability mechanism, system, and procedures for gender sensitivity in WASH spending will be put in place and adequately enforced. Through our capacity strengthening interventions, CSOs will implement high quality and regular WASH budget and expenditure tracking. All relevant WASH expenditure will be disaggregated and WASH budgets will be reported in a clear and transparent manner.

11. World Bank, Hutton and Varughese, 2016.



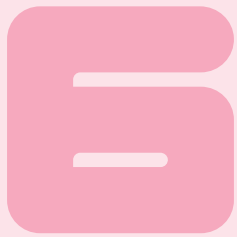
### 5.3.3 How we will deliver these outcomes

To deliver these outcomes, we will:

- Work with expert agencies and CSOs to: track budgets; collect, analyse and publish data; hold governments to account, and; ensure finance is allocated and used in a more transparent, efficient way that prioritises people living in poverty and people marginalised due to their gender, social status or other identifying factors.
  - Conduct research and develop tools to produce evidence for our advocacy engagements; monitor and track budget expenditures, and; set up systems to support accountability.
  - Secure higher and more efficient government WASH spending, including more affordable services for low-income users across the country.
  - Advocate for increases in ODA, climate finance and private finance to close SDG 6 financing gaps.
  - Deploy innovative approaches to unlock much needed finance for WASH, including ODA, climate finance and private sector sources.
  - Unlock more private sector investments for WASH by documenting and sharing profitable business models and best practices, including PPP arrangements. This should influence investment by the private sector and link them to financial institutions providing additional financing options.
  - Advocate for gap analysis and policy reviews to ensure budget for WASH is adequate to meet or exceed NGOs' commitments
  - Promote coordination and information sharing between partners, and engage bilateral and multilateral donors to invest adequately in the WASH sector and mobilise resources.
  - Work with the media and advocate for the integration of WASH with climate change responses, ensuring there is access to climate finance for WASH. The media should amplify CSO voices to reach policy makers.
- **An 8-cubicle bio-digester and gender-friendly toilet facility made available by WaterAid for 72nd Community Residences in Liberia, servicing over 320 users daily.**



WaterAid/Zazay Kolubah



## Our approaches

Our overall approach is based on systems strengthening as depicted in the figure below.

### Approaches and Strengthening Systems





## Our specific approaches are:

### System strengthening

We will take a systems approach to address the unique challenges of Liberia's WASH system. This will let us analyse the system's building blocks, identify bottlenecks, and work with stakeholders to address them.

### Rights-based approach

We will promote and secure people's rights and improve access to water and sanitation, engage the GOL and service providers to be accountable to their constituents and customers, and empower communities to hold them to account and demand services.

### Gender equality, diversity, equity and inclusion

We will empower women by executing gender responsive programming. This will ensure safe, adequate, equitable and sustainable WASH services in all households, schools, HCFs, and public places. We will increase women and girls' participation in decision making and improve gender equality outcomes through WASH. We will also ensure our interventions target children and marginalised groups, providing services responsive to their needs.

### Capacity, advocacy and services

Relative to other agencies, we are perceived as having an advantage by working with CSOs and communities. Our ability to mobilise CSOs as advocates has been strategic and effective in previous CPSS.

### Modeling, testing and influencing

We have expertise in knowledge management, learning and sharing. Building on this strength and our effective communication capabilities, we will continuously document, assess and compare how different service delivery models in Liberia perform. We will distill lessons from the most promising models for learning purposes. Where we have compelling evidence, we will influence the uptake of specific models by the GOL and other partners.

### Strong partnerships and alliance building

We have maintained long-term ties with key GOL ministries and agencies, private sector partners, CSOs, international organisations, consortia, networks and others. We will use this as an advantage when working on long term programme interventions, including advocating for and influencing systemic change to the WASH sector, and positive change in people's lives through the work we deliver.

### Evidence, learning and innovations

We are respected in the WASH sector for our comparative advantage in data and research. As leaders, we will facilitate coordination and share information to support a vibrant learning environment.

**This strategy provides the framework and road map for achieving our ambition. Our determination and commitment remain strong, and we are dedicated to this course. However, we need the right people, partners, enabling environment and finance to create a Liberia where everyone, everywhere has access to clean water, decent toilets and good hygiene.**

**We count on the Government to provide the right leadership and commitment; call on donors to prioritise and invest more in WASH; and we join hands with local and international partners to work together, so that everyone can live a more fulfilled, dignified and healthy life.**

**We will feel accomplished only when our services are no longer needed in Liberia. Until then, we won't stop.**

**WaterAid is an international not-for-profit, determined to make clean water, decent toilets and good hygiene normal for everyone, everywhere within a generation. Only by tackling these three essentials in ways that last can people change their lives for good.**



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