

EMPTYING

TREATMENT

Sanitation Policy

Our Poop Stories

THIS IS WHERE IT ENDS !

This booklet is about poop.

Yes, you read properly, POOP! Now, I have grabbed your attention. Well, the booklet is specifically about fecal sludge management and all the complexity that it entails.

These six stories deserve your attention. I'll say more, these stories deserve the whole world's attention.

Sure, fecal sludge management is admittedly unsexy, we all agree on that. However, it's crucial because it mismanagement quite literally kills our most vulnerable people.

And before you start blaming politicians, they're great scapegoats, let's start with us. YES, YOU and me, we carry some of the blame.

Have you ever thrown, I don't know, a knife or hair extensions down the toilet? Yes? Then a good tongue-lashing is waiting for you on page 5.

Do you have inappropriate toilets in your home that don't safely eliminate waste? Or are you just popping a squat behind a bush? If yes, then the story on page 15 is there to give you a thorough scolding.

And for any politicians reading this, BRAVO, but also SHAME ON YOU. The story on page 13 is for you.

It's alarmist and frightening, right? But don't worry, these stories will also engage and please you. What's more, you'll also get to enjoy beautiful drawings.

Everyone poops – let's just make sure we're all doing so consciously.

Happy reading !



The longer we remain silent, the deadlier our dirtiness becomes

“Are you serious! You really want to talk about poop? We’re in Africa, you know! »

I had no response to my friend’s reaction when I explained to him that I was preparing an article on poop. I couldn’t think of an answer. Well, I’m now going to give him an answer by telling you about... poop. Yes, you’ve been warned.

We can all picture those large, foul-smelling puddles found here and there in our cities or villages, or those canals overflowing with greenish waters with various floating objects.

So why do we consider it an uncomfortable, almost taboo subject, when we have no difficulty being exposed to it? I would even go as far as saying “why not talk openly about a major problem that is killing several million people?”

Yes, you read it right. Poop kills! Starting with our children, 700 of whom die every day from diseases related to poop sanitation. We’re talking about a broad-based issue here.

In West Africa, some of the sanitation figures are quite alarming as well. For example, in Burkina Faso, nearly 5,000 tons of poop are produced every day while in Cote d’Ivoire, 46% of the population defecates in the open air.

We’re more than “just” victims

So whose fault is it?

The responsibility for addressing sanitation primarily falls on our policy makers, and rightly so.

However, as citizens, we can’t simply say that we have nothing to do about this situation. We’re more than “just” victims in this disrupted sanitation system. And, we must admit to ourselves that, on the contrary, we’re firmly positioned at the forefront of the change process.

One of the issues facing the sanitation sector is a widespread disease that I call incivility. These include: relieving oneself behind bushes, dumping animal carcasses, hair or syringes into drains or pits, emptying the contents of septic tanks or latrines in front of

one’s house or at a remote location, especially when it’s raining, leaving toilets in a disastrous state of hygiene or use. We’ve all participated in or witnessed to these situations.

Closing your eyes or refraining from talking or complaining about it will not eradicate this reality.

Now that you know, what are you going to do about it? Don’t just stand there! Start by opening your eyes. To start with, your toilets are not a dump; so don’t throw anything into them. They’re designed to hold water, urine, and poop. Nothing else!

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POLLUTION



Sanitation: Has sub-Saharan Africa given up?

Are we cursed?

I certainly don't want to attract the wrath of our ancestors or become fatalistic, but I'm asking myself this question because of our ineffective approach to sanitation.

To cut a long story short, we're not making any progress!

Let me share some figures with you. Did you know that in 2010, only 3 out of 10 sub-Saharan Africans had access to sanitation?

That's not all! Do you know by how much we've improved this figure 10 years later? Zero!

Yes, this sounds incredible, but it's true. This score hasn't changed in almost 10 years. Sanitation is the only UN Millennium Development Goal that expired in 2015 with almost no improvement.

The most fortunate among us are equipped with the Ferrari sanitation system: a collective sanitation system that carries your poop

away from your toilets via drains and directly into a dumping site or even a treatment plant.

And when I say lucky, I couldn't have chosen a more appropriate word, when you consider the costs and constraints associated with installing this system.

Basically, if you've already built your house, forget it. In theory, it's too late!

Does that mean that we've been left behind? Of course not! Latrines and septic tanks are far from being third-rate solutions. They are an efficient, fast and inexpensive alternative. Thus, there are available and affordable solutions!

So how can we explain that in 2019, we don't have decent toilets that meet safety rules, but we have the latest telephone to show off or, sorry, to communicate with whomever we like around the world. How can we explain that we can produce electricity from the sun?

These are all extraordinary innovations, but we have done nothing to solve the issue of our poop which not only is invading us, but is also affecting our health or even killing us.

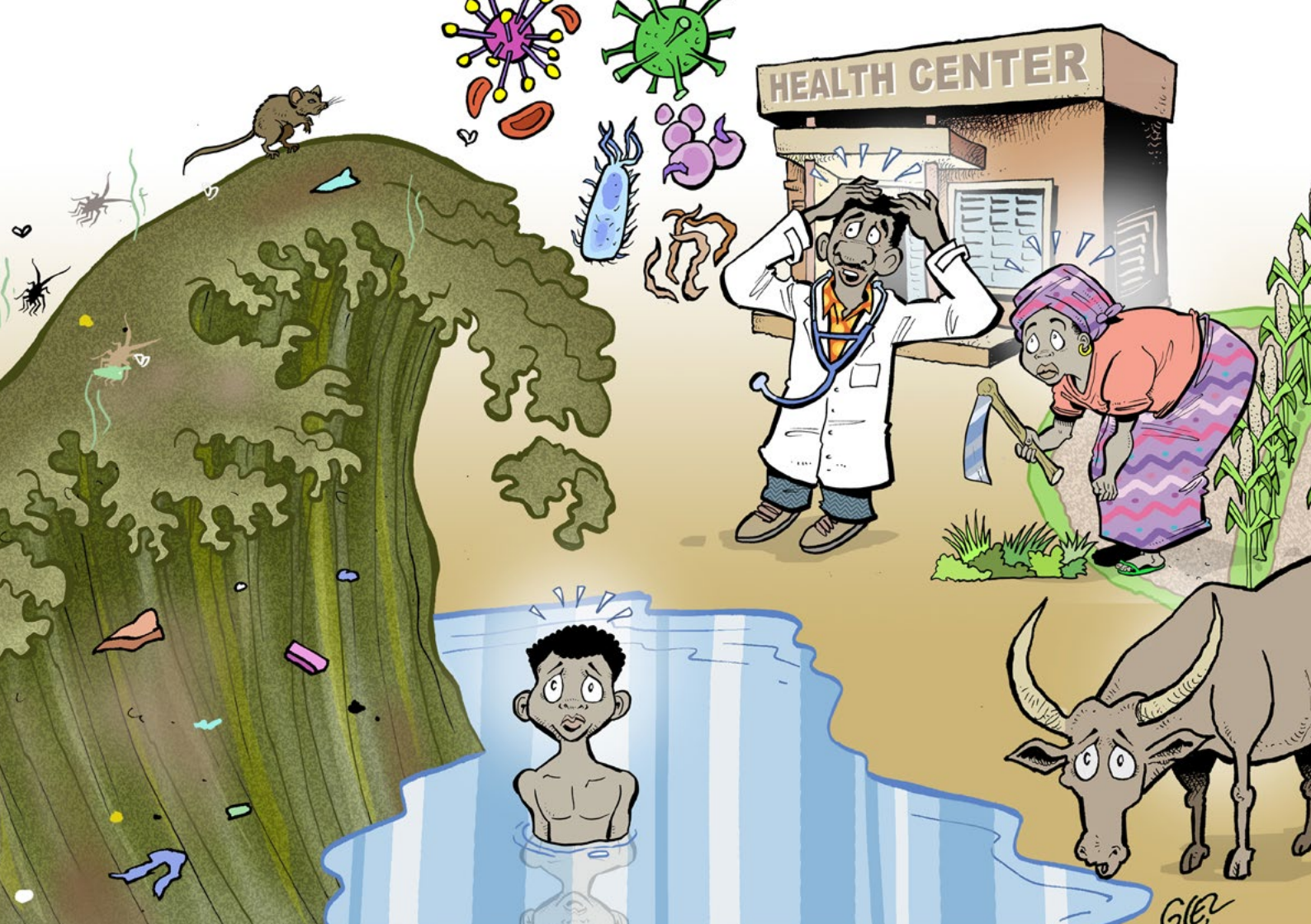
One last figure for you: each of us produces an average of 250g of poop per day. Imagine how much poop is produced on a city scale,

by just 1 million people? Yet, it is a real headache to manage this sludge - a mixture of poop, wastewater, household waste, and debris - accumulated at the bottom of latrines and septic tanks.

The absence of sufficient dumping site close-by leads to illegal dumping. No need to go very far, this often happens in the back of our houses or in our courtyards.

Now that you know, what are you going to do about it? Do not just stand there! Start by opening your eyes. If your toilet overflows, call a skilled emptier to empty it. Once emptied, don't just stand there. Ask him where he's going to dump the sludge.

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You may not be guilty, but you're still responsible

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20!

Before you've even finished reading this series of numbers, a child under the age of 5 has died!

Of what? Of diarrhea caused by unsafe water or inadequate sanitation! Every day, this claims the lives of 700 children under the age of five.

I'm lost for words...

Can you believe it?
700 children dead! Every day!

We cannot remain passive and fail to respond to this situation. No! I would even say we have a duty to save our children.

According to an estimate by the World Health Organization, nearly 90% of wastewater

ends up in rivers, seas and oceans. These are the very places where we water our animals, go fishing, and collect water to irrigate our fields. They are the very waters where our children like to go swimming to cool off when it is hot (and so do we).

It's not simply a wave - I dare say it's a Tsunami of diseases that are pouring down on us and flooding our neighborhoods. These diseases are carried by flies, mosquitoes and rats that spread them everywhere.

And when I talk about diseases, I don't just mean diarrhea. Inadequate sanitation leads to the transmission of diseases such as malaria, hepatitis A, typhoid fever, intestinal worms and so on. It should also be noted that a single gram of poop can contain up to 10 million viruses, 1 million bacteria, 1,000 parasitic cysts and 100 intestinal worm eggs. So what can we say when we know that each of us produces an average of 250 grams of poop a day?

Am I knocking you out with these figures and findings? You deserve that. The situation is much more than alarming. It is unacceptable!

We have all contributed to this situation in one way or another, through our action or lack thereof. Regardless of who we are, if we are not guilty, we are responsible for what is happening.

You, politicians, have failed to provide an enabling regulatory framework and allocate an adequate budget for improved sanitation.

You, heads of household, have failed to provide the right toilet facilities for your family.

You, mothers, have contributed to the uncontrolled dumping of the contents of your septic tanks on the street.

Now that you know, what are you going to do about it? Do not just stand there! Start by opening your eyes. For starters, you must teach your children to wash their hands after each trip to the toilet and when they come back home. In addition, your toilets must be in an impeccable state of hygiene to ensure that all members of your family are healthy and well.

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Poop, a golden commodity!

Let's hope that the lesson has already been learned. Otherwise, always remember that poop can't be managed anyhow and cannot be dumped anywhere! It's DAN-GE-ROUS!!!

This is a critical issue for your health and that of your loved ones, starting with your children, but also for the quality of life in your environment.

All right! For now let's forget about the harmful effects of poor sanitation, of which we are now more or less aware. Let's focus on one point - or rather on one issue: do you know that poop is not simply waste or a problem as we might think, but first and foremost a real resource?

Yes, you have read correctly. There are benefits to good poop management (preservation of lives, savings on health care, progress in education, reduction of gender inequalities); this "waste" could be a real source of wealth for all.

Yes! Yes! I'm telling you, good poop mana-

gement creates jobs and contributes to the country's economy. To put it differently, poop is gold!

Everyone, from the emptier to the treatment plants - bricklayers, workers, engineers, farmers and even private individuals - can find a business opportunity and, therefore, a chance to earn money by using waste from our toilets.

Currently, there are ways to transform poop into raw materials in the agricultural, real estate and energy sectors. These include compost for farms, biogas and electricity for homes, coolants for cars or industrial machinery, and binding materials for building construction.

Poop is thus a market in its own right and even a real gold mine where companies can generate business and people can earn a decent living.

For example, in Senegal, the National Office for Sanitation (ONAS) has entered into a partnership with Delvic, which now handles the processing of poop spilled by a network of 200 emptying trucks and also experiments with the Omniprocessor, a high-tech machine used to transform poop into marketable products.

Similarly, in Burkina Faso, the Kossodo biogas

plant, developed and managed by the National Office for Water and Sanitation (ONEA), treats 400 m³ of poop every day to produce compost, biogas and up to 1 megawatt of electricity a day.

Lavoisier's maxim finds its true meaning here: "Nothing is created, nothing is lost, everything is transformed". So don't neglect it, your poop has value!

Now that you know, what are you going to do about it? Do not just stand there! For starters, open your eyes. Call on experts to empty your pits and/or latrines. In addition, ask the emptying company where it will dump your sludge after it's emptied.

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LAH BLAH BLAH BLAH
LAH BLAH BLAH BLAH
LAH BLAH BLAH BLAH



- Bigger budget
- More treatment plants
- More commitment
- More experts
- Better equipments
- Involve the private sector



GER

Dear Decision Makers, what the heck are you doing?

Yes, I know you'll say it's easy to always blame everything on our beloved decision-makers... It's true that for all the woes we've been through!

However, on this subject specifically, there is no way around it. They are the prime culprits.

All specialists agree that sanitation has long suffered from a lack of political will.

This is reflected in the state of our dirty streets in the rainy season, when all this dirty, dubiously colored, foul-smelling, disease-infested water floods our streets.

Every year, we witness the same show, the same complaints, the same commitments, and the same blah blah blah

But... Nothing's done!
Why? What do our beloved decision-makers need to do to TAKE ACTION? There is definitely a reason for alerting them.

For example, West African countries lose on average of 4.3% of their GDP each year due to sanitation problems. This represents XOF 547 billion for Senegal, XOF 640 million for Burkina Faso or XOF 1027 billion for Cote d'Ivoire and, these losses is only due to premature death, health expenses and lost productivity. The biggest obstacle to sanitation is undoubtedly an institutional one, and our esteemed decision-makers must dedicate their efforts to addressing it and making it a priority.

How? It's not very complicated. Let me explain.

First, laws and regulations must be designed and passed, or implemented where they already exist, to organize the sanitation sector through the construction and installation of equipment, the treatment of fecal sludge, its reuse, etc. The first step is to develop and implement laws and regulations.

Secondly, it has to be said that our decision-makers cannot do it alone because there is so much to be done. Therefore, they should involve key sanitation stakeholders from various sectors to promote synergies and join forces. These include emptiers, technical ex-

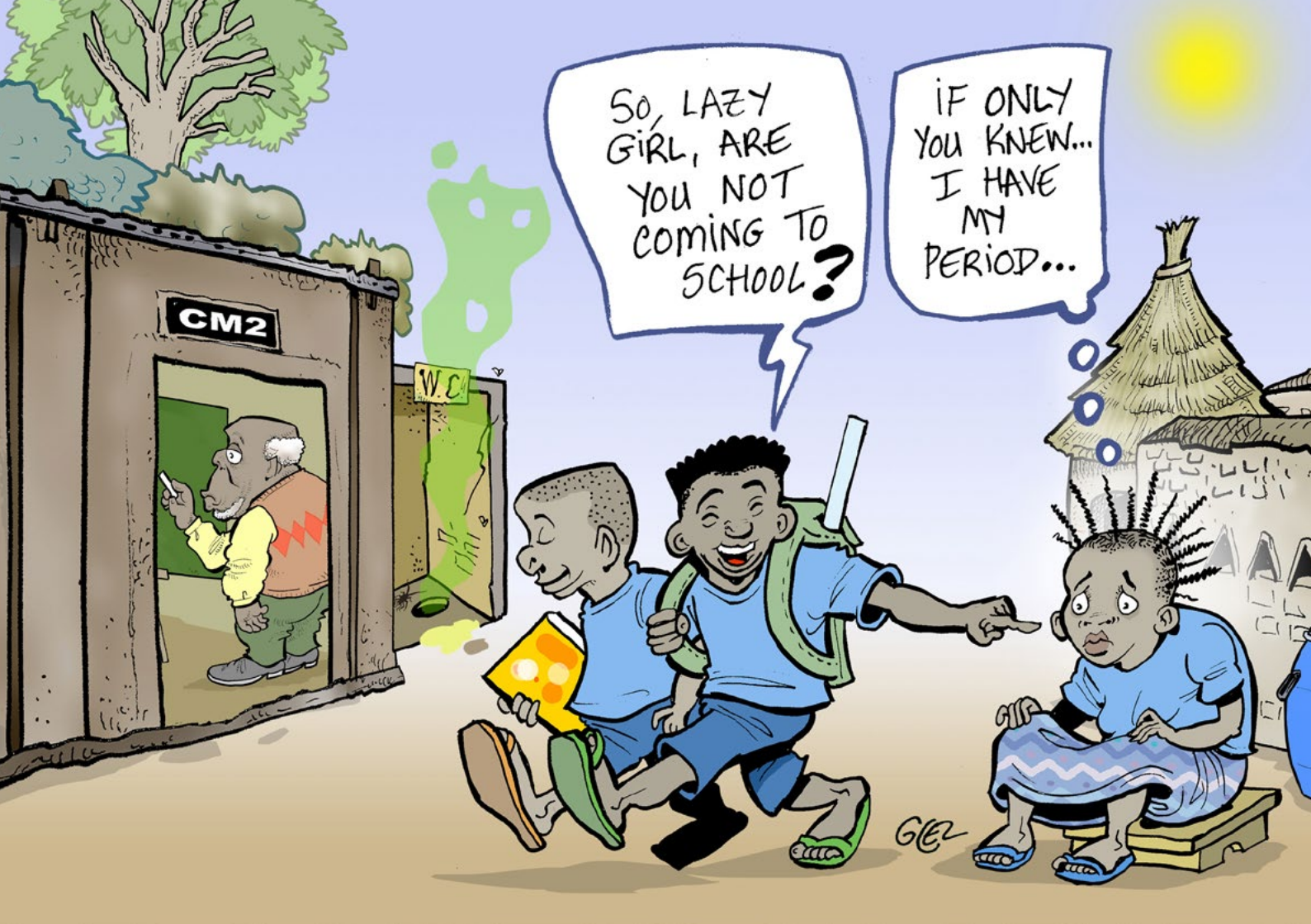
perts, actors in the private sector, education, health, agriculture, and the environment.

Thirdly, to avoid exposure to poop, it is necessary to ensure access to basic sanitation services in households and public institutions, and to securely manage the entire sanitation chain (collection, transportation, treatment, and reuse). To this end, it is necessary to allocate a larger budget to contribute to the proper equipment of households and to create more treatment plants to manage the poop collected.

Finally, it should be emphasized that there is still much to hope for. This is not a lost cause since, in recent years, many African governments have become aware of the need to develop sanitation to improve health, living conditions and productivity. So let's keep hoping!

Now that you know, what are you going to do about it? Do not just stand there! Start by opening your eyes. Make decision-makers and/or civil society organizations aware of the situation in your neighborhood or the difficulties you are experiencing related to sanitation.

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SO, LAZY GIRL, ARE YOU NOT COMING TO SCHOOL?

IF ONLY YOU KNEW... I HAVE MY PERIOD...

GEZ

Sanitation: do you have adequate toilets?

In West Africa, 75% of the population, i.e. 3 out of 4 people, live without adequate sanitation facilities.

Yeah, I see you coming. You're going to tell me "OK, but what does that mean in practice"? It's very simple, if you've built your own toilets, chances are you will fit into this percentage. And you know why? Homemade toilets are often of poor quality, are built carelessly without prior design studies and are inadequately maintained.

Similarly, if your toilets were built in the middle of the house without regard for the privacy of everyone, if they are broken, not in proper working order or are rundown, you are also included in this percentage.

In addition, if there is an elderly person, a person with a disability or a pregnant woman in your household who cannot use your toilet

because it is not suitable for them, you are also included in this percentage.

If you don't have a toilet at all at home, then of course you are at the top of the list for this percentage!

The issue of toilets is so serious that the UN has declared November 19 as World Toilet Day every year. The UN is thus seeking to draw attention to this issue and bring about a change in behavior with the objective of ensuring that the world's entire population is equipped with adequate toilets by 2030... Might as well say there is work to be done!!!

Beyond the public health issues that are of concern to all of us, toilet failures affect us women first and foremost.

I am not suggesting that we should open a feminist forum here. These are proven facts.

In schools, the lack of maintained and separate sanitary facilities that ensure safety and privacy has a negative impact on children's school attendance and learning capacities.

In other words, if schools are not equipped with adequate sanitation facilities, girls' attendance is lower.

When toilet facilities are not suited to women's needs, especially with respect to

managing their intimate hygiene during menstruation, absenteeism follows because female students then prefer to stay at home.

Unfortunately, sanitation is largely a male-dominated sector. Men, who are more inclined to think about male needs and who often due to omission or a lack of knowledge, neglect women's needs.

Now that you know, what are you going to do about it? Do not just stand there! Start by opening your eyes. To begin with, open your eyes and make sure your toilets are clean and in good working order.

Then, make sure that all your close relatives are comfortable with your toilets in terms of safety and privacy.

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Let's finally break the silence!

Join us in the Facebook group **"Petits cacas, Gros tracas"** ("Small Poops, Big Worries") and let's say a word or two about this subject and work together to find solutions.

#AssainirIOrDureEtLiquide



These people actually did all the work

Thanks to the entire Niyel editorial and design team for their mad creativity.

Thanks to Damien Glez for taking our unconventional idea and turning them into beautiful pictures.

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Thanks to our civil society partners in Senegal, Burkina Faso, and Cote d'Ivoire for sharing their wealth of knowledge and mobilizing their communities to join the “poop” campaign.

Thanks to the members of our Facebook group “Petits cacas, Gros tracas” (“Small Poops, Big Worries”) who have encouraged us throughout this important campaign.

The Initiative

"Assainir l'OrDure et Liquide"

NIYEL and **Speak Up Africa** have partnered up to make poop management their business. If you've read this booklet, then you know the current sanitation crisis in francophone West Africa is dire.

Fecal sludge mis-management is threatening the health, economic and gender quality gains in the region. With the help of the **Bill and Melinda Gates Foundation**, we've developed the **Assainir l'OrDure et Liquide** initiative to change our relationship with poop and give us a better understanding how seemingly harmless acts are putting lives at risk.



We are an international consulting firm that lives, eats, and breathes campaigns and public affairs. Not to brag, but we're also pretty well connected. So after we develop your dazzling advocacy strategy, we know exactly which policy makers, bigwigs, civil society organizations, to leverage to ensure your campaign the widest reach.

Even with the temptation of **Dakar, Senegal's** sunny beaches, we have successfully developed hundreds of initiatives for organizations hoping to achieve measurable and sustainable policy and practice changes, since we opened our doors in **2008**. Some of the team were seeking cooler climates, so we set up shop in **Kigali, Rwanda** and more recently in **Mauritius**.

If you're looking for a campaign or public affairs strategy sure to create change, we've got you covered.

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