



Domestos' World Toilet Day Celebration: Would You Go Here?



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WIN-SA aims to capture the innovative work of people tackling real service delivery challenges. It also aims to stimulate learning and sharing around these challenges to support creative solutions. Most importantly, WIN-SA strengthens peer-to-peer learning within the water sector.

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For years, Domestos has been using World Toilet Day as a platform to create awareness of the sanitation crisis, particularly in schools in South Africa. The efforts of Domestos have led to 26 school toilets being renovated, impacting the lives of 24 000 learners in the country. This year, Domestos conducted a campaign in the weeks leading up to the day titled "Would you go here?" They recruited South African celebrities to visit a South African school toilet to see if they would be willing to use it. Celebrities included Minnie Dlamini, Donovan Goliath, Candice Abrahams, Siphon Masebe, and Thembisa Mdoda. Their reactions were caught on camera and the videos uploaded to YouTube in order to bring awareness of the situation to other South Africans.

The campaign culminated on 17 November 2017 at Inkwekwezi Primary School in Soweto. Four toilet blocks, visited by Thembisa Mdoda two weeks prior, had been renovated by Domestos in order to provide a more dignified experience for learners at the school. Attendees to the event included the learners and teachers at the school; a member of the SGB; representatives from Domestos, Unilever, UNICEF, Department of Basic Education, Department of Water and Sanitation, and Partners in Development; a few of the celebrities from the "Would you go here?" campaign; and members of the press. The school's learners opened the event by singing the national anthem and then reciting powerful poetry and famous words, which was very powerful for all those attending. This was followed by a number of speeches from leaders about the seriousness of the sanitation crisis and the need to

see effective partnerships formed to tackle this crisis.

Domestos has cultivated a very effective partnership with UNICEF and Department of Basic Education, which has led to a hygiene education programme being adopted into South Africa's school curriculum. Leveraging public, private, and non-profit partners to tackle the issue allows each entity to play to its strengths, ideally creating more sustainable solutions.

Following the presentation about the sanitation crisis, the ribbon was cut at the new toilet blocks and attendees invited to view the toilets. The flush toilet cisterns had been replaced; tiles, mirrors, and new fittings had been installed; and the toilet doors were painted with vibrant paints. The renovated toilets were a site for all to behold, and many attendees walked away feeling encouraged that such a huge change had taken place.



Ensuring learner's dignity

While the renovations have made a large impact in terms of providing dignity for learners at the school, the story will not stop there. As most people who work in sanitation know, without proper management and a regular cleaning regime, it is only a matter of time before beautiful toilets will fall into disrepair. Therefore, Domestos has decided to take their school sanitation programme in South Africa one step further in 2018. In partnership with the Department of Basic Education and Partners in Development (PID) as the implementing agent, Domestos will roll out the "Cleaner Toilets, Brighter Future" Pilot project at 100 schools in South Africa. This programme will equip school cleaners, principals, and a staff member with the necessary skills and management protocols to keep school toilets in a usable and dignified state. The hope is that this pilot programme will turn into a national programme, available to all schools, so that South Africa's many learners can experience the benefits.

Partnership for improved school's programme

Over the past year, PID and the Water Research Commission have carried out a similar pilot programme at 8 no-fee schools in the Vulindlela area, just outside of Pietermaritzburg. This pilot programme has sought to assess how much of an impact proper management of school toilets could have on the state of the toilets and discover what barriers exist to this effective management. Through ongoing support, a number of school cleaners, though not all involved, have gained a better understanding of why the toilets are so important and become empowered to take the job of cleaning the toilets seriously. PID has also attempted to instil the same value for school toilets in principals and one school teacher with various levels of success. As the programme is coming to a close at the end of this school year, PID is presently conducting workshops with the participants in hopes that they will carry on the learnings from this year into the coming years. While it is yet to be seen what will happen at the schools once the programme is officially over, it is nevertheless clear that effective management of these school toilets has led to better and more dignified experiences for learners and has gradually simplified the job of the cleaners.