

## Sanitation Public Diplomacy

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## Editor's Message

The main purpose of this edition of *Prakarsa* is to share successes and lessons learned from the "Sanitation Public Diplomacy" (SPD) campaign undertaken by the Australian-Government-supported Indonesia Infrastructure Initiative (IndII). At first it might seem odd to link "sanitation" and "public diplomacy": the first concept forces us to think about unappealing images such as open defecation, smelly communal toilets, and leaky septic tanks. Public diplomacy, on the other hand, stresses positive messages about national partnerships, mutual visions, and shared successes. But the two ideas fit together nicely within the framework of Indonesia's aspirations to achieve "100-0-100" (100 percent access to clean water, zero slums, and 100 percent access to improved sanitation) by 2019, a goal that Australia is supporting. IndII's efforts to encourage Local Governments to take charge of building improved sanitation infrastructure for their citizens are resulting in benefits to approximately 400,000 beneficiaries through the Australia-Indonesia Infrastructure Grants for Sanitation, and another 40,000 through the Sanitation Hibah.

These are successes worth celebrating. IndII's SPD campaign was created partly to showcase how effective the partnership between Australia and Indonesia can be. In addition, the campaign was designed to reinforce understanding at the local level, among citizens (in particular youth) and officials, about the importance of building and maintaining sanitation infrastructure. Increasing this awareness not only ensures that past work will have the greatest possible impact, it paves the way for future efforts too.

Delivering messages related to sanitation can be difficult, but IndII's SPD campaign demonstrates effective ways to approach the task. Of course, IndII is not unique in taking up the challenge. In recognition of that, this edition also includes insights from other practitioners: the USAID-funded IUWASH program and the UNICEF-sponsored *Tinja* (Punch the Poo) social media campaign.

Common themes echo through many of the articles: the value of establishing baselines, the need to reinforce socialisation, and the advantages of obtaining buy-in from top officials at the local level. Perhaps the most interesting recurring theme is the benefit of focusing on youth. As Eleonora Bergita from IndII, Frieda Subrata from Yayasan Cipta Cara Padu and Adrian Cronin from UNICEF remind us, youth tend to be flexible thinkers who absorb new information readily, spread new ideas to others, and offer an appealing audience to Local Government officials eager to connect with the community in a non-confrontational manner. Best of all, the youth of today will be the leaders of tomorrow.

In his prize-winning essay (see page 25), Middle School student Bagas Pramana Putra Fadhila said, "many adults underestimate the ideas of the teens my age." The rewards for those who don't make that mistake, as shown in this issue of *Prakarsa*, are substantial. • CSW

## Infrastructure by the Numbers

**72%**

Annual percentage increase in access to improved sanitation facilities that is needed if Indonesia is to meet its goal of 100% access by 2019.

**200+**

Number of watersheds in Indonesia that are damaged as a result of industrial pollution and lack of sewerage.

**36.6%**

Percentage of Village Health Posts/Birthing Centers (*posyandu*) that don't have toilets for their patients.

**58%**

Percentage of the population of Papua that does not have access to latrine facilities.

**72**

Number of sites along the Musi River that are regularly monitored to determine contamination levels. These levels have been rising over the past five years, presumably due to household and industrial activities and the decay of garbage discarded along the Musi (see article on p.28).

**30m<sup>3</sup>**

Amount of human waste that can be treated every day and turned into fertiliser and gas at the Fecal Waste Management Plant (IPLT) in Banda Aceh using a closed waste management system.

**Rp 1.2 billion**

Amount invested by Indonesia's Environmental Technology Office of the Agency for Technology Assessment and Application (BPPT) in sewage treatment and water recycling plants. The reclaimed water produced can meet the needs of 500 people per day.

**200**

Number of master plans currently being prepared by the Government of Indonesia for the undertaking of wastewater treatment systems (SPAL).

## REFLECTIONS AND REVIEW: INDII'S SANITATION PUBLIC DIPLOMACY CAMPAIGN

Key planners and implementers of a sanitation public diplomacy effort talk to Prakarsa about the challenges of conducting a communications program related to sanitation infrastructure.



The Sanitation Public Diplomacy activity was carefully planned. On the left, students in a focus group are listening intently to several possible jingles. On the right, they are writing down the messages that they heard. (The card visible says that the second jingle gives the message, “Australia dan Indonesia membangun sanitasi,” or “Australia and Indonesia build sanitation.”) *Courtesy of YCCP*

**Editor’s Note** – In 2014–2015, the Indonesia Infrastructure Initiative (IndII) conducted a lively and innovative “Sanitation Public Diplomacy” (SPD) campaign to promote Australia’s partnership with Indonesia while strengthening the impact of IndII programming, principally the Australia Indonesia Infrastructure Grants for Sanitation (sAIIG) and the Sanitation Hibah. The sAIIG program helps Local Governments (LGs) to prepare suitable infrastructure projects which are then pre-financed by the LGs. When work is completed, LGs are reimbursed by the Ministry of Finance through an on-granting mechanism for a portion of their costs, after agreed-to outputs have been met and verified. The Sanitation Hibah is also an output-based aid program for LGs, with payments based on verified new sewerage connections.

The SPD activity centered on Sanitation Awareness Days held in nine LGs (Cimahi, Makassar, Gresik, Tebing Tinggi, Yogyakarta, Surakarta, Palembang, Banjarmasin and Balikpapan), along with a video, workshops for journalists, TV and radio talk shows, quizzes and essay competitions for students and journalists, and promotional materials such as t-shirts and mugs. (See related articles and the photo essay in this issue of **Prakarsa** for more information.) The Sanitation Awareness Days were held in junior high schools and featured a showing of educational videos, games and quizzes, a singing contest to see who could best perform a specially written sanitation jingle, and presentations by IndII and LG officials who interacted directly with students.

The program was designed and overseen by technical and communications staff at IndII, who engaged sanitation communications specialists at Yayasan Cipta Cara Padu (YCCP) to implement SPD components.

Prakarsa asked key members of the team that made the SPD activity a success to share their observations and insights in order to help fellow practitioners design and implement public diplomacy and outreach programs related to improving sanitation. We spoke with **Jim Coucouvinis** (Technical Director for Water and Sanitation), **Eleonora Bergita** (Senior Program Officer on IndII's Communications Team), and **Nur Fadrina Mourbas** (Water and Sanitation Program Officer) from IndII; and **Frieda Subrata**, YCCP's team leader for the SPD activity.

**Prakarsa: Through IndII, the Australian Government has devoted substantial resources to help Indonesia develop better sanitation infrastructure. Delivering infrastructure is much different from a "behaviour change" sanitation program that send hygiene messages such as promoting handwashing and ending open defecation. It's obvious that behaviour change is accomplished through outreach, but why does an infrastructure program need any communications component?**

**Jim Coucouvinis:** First, IndII's work in the sanitation infrastructure sector is a good opportunity to conduct public diplomacy and promote the Australia Indonesia Partnership, because we have large-scale benefits to publicise. SAIG benefits are expected to reach approximately 90,000 households, or about 400,000 beneficiaries. The Sanitation Hibah is reaching another 40,000 Indonesian citizens.

Second, IndII's activities do relate to behaviour change – we hope to create change at an institutional level, by encouraging LGs to implement and maintain their own sanitation infrastructure. Communications programs have a natural role to play in furthering that behaviour change.

**Eleonora Bergita (Gite):** The SPD was designed to meet three related goals of IndII's Communications and Public Diplomacy Plan. First, as Jim has mentioned, public diplomacy. Second, to facilitate IndII's work by ensuring that partners have a good understanding of what IndII is doing and why. That's why, even though many activities were directed at school children, we included the walikota [mayor] and LG officials in the planning and implementation. Third, to enhance the long-term impact of IndII's work. The sanitation facilities built by LGs with Australian assistance will be maintained and appreciated far into the future if people at all levels have a better understanding of why that infrastructure is important.

**Jim:** This is where Indonesia's sanitation sector is a bit different from the water sector. People are usually willing to pay for piped water because they understand the value in terms of convenience, health, and cost savings. But they are more skeptical about sewerage, so a campaign explaining the benefits can make a big difference.

**How did you formulate the SPD activity design?**

**Jim:** We had to avoid thinking in terms of a traditional sanitation outreach program. In the earliest planning stages, we assumed we'd focus on health messages. We even briefly considered having a mobile health van as part of the activities.

**Gite:** But when we sought feedback and started discussing matters with our counterparts and DFAT [Australia's Department of Foreign Affairs and Trade, which channels Australian Government funding to IndII and provides oversight] we realised two things: first, our program was too small to have the kind

of sweeping impact that a strictly hygiene-related behaviour change program should have. We didn't have the means to create and measure that kind of impact. Second, we would be duplicating existing efforts. The Government of Indonesia, UNICEF and others already have large-scale programs in place.

So we realised we shouldn't just emulate other sanitation program messages. The SPD needed its own, individually tailored set of messages.

**So what messages did you deliver?**

**Gite:** Well, the specific content varied in different communities, depending on the local situation with respect to sanitation, and which IndII programs were in place. But in every community, we tried to answer four questions:

- Why is it good for communities to have a sewerage system?
- Why was your community chosen to participate in this program?
- What positive role is your LG playing?
- Why is the Government of Australia, together with Indonesia, supporting the development of good sewerage infrastructure?

**That's more complicated than saying "it's good to wash your hands." Had you ever done, or encountered, another program that tried to do something like this?**

**Frieda Subrata:** YCCP has done somewhat similar programs for sanitation in the past. However, they were directed more toward individual responsibility, for example, building toilets with septic tanks. The SPD program conveyed messages about another option, i.e. sewerage infrastructure. It highlighted the government's responsibility to provide people with good sanitation facilities, and increased public understanding about what sewerage infrastructure is, and why it is important.

**As Frieda's answer suggests, the SPD was a program that was especially reliant on LG commitment and involvement in order to succeed. Were there any difficulties in getting LGs involved?**

**Jim:** Not really, but we did learn a few things along the way. Early in the activity, we concentrated on lower-level functionaries in LGs. But they don't see the value of reaching out to school children. It's the walikota who recognise that they will benefit from SPD activities involving school children and community residents. Also, when you deal at the walikota level, you are more likely to get a definite answer right away about the level of interest. Obviously an enthusiastic "yes" is better than a "no," but even a strong "no" has value, because it tells you that you will get better results if you take your efforts somewhere else.

### Did you get any definite “no’s”?

**Jim:** No, we didn’t. And – this is a lesson that actually applies to the whole sAIG effort – I would recommend for future program design that “provoking a definite answer” should be part of the process of selecting LGs.

**Nur Fadrina Mourbas (Ifad):** You have to get real commitment for any efforts related to improving sanitation infrastructure. People will be agreeable during socialisation meetings, but then when you move to actual implementation, there is more resistance. Suddenly you hear about concerns over cost, pipes getting blocked, etc. The LGs are sensitive to the community’s views on sanitation infrastructure. If the community is reluctant, the LGs will resist too.

Sanitation is not a popular issue and it’s not something LGs automatically think about. Only about 2 percent of their spending in a fiscal year goes to sanitation – they tend to see it as a central government concern.

### So how did you create enthusiasm among LGs?

**Frieda:** By going to the highest level – the head of Bappeda [regional planning agency], the bupati [regent], the walikota. IndII had a lot of contacts in each LG because of the work they were doing, but many of those contacts were at the implementation level, so we didn’t always rely on them. We sent letters to high officials in advance. Also, before the SPD started, IndII held a signing ceremony for sAIG that was attended by LG leaders. We used that event as an opportunity to make contacts.

We found that when we initiated contacts at lower levels, the people we talked to didn’t always inform people higher up. It was most effective to contact top officials directly.

The fact that the SPD activity focused on school children was also appealing to officials. Sometimes LGs are wary of events that are focused on adults, because that might unleash criticism and complaining. But when you have an event that is directed at children, you don’t generate defensiveness among local officials.

**Ifad:** We tried to do some advance socialisation before the Sanitation Awareness Days took place, and in most cases that was successful. Our experience in Surakarta was instructive. We initially had enthusiasm from the head of the Bappeda, but not the DINAS [LG department]. Then, there was a staff change. We were dealing with new people. The situation reversed and we had more support from the DINAS than from Bappeda. And we saw that there is support from the top, the program will work.

**Gite:** Palembang was a good example of how individual leaders can be crucial to success. The head of the Bappeda there took the Sanitation Awareness Day as an opportunity to expand activities to all ages of school children because it was something he personally thought was valuable. There are different people in every community, so it is key to learn the motivations and personalities of key leaders in each city.



**The SPD activity was budgeted at A\$ 280,000 – a low figure compared to most IndII activities – for multi-day activities in nine locations, plus a national television talk show, promotional materials, a video, and two essay contests over a period of about nine months. That seems like very good value for money. How was that achieved?**

**Jim:** You're right, the SPD delivered great value for money – IndII did an effective outreach campaign a few years ago for our Water Hibah program, and the SPD was even better. I think we had more impact at lower cost.

**Frieda:** When we did our first Sanitation Awareness Day, in Cimahi, we went in thinking that we needed to cover the cost of everything ourselves. But we realised as a result of that experience that LGs looked upon our activities as important. They didn't have a lot of similar activities going on at the district level, so they found what we were doing to be quite interesting.

So at our second location, in Makassar, I asked our team to brainstorm about cost-sharing ideas. It turned out that the LG had some budget for something like this, and since the program involved children, it was appealing and they were willing to enhance program activities with additional funds.

Actually, while their financial contributions were useful, that was not what we were really looking for when we broached the idea of cost-sharing. What we really wanted to do was build ownership; and when the LGs contributed funds, that built their sense of ownership.

**IndII is committed to ensuring that its programs reach women and men/girls and boys in an equitable fashion. How did the SPD activity address gender concerns?**

**Gite:** During the design phase, we recognised that many sanitation programs seem to appeal most to female audiences. This is understandable because women and girls are usually the ones dealing with menstruation and the care of children who may become ill due to poor sanitation.

In the SPD activity, IndII wanted to reach both female and male audiences. Early versions of the design were targeted at communities but not specifically schools. An important reason that we decided to focus on schools was because we would have a "captive audience" consisting of both boys and girls, so the message would be sent to both genders.

**Did you note any issues related to gender as the activity progressed?**

**Gite:** The workshops with journalists gave us several insights into gender and sanitation. Journalists were invited to participate without regard to gender, but as it turned out, the majority of attendees were male.

**Ifad:** We found that there tended to be gender-based differences in the ways that journalists approached the topic. Men asked questions related to the mechanics of IndII's programs: how much is being spent, how does the program work? Women tended to ask questions related to the impact of the



program on people's lives. For example, asking about how the construction of infrastructure might make a mess and disrupt people's daily activities.

Also, the Directorate General of Human Settlements has a Duta Sanitasi [Sanitation Ambassador] program to promote hygiene, and of course the Duta was invited to participate in the SPD programming. We noticed that almost all of the Duta are women.

**Were boys and girls equally engaged in activities?**

**Ifad:** In most cases, yes, but sometimes the girls seemed most attentive. As part of the program, LG officials quizzed student audiences about sanitation issues. The girls tended to be the most eager to respond and they gave good answers.

**As we've noted, this was a relatively small activity in terms of the budget. There was no allocation for a full-scale Monitoring & Evaluation (M&E) effort. How did you try to measure program results?**

**Frieda:** Obviously it is hard to be sure about long-term impact since the Sanitation Awareness Days and associated media coverage and contests were all one-off events. But we did try to collect and assess some metrics. For example, we did before-and-after surveys with students, and there was always an increase in knowledge about sanitation and the need for infrastructure, with children answering 90 to 95 percent of the questions correctly after participating in events. Also, we were able to measure the results of the journalist workshops by determining if there was any press coverage afterward. There were 8 to 20 news articles published in every city. We think that generating articles this way is much more effective than paying to place information in the media. As another example, we kept track of text messages from listeners during the radio talk shows in each community. We did not expect audiences to react during the talk shows, but in fact the stations received about five to eight texts during every show.

**What about the quality of the writing by journalists? Did that contribute any anecdotal evidence to your M&E efforts?**

We saw an enormous variation in skills among journalists, not just in terms of their writing and reporting, but in their investigative skills. In some cities, people asked a lot of penetrating questions during the journalist workshop but not in others. Overall, though, we were pleased to see the level of understanding. We noted that the journalists asked a number of questions regarding what kinds of efforts LGs are making to improve sanitation. That was heartening and we think the SPD can take credit for eliciting those kinds of questions.

**Gite:** We could also see the impact of the SPD activity in terms of its effect on LG participation in sAIIG. There were cases, such as in Makassar, where LG support for sAIIG was lukewarm and we had earlier seen a reduction in the level of commitment. But after the SPD activities were conducted, there was an increased LG willingness to take part in sAIIG.

**If you were to plan and execute an SPD activity today, what would you do differently based on your experiences? What advice would you give to another organisation that wanted to undertake something similar?**

**Jim:** Let me back up a little bit and talk about some challenges we faced for our sAIIG program, because the lessons learned are useful for designing an SPD program as well. We knew before we started sAIIG that selecting LGs to participate would be hard, but even so we underestimated the difficulty and time it would take. Although we had clearly defined selection criteria, we did not realise the extent to which these would not be observed by the process of selecting LGs and selecting project sites within LGs. This meant more time had to be spent to relocate sites to maximise sAIIG impact. Our best choices were the most densely populated areas where septic tanks cause more problems than they do in thinly populated rural areas. Despite that being an obvious preference it was still difficult to stress that as a selection criterion. We also should have been more aware of how long it takes to socialise communities: sanitation infrastructure costs twice as much as water and takes twice as long to implement. So it is much harder for LG officials and community members to understand the value.

These lessons can apply to an SPD program too: don't just gather recommendations on specific locations for implementation, but give considerable weight to objective criteria that can be used to pinpoint the locations where you can have the highest impact. And recognise that socialising sanitation infrastructure is very time-consuming.

**Frieda:** I agree that messages about infrastructure are challenging to deliver. If we were designing a new program and had to have a one-off design, YCCP would recommend doing things the same way that we did in the SPD activity. But at the design phase, we would recommend that a program be ongoing. It would be great if we could return to the LGs where we already conducted activities, and build on the groundwork that we laid. The LG officials kept asking us: what happens next? What will we do after this? They liked the idea of promoting sanitation infrastructure, but they need ideas, and they look to us to help. We would like to be able to assist them with what comes next.

**Gite:** I second Frieda's observation that a future design could use the same components. Having the students as the main audience for Sanitation Awareness Day activities was a good decision. Junior high school students are ready to absorb complex knowledge and they have a lot of curiosity about their environment. The good questions asked in the journalist workshops show that the workshop component was worthwhile. And the high levels of participation in the essay contests suggest that this feature should be kept too.

One change for future programs would be to conduct a simple baseline survey before the program starts, and tailor activities based on the need of the target audiences.

**Ifad:** Our sAIIG and Sanitation Hibah efforts could be more effective if we promote more knowledge sharing between IndII and LGs, in both directions. Ideally, IndII should find out more about what LGs are thinking, and LGs should learn more about the purpose behind IndII's efforts. This should be an explicit goal of any future SPD programs.

**Jim:** Maybe we should do an SPD activity first, before we start something like sAIG! It seems that an SPD activity can create an appetite for sanitation infrastructure. It's a good hypothesis to test.

**Ifad:** And we need to be sure that the LG commitment demonstrated during the SPD activities is documented in the media – then we can use this documentation as a tool for assessing sAIG and Sanitation Hibah outcomes.

**A last question: were there any big surprises or unexpected successes?**

**Frieda:** Every single one of the walikota and bupati participated in our events except for one who was on an umrah [journey to Mecca], so he genuinely could not attend. We knew we had created a good program and would get good participation, but we did not expect that we'd achieve an essentially perfect attendance record by these officials.

**Ifad:** Two things were a surprise. First, how much the program was able to accomplish for a fairly small budget. Second, commitment from LGs played such a huge role in paving the success of the program. We expected their participation to be important, but it turned out to be even more important than anticipated.

**Ifad:** For me, the biggest surprise was seeing how much people do care about sanitation. I thought before we started that we would be dealing with a lot of indifference. But during events, and when journalists asked questions in the workshops, we saw that people do care about sanitation. The demand is there.

**Ifad:** The success of the program didn't surprise me because I knew it was well designed and that we had excellent people implementing it. But I did have one surprise – in Palembang, as part of the ceremonies for welcoming the officials who attended, I was offered betel leaf. I had never had this before and I didn't know I was supposed to spit it out. I swallowed the leaf! Next time, I'll know what to do. ■

## WHAT MAKES TEENAGERS CARE ABOUT SANITATION?

Teenagers vary in the extent to which they accept and act on messages related to sanitation and its impact on the environment. What explains the differences? • By Eleonora Bergita



The *Walikota* [mayor] of Tebing Tinggi, Ir. H. Umar Zunaidi Hasibuan, MM, engages with a student during Sanitation Awareness Day activities.

*Courtesy of YCCP*

To support the Indonesian Government's efforts to attain Universal Access (100 percent access to drinking water, no slums, and 100 percent access to sewerage) by 2019, the Australian Government is funding the Australia-Indonesia Infrastructure Grants for sanitation (sAIIG) program. sAIIG represents a collaboration between the Indonesian Government (through Bappenas, the National Development Planning Agency; the Ministry of Public Works and Housing; the Ministry of Finance; and the Ministry of Home Affairs) and the Government of Australia (through the Indonesia Infrastructure Initiative, or IndII). To enhance the effectiveness of IndII's sanitation programs, a Sanitation Public Diplomacy campaign was implemented in nine cities and districts (kabupaten) participating in the sAIIG program.<sup>1</sup> One of the components of the campaign was a "Sanitation Awareness Day" targeting youth in the junior high age group (ages 13 to 15).

Delivering messages to youth is not easy. Basic sanitation messages should be simple to convey because they involve a facet of daily life, but the effort is complex when one considers that the topic of sanitation is rarely discussed and that messages about infrastructure, not to mention collaborative grant implementation, are more complicated. IndII's program, which was implemented through the local non-profit organisation Yayasan Cipta Cara Padu, took on the challenge of delivering these complex messages to young people.

The Sanitation Awareness Days were held in local schools and were attended by Local Government (LG) Heads, staff working on the sAIIG program, around 350 junior high school students in each kabupaten, beneficiaries of the sAIIG program, and journalists. The event delivered messages on the value of sanitation along with information about the construction of local sanitation infrastructure within the framework of a collaborative grant program between the governments of Australia and Indonesia.

(More information about the Sanitation Public Diplomacy activity can be found in various articles in this edition of *Prakarsa*.)

Sanitation Awareness Day activities were designed within the rubric *Sepakat untuk Lingkungan Lebih Sehat* (Agreement for a Healthier Environment). Participants were invited to care more for the environment by learning more about both solid and liquid waste management. Before the main event, the Head of the LG delivered a speech. Students were usually invited on stage to have a question and answer session with the Head of the LG, which was engaging for the audience. After the speech, the event continued with a roughly 20-minute video presentation on sanitation, followed by an interactive game combined with a question and answer session on sanitation. Youth fond of mental and physical challenges also had the opportunity to participate in competitions, such as performances of a specially written sanitation jingle and relay races that entailed carrying a glass of water in the middle of a cloth, reinforcing the importance of coordination and teamwork to achieve an objective. Event coordinators explained to participants that the competitions were an analogy for the importance of support from all related parties to encourage the success of sanitation programs.

### **Key Points:**

In 2014–2015, the Australian Government-funded Indonesia Infrastructure Initiative carried out a “Sanitation Public Diplomacy” campaign to enhance the effectiveness of its programs to support improved sanitation infrastructure. A central component was a “Sanitation Awareness Day” targeting youth in the junior high age group (ages 13 to 15). Activities included a question and answer session with the mayor, a video, interactive games and quizzes, relay races and a competition to perform a specially written jingle on sanitation.

This article discusses qualitative research on youth acceptance of sanitation messages during the Sanitation Awareness Days. The research consisted of in-depth interviews of six youth (three female and three male, ages 13–15) from Cimahi and Yogyakarta who were active participants in Awareness Day activities.

The research found that the students generally responded positively to messages about sanitation and the environment, and that the jingle was effective at conveying messages about the Australian-Indonesian partnership.

Research results were consistent with Icek Ajzen’s Theory of Planned Behaviour, which says that human behaviour is influenced by attitudes toward the behaviour, subjective norms (beliefs about other people’s attitudes), and perceived behavioural control (a person’s belief in their ability to perform a specific behaviour).

The experiences of these youth contributed both directly and indirectly to their receptiveness and understanding. Factors that made them more receptive to messages included: attitudes of parents and friends toward sanitation issues; previous exposure to sanitation messages in elementary school; participation in school-based sanitation activities such as garbage sorting or handicraft making/vocational classes using recycled materials; and watching their parents make compost.

Students were less receptive when the views of the people around them were discouraging, in particular the ideas that the topic of sanitation should be avoided, waste does not have to be managed, and that sanitation is a low priority.

Teenagers, the main target in the sanitation campaign, have developed a level of formal cognitive skills that enable them to form hypotheses and analyse themselves in relation to the conditions in their immediate surroundings. Intellectually these youth are capable of comprehending complex sanitation messages. Moreover, some of them learned information on sanitation issues while they were in elementary school, or encountered the topic in magazines or on television. All of this prior exposure formed a good basis for understanding and accepting the sanitation messages delivered during Sanitation Awareness Day.

This article discusses qualitative research on youth acceptance of sanitation messages during the Sanitation Awareness Days. The research consisted of in-depth interviews of six youth (three female and three male) in Cimahi and Yogyakarta. The six interview subjects came from four different schools and their ages ranged from 13 to 15 years. They attended events in Cimahi on 1 October 2014 and in Yogyakarta on 27 January 2015. In addition to attending in Sanitation Awareness Day activities, each of them also played a significant role of some sort, such as encouraging others to attend the event, taking part in musical performances, and actively answering questions during the sanitation quiz. In general, they reported that they enjoyed taking part in the event.

The students interviewed formed diverse interpretations of the sanitation messages that were delivered.<sup>2</sup> Indeed, there is never a single understanding of messages communicated in outreach programs, because the message recipients bring their own distinct backgrounds to the process. These message recipients are also message creators, because when they assign meaning to the message, they are giving it their own unique interpretation.

For these students, the sanitation jingle unambiguously conveyed the message that the Australian and Indonesian Governments are collaborating to develop sanitation infrastructure. In general the students expressed support for this collaboration, and eagerness to see improved sanitation infrastructure for the benefit of the community. In addition they came away with a sense that sanitation infrastructure has a role to play in environmental preservation.

The research revealed that the youth responded positively to the message that good sanitation helps to take care of the environment. Some of them understood that there is still little awareness in the community of the need to preserve the environment. The experiences of these youth contributed both directly and indirectly to their receptiveness and understanding. The more they had participated in handicraft making/vocational classes using recycled materials, sorting garbage, or watching their parents make compost, the stronger their understanding and agreement.

Youth also responded positively to messages about the link between good sanitation and health, which motivates them to maintain cleanliness. Those who had participated in sanitation activities while in elementary school were most responsive, showing that repetition of the message helps to instill it.

The current school environment also has a role to play. Improved sanitation facilities at school, a school-based garbage bank, and trash-sorting activities at school encourage receptiveness to sanitation messages.

Another factor influencing youth receptiveness to sanitation messages is the attitudes of people close to them, such as parents and friends. Youth feel motivated when these people around them value their activities.

On the other hand, youth are made less receptive to sanitation messages when the views of the people around them are discouraging. Such views include the ideas that discussion of garbage and wastewater should be avoided, that waste does not have to be managed, or that dealing with garbage and wastewater are low priority activities.

These results are consistent with the Theory of Planned Behaviour (TPB) by Icek Ajzen. TPB says that human behaviour is influenced by three factors, namely: attitudes toward the behaviour, subjective norms (beliefs about other people's attitudes), and perceived behavioural control (a person's belief in their ability to perform a specific behaviour). The combination of the three factors influences human intentions with respect to sanitation-related behaviour. Thus, the more positively that youth responded to the sanitation message, and the stronger the reinforcement from family, friends and role models, the more likely it is that youth will form the intention to act in accordance with sanitation messages.

However, if there are discouraging factors such as the view that there are more pressing issues than sanitation, youth will ignore the sanitation message delivered to them even though they know that the message is important. Five of the six youth interviewed accepted the sanitation message and were willing to act on it. The sixth agreed with the message but was reluctant to act on it.<sup>3</sup> Compared with the other five, he reported doing fewer activities related to sanitation, and he identified other concerns that he finds more important, in particular becoming a good writer because if he writes well he can be paid well. (Notably, he stated that he was too lazy to do any activities related to improving sanitation unless someone would pay him for his efforts.)

Overall, the research suggested that the participating teenagers have great interest in sanitation messages, because they can sense that the message is of benefit in preserving the environment for the future. The role of close associates such as family members is very important for these teenagers to develop a positive attitude and serves as an encouraging factor for them to pay more attention to environmental issues. For teenagers who had received a sanitation message prior to the Sanitation Awareness Day event on Sanitation Awareness Day, the sanitation message delivered reinforced their intention to pay more attention to sanitation. For those who had never before received information about sanitation, it encouraged their desire to learn more about sanitation, including a wish to discover how sanitation infrastructure is developed in their city and what the benefit will be for the general public. ■

#### NOTES

1. The participating kabupaten were Cimahi, Makassar, Gresik, Tebing Tinggi, Yogyakarta, Surakarta, Palembang, Banjarmasin and Balikpapan. All were taking part in the sAIG program, and a few locations were also part of other IndII sanitation infrastructure activities.
2. The messages delivered were based on answering four questions: Why is it good for communities to have a sewerage system? Why was your community chosen to participate in this program? What positive role is your LG playing? Why is the Government of Australia, together with Indonesia, supporting the development of good sewerage infrastructure?
3. Using the model developed by cultural studies scholar Stuart Hall, five of the interviewees assumed the "dominant/hegemonic" position, meaning that they accepted the meaning of the message as it was intended. The sixth was in a "negotiated" position, meaning that he understood the message but due to his own experiences responded ambivalently.

#### About the author:

**Eleonora Bergita (Gite)** is a writer and event organiser with over 10 years experience in journalism and event management. As a Senior Program Officer at IndII, she is responsible for both designing and managing various events, and for daily communication activities. She has a wealth of experience in human development at a number of national and international NGOs and experience handling promotions at a number of national media. She has developed public relations strategies for well known PR companies and event organisers. She graduated from the Faculty of Literature and Culture, Universitas Indonesia, and holds a post graduate degree in Communications Management from the same university.



## A GIFT TO MY EARTH

This essay won first prize, short essay category, in the Sanitation Awareness Essay Contest 2015 sponsored by the Indonesia Infrastructure Initiative. • By Miranda Amelia Putri, Public Middle School 1, Yogyakarta



Courtesy of Mirand Amelia Putri

Do you love Earth? Do you still care for Earth? If you love Earth, then you should also take care of it. Earth is where we breathe, sleep, seek knowledge, play, and where we hang out with our families. You can say that those are Earth's gifts to us. So, we owe Earth. And in return, we should also make Earth happy.

Efforts we can take to keep the environment clean and healthy are sorting trash, throwing trash in its appropriate place, following the 3Rs (Reduce-Reuse-Recycle), treating sewage, taking part in community work to clean up local creeks or gutters, building drainage, and not discharging waste into the river or sea.

Sanitation is an attempt to ensure clean living by preventing human contact with filth and other hazardous waste in order to maintain and improve human health. Such waste is formed by the effluent from factories, industrial complexes, and most of all from households.

So, how do you properly sort your trash? Well, we separate trash by its type, which is paper, plastic, leaves, glass, and organic and inorganic. Organic trash is such that it can be decomposed by bacteria, whereas inorganic trash is such that it cannot be decomposed by bacteria. Both organic and inorganic trash must be recycled. Organic trash can be recycled into compost. Inorganic trash can be recycled into handicrafts that can be resold.

Those are our gifts to our beloved Earth. And we should start doing them as early as possible, so that our Earth stays clean, healthy, and comfortable to live in, and so that we will be kept away from disease-causing germs. ■

## A CLEAN AND HEALTHY ENVIRONMENT

This essay won second prize, short essay category, in the Sanitation Awareness Essay Contest 2015 sponsored by the Indonesia Infrastructure Initiative. • By John Jovi Sidabutar, Public Middle School 1, Tebing Tinggi

Creating a clean and healthy environment may be done in various ways, such as by providing sanitation facilities. One such facility is the communal septic tank.

The communal septic tank is a centralised septic tank system whose waste comes from many places. Liquid and solid household waste are funnelled into this tank through a series of interconnecting pipes. These pipes are buried under the ground or roads. We know the pipes are there because of what are called “manholes” on the surface of the ground or road. A manhole is a hole on the ground that can be opened and closed to check the condition of the pipes. A communal septic tank has more advantages than an individual septic tank. A communal septic tank can collect and treat large amount of waste.

Having a communal septic tank brings out so many benefits such as, among others: the prevention of gastrointestinal diseases (e.g. diarrhoea, dysentery, typhoid); a clean, comfortable, and healthy environment; healthy community; a reduction in soil pollution; the creation of economical fertiliser from the waste; and the creation of alternative energy. This alternative energy is in the form of biogas that can be used by the community for everyday needs. ■



Courtesy of John Jovi Sidabutar

## THIS IS MY NEIGHBOURHOOD

This essay won third prize, short essay category, in the Sanitation Awareness Essay Contest 2015 sponsored by the Indonesia Infrastructure Initiative. • By Aulia Nur Septiani, Public Middle School 8, Yogyakarta



Courtesy of Aila Nur Septiani

Good sanitation behaviour and clean living means preventing direct human contact with filth and other hazardous waste in order to maintain and improve human health. Clean living behaviour can start from small steps, one of which is sewage treatment. Sewage is general waste discharged by society from households and industries. In a kabupaten in the regency of Sleman, a village called Jongkang has implemented a centralised sewage system. In my neighbourhood in Jongkang Village, there is a sewage treatment centre adequate for the community.

In my neighbourhood, they have built good infrastructure and a facility to centralise the sewage at one place. The purpose of this development is to prevent households from contaminating one another with their waste. There are some families, however, who still have not agreed to have a sewer built under their houses. Every house with a sewer to funnel its waste to a designated place is charged a fairly low monthly cost of Rp 5,000. The centralising of sewage is welcomed by the government, which has suggested that this system be implemented in all areas so that Yogyakarta's waste can be treated well and be useful for the community.

Therefore, it is better for the community to use a centralised system for sewage treatment because, aside from saving cost, this system would not pollute the environment. And so, little things if carried out will become big and useful for all of us. ■

## THE BENEFITS OF SANITATION FOR HEALTH AND THE ENVIRONMENT

This student essay won first prize, long essay category, in the Sanitation Awareness Essay Contest 2015 sponsored by the Indonesia Infrastructure Initiative. • By Muhammad Tegar Arung Buwono, Public Middle School 2, Yogyakarta



Courtesy of SMP Muhammadiyah 2 Yogyakarta

Good sanitation means healthy behaviour that keeps people from having physical contact with wastes from either humans or animals, such as feces, urine and water from washing, that contains various kinds of bacteria. Sanitary measures are carried out through various means from installing washbasins, bathrooms and toilets to the construction of sewers, water infiltration systems and septic tank/places for collecting excrement or waste matter.

The main goal of proper sanitation is to prevent the contamination of soil, water and air from waste which is harmful to human health, thereby preventing disease.

Sanitation is very important for our environment since it has a direct impact on human health. Proper sanitation will maintain the cleanliness of our environment, in particular the groundwater which we use daily for drinking, cooking, bathing, and laundering.

At the same time, poor sanitation will lead to pollution and contamination of the environment and water that we use daily, particularly by a wide range of bacteria which may cause human diseases. As we are aware, some diseases can be caused or spread through poor environmental conditions especially waterborne illnesses.

Nowadays, the level of public health is higher than it was several years ago. This is because the awareness of proper sanitation has increased among the society, despite the fact that people's awareness of proper sanitation in remote and urban areas remains low.

According to stories my parents tell, many years ago people practiced open defecation and dumped human excrement anywhere, like animals do. According to my father, who occasionally travelled to remote areas, several decades ago many people practiced open defecation on the ground, in the garden or on vacant land near their homes.

Even scarier, my father told me that in the area where there was no access to water, particularly during periods of drought, many people defecated on the ground and they did not use water for cleansing but used only leaves or even stones. Imagine how dirty those practices were.

Many other people had the bad habit of defecating in rivers, waterways or other water sources, even though the rivers, waterways and water sources were used for daily needs of the people, such as for bathing, washing and even for cooking. Such habits still can be found in big cities such as Jakarta. Due to limited access to clean water, many rivers are used as communal toilet and washing facilities.

Such practices will clearly cause various kinds of pollution or contamination such as water pollution, soil pollution and air pollution or odours. Various bacteria that may cause disease will easily attack human body. Therefore, in the old days people were easily attacked by various diseases such as diarrhoea, typhoid and vomiting due to a lack of proper sanitation.

In line with current developments, public awareness of the importance of hygiene including proper sanitation is increasingly higher. The government, social organisations and NGOs have played their roles in providing knowledge on the importance of healthy sanitation to the community, particularly those who live in rural or remote areas as well as big cities.

At the beginning, sanitary facilities were built in a very simple way and did not meet hygiene requirements, for example the construction of traditional latrines by digging a well-like hole and arranging wood on top of it. Since people could not avoid direct contact or ignore the foul smell, and flies could go in and out the hole, such latrines caused air pollution and still easily spread diseases.

Despite increasing public awareness of proper sanitation, high cost needed to provide proper sanitary facility has been an impediment for the people living in rural and urban areas.

However, in line with the improved economic conditions of the people and with the support of the government in the form of programs to provide healthy sanitary facilities, people have slowly managed to construct proper sanitary facilities. Public health is now better, despite the fact that poor health still can be found, especially in remote or distant areas and in major cities where there is a lack of access to clean water or where clean water is expensive.

Poor sanitation problem is not only found in Indonesia. Many countries, especially poor and developing countries, encounter the same problem. In many poor countries, people still rely on simple latrines and rivers or water sources for their communal toilet and washing facilities. So that causes the same negative health effects such as a number of diseases among the community.

To overcome poor sanitation problems, cheap water closets have been developed in Bangladesh by a well known manufacturer. They produce a healthy, safe and cheap toilet facility, so that there is no foul smell in the bathroom or at the place for defecation.

Almost all houses in Indonesia now have proper, safe and clean toilets and other sanitary facilities, which may reduce disease caused by poor sanitation.

Currently, there are many toilets with a wide selection of models, quality and price. For example, squatting or sitting models and toilets which are used for urination only. People may choose the toilet or sanitary equipment needs in accordance with their wishes and ability.

When they were first developed, flush toilets needed a lot of water and they wasted water. However, in keeping with the times, many water-saving types have been many invented so that they reduce the need for household water. Thereby they are more environmentally friendly.

Sanitation is not just a matter of a latrine or toilet. It includes the construction of an infiltration well used to collect domestic waste such as wastewater from bathing, wastewater from washing the dishes, wastewater from clothes washing, etc. In addition to collect wastewater, the infiltration well can neutralise the wastewater, thereby preventing pollution of the soil, and water source.

As part of the young generation, I would like to invite you to participate in disseminating the importance of proper sanitation so that we can live a healthy life and not be susceptible to disease.

At least we can start the movement by informing others in our schools and community about the importance of healthy sanitation. We can take real action by participating in maintaining the cleanliness of toilets and bathrooms in our school and our home. We can also keep healthy behaviour by flushing the toilet bowls so that no feces or foul smells are left every time we finish defecating or urinating.

Increasing awareness of the importance of good sanitation will automatically accelerate the achievement of a healthy and prosperous society. ■



## DREAMS FOR THE CITY OF A THOUSAND RIVERS

This student essay won second prize, long essay category, in the Sanitation Awareness Essay Contest 2015 sponsored by the Indonesia Infrastructure Initiative. • By Dhiya Salma Azminida, Public Middle School 1, Banjarmasin



Courtesy of Dhiya Salma Azminida

Sanitation is a deliberate behaviour in civilised clean living that has the purpose of preventing direct human contact with filth and other hazardous waste in the hope that this will maintain and improve human health. (Source: <http://id.m.wikipedia.org/wiki/Sanitasi>.) The dangers of a polluted environment greatly affect our physical well-being. For example, trash that is deliberately thrown into the rivers.

At first, I was stunned to see it. Every time I go to school, a friend's house, or some place, I always cross rivers. Yes, my city is nicknamed "a city of a thousand rivers". Where else in Indonesia has a nickname like that? I also think how lucky are God's creatures that live under the waters because they do not experience the troubles above where they live. For example, traffic congestion from vehicles running on oil-based fuel, while the owners of these vehicles don't make use of alternative fuels being created by Indonesia's high achieving sons and daughters. The congestion creates air pollution, which only hurts ourselves. I realise that I am one of these people, but no, I am not the same. I also know that our deeds will get us into trouble. And there are still many other kinds of pollution. I want to pay the waters a visit, not only the rivers but the sea as well. I long to meet a clown fish named Nemo, along with his father, Marlin, and Dori, who daringly confront the sharks, and swam in the currents on the back of a hundreds-of-years-old sea turtle in the animated motion picture *Finding Nemo*.



I think the rivers in South Kalimantan are beautiful. Many ships pass through them; small boats paddled by moms and dads, even children; grandmas or grandpas eager to sell vegetables, typical Banjar pastries, fruits neatly stacked on their boats that we call *jukung*; happy fishermen who are waiting with a curious look on their faces. I see those things from the bridges over the big rivers in Banjarmasin.

Looking at these rivers, I see not only amazing and beautiful things, stunning to the eyes. But there are still many unsightly places where the locals go to the bathroom. I see them wash their clothes and their dishes, bathe themselves and their children, rinse their mouths after brushing their teeth, wash their hands without soap, and relieve themselves, then take that water in the bucket and boil it. And often after they clean themselves, I see them re-contaminate the resource for their daily activities with the products from household work...what else if not household waste. How thoughtlessly the hands of these people move. Junk wrapped in plastic bags simply thrown into the air and into the river, to drift along the river currents and swim together like a flock of ducks wading in water.

Do they not think that when they do such things, they hurt themselves, their own children, families, and relatives? And not only them, I surely feel it too. When they bathe and wash, I think what if I met with God's creatures in that water? Would I feel the chemical poison from their soaps? I know it surely happens. But before I imagine my reaction to the poisoning, I imagine them, God's creatures in the water, feeling it every single day. However, the people who bathe and wash feel it, too. Because I see them eat and drink from the river water, even though I know they cook it first.

What is the fate of my city? What about the people who relieve themselves there? Do they belong to the category of people who openly defecate? I believe so. It makes me feel disgusted drinking water from my own home. I know the water in my house is clean water from the water company (PDAM), but I also know the source of that water comes from the rivers in my neighbourhood. The people at those rivers may not realise that they drink and let their children and families bathe in the water where they defecate.

Many questions pop up in my mind, such as why don't they throw their trash at the waste disposal site (*Tempat Pembuangan Sampah* or TPS) provided by the government? But the answer to that question comes to me at the same time. They think it is easier to just walk over to the back of the house and swing their arms and let the plastic bags drift on the river, or it is more comfortable to throw out bags while passing by, rather than go to TPS where they will smell the foul odour from other people's trash. I also know the restriction on disposing trash during the day makes them feel forced if they have to go out at night just to throw out trash. As the saying goes, *Tak ada rotan, akar pun jadi* [no rattan, roots will do – meaning beggars can't be choosers].

Well, about people who relieve themselves. I also have a lot of questions about them. I see that this happens not only in Banjarmasin, but in other areas in South Kalimantan as well, and is still frequent even outside the island of Kalimantan. That thing we call a *jamban* [latrine]. This jamban was built by the surrounding community as the communal washing and toilet facility (commonly known as *Mandi-Cuci-*

*Kakus* or MCK). It is very unsightly because the rivers look dirty with that thing there. But then another question pops up, why do they relieve themselves in the river? Apparently they are the underprivileged and undereducated people, and lack insight. Most of their homes do not have a water closet or private toilet. And this habit has been in place for generations...like the people used to do before them.

With these people's bad habits, I don't think I want to meet with God's creatures in those rivers. Not only because of the impact their habits have on God's creatures in the rivers. But also on themselves, and on me, naturally. I think, what will happen to those people? Well, they could contract diseases; they could have a stomach ache from drinking, cooking with, or unintentionally swallowing the contaminated river water. Maybe they will catch a flu bug, and they could also contract skin diseases from bathing and washing clothes in the river. Skin diseases from itchy skin to skin cancer, which medical people say could have as one of its causes inadequate hygiene.

This has got me thinking about my dream of wanting to meet with God's creatures in the rivers, and even going into the sea to see Nemo, his father and brave Dori, as well as the sea turtle...perhaps not just yet. It is time for me to *mengadu ujung penjahit* [hit the tip of the needle – meaning to sharpen the mind]. No, my mind is on saving those people, God's creatures in the rivers, and myself and my family and friends from contaminated rivers. I also want to see the beauty of my city's one thousand rivers and express how I feel in beautiful words.

How can that happen? How can I do that? What about by asking all of you to follow government regulations and not litter? Asking the government to act sterner, and asking more people who care about the environment to participate in this.

I want the government to give guidance and insight to those who lack knowledge on environmental pollution. If only the water could speak, they would say, “Nooo...nooo, I do not want to be dirty because of humans, I don't want to feel disgusted with myself because of human waste.” I also want the government to care more and pay more attention to the people who do not yet have a private toilet in their homes. If only I could direct PDAM water to people's homes, so that they could drink, and cook well for themselves and their families, especially their children. Because I believe that *tak ada harimau yang memakan anaknya* [no tiger would eat her child – meaning no parent would want harm come to their child]. There is no way they want their children to be sick.

We must take care of our city if we once again want to hear the nickname “city of a thousand rivers” or the slogan *Banjarmasin Bungas*, even though there are no longer one thousand rivers around me. [Note: *bungas* is a gender-neutral word for beautiful/handsome in the local Banjar language, and is also used as an acronym for *bersih, unggul, nyaman, gagah, aman, serasi* – clean, superior, comfortable, strong, safe, harmonious.] The rivers are now reduced because of the number of settlements. But not just optimistic words and efforts can reclaim what other regions recognise as Banjarmasin Bungas, if Banjarmasin is indeed bungas. A dream for the city is creating a clean environment with unpolluted river water. Every day we long for the flow of the river topped by views of beautiful decorations such as moving boats, water hyacinth, and people chattering on their boats. Let us make our care for nature into a reality in order to create a healthy and clean neighbourhood. ■

## INDONESIA AND NATIONAL PRIDE IN SANITATION

This student essay won third prize, long essay category, in the Sanitation Awareness Essay Contest 2015 sponsored by the Indonesia Infrastructure Initiative. • By Bagas Pramana Putra Fadhila, Public Middle School 8, Yogyakarta



Courtesy of Bagas Pramana Putra Fadhila

If we talk about sanitation issues most people don't know anything; in fact they don't even want to know. Many smart people say that Indonesians have bad habits related to hygiene. Maybe many people believe that, but I have my own perspective. Many Indonesian people may have bad habits, but I believe as a great nation, they will not behave like animals. Our people have bad habits due to a lack of information related to sanitation or hygiene. We can see that television, newspapers and other media rarely present information about sanitation since they are of the opinion that sanitation issues are the government's affair, and other people do not need to trouble themselves thinking about this issue. We cannot blame people for their ignorance since it is the mistake of the nation that has made the current generation or maybe the next generation blind to sanitation and cleanliness.

If we provide sufficient knowledge to the community, such problems will not occur. It is ignorance that causes the apathetic attitude and lack of consideration toward sanitation among the community and young people. People throw garbage away carelessly without feeling guilty, making places untidy with rubbish and causing environmental pollution. Ultimately, it's the government that is responsible for this condition. These things happen due to our ignorance about sanitation, therefore do not yet claim that Indonesia is an intelligent nation. Let us see the real facts. We can find garbage everywhere in a city receiving the cleanest city award [Adipura]. Is that what we mean by smart people? How about the cleanest school? Is it really the cleanest

school? Of course not, why? Because the school is only cleaned up if any officer visits for assessment purposes. It is doing things only in order to look good that destroys the nation. We need to consider the everyday habits of the community. It is useless to recognise that a school has proper sanitation, when its students continue the bad habit of throwing garbage in the ditch in front of their school, leaving trash in desk drawers, making a place untidy and being irresponsible. There is one school that has many sinks supplied with soap. However, the residual water is discharged directly to the ground, even to the plants. Despite cultivating good handwashing habits, this practice pollutes and contaminates the environment.

Before talking about the main topic, I want to express my appreciation to those of you who have read my essay, because many adults underestimate the ideas of the teens my age. They believe teens don't yet think maturely, which makes us unable to come up with ideas or opinions about the environment. They restrict our rights to express opinion and right to initiate change. Many of us teenagers do not care about sanitation, but it is not entirely our fault as our parents don't instill this in us or set examples of valuing the environment. Even more, parents sometimes set a bad example by throwing garbage anywhere.

In my view, there are several factors that influence the public's will to maintain a clean environment, especially related to handwashing and disposing garbage properly. First, as I mentioned earlier, there is a lack of knowledge or insight regarding sanitation. Second, the lack of garbage bins may lead people who originally had good habits, to throw away garbage haphazardly. Third, people's laziness, despite their awareness of the urgent need to keep the environment clean. Fourth, mistakes of the environmental management agency, for example delays in picking up garbage from its temporary receptacles, causing rotting odours and making people reluctant to use the receptacles. It is similar to handwashing, which is a matter of making it a personal habit. I can conclude that simple and trivial habits such as littering, never washing one's hands, failures of the environmental management agency, and being lazy about moving forward may soon cause a serious problem for the nation – a problem that can kill many people, spread disease everywhere, and cause this generation, or a hundred generations from now, to lose a clean, comfort and healthy environment.

Infrastructure and facilities – such as wastewater treatment plants, local water companies, sewers, waste culverts, sedimentation and waste filtration – also have a role to play in ensuring proper sanitation. Without sufficient technology and willingness, policies on sanitation development cannot be implemented properly. Fortunately, several countries contribute to the improvement of sanitation in Indonesia. Consistent investors and contractors can also accelerate sanitation infrastructure development.

We often see a large amount of raw waste directly discharged into rivers, which may cause environmental pollution and contaminate sources of irrigation water. However, in recent years, industries have begun to improve their waste disposal system. It is such a relief, but once the

industrial waste issue is settled, new problems arise, that is wastewater from households and washing. Local environmental protection agencies must take this into account and monitor development so that the water discharged through the ditch remains clean and uncontaminated. One method is by using a simple filter. I once did research on a simple filter namely RWFS which can filter out waste to produce water that is suitable for agriculture and can reduce concentration level of the waste. The RWFS does not cost a lot, only about Rp 25,000–50,000, however, it needs to be well maintained. It can also filter wastewater from washing. We may need to develop a system that can collect and break down waste products from the human body quickly and without requiring a large space, to replace septic tank and wastewater treatment plants. It is quite hard to construct septic tanks and wastewater treatment plants since they require a relatively high cost and long processing time. I hope environmental engineers can find best solution for domestic waste disposal technology.

It is quite worrisome to see that the great nation of Indonesia has a society that is blind to their own environment, selfish and apathetic. Have you ever imagined or even compared the good habits of Singaporeans, Australians and Europeans to the habits of Indonesian people, said to be a great nation, in terms of disposing garbage or in maintaining their hygiene? I am crying silently when thinking about the devastation the country has due to the attitudes of its people.

Then I insist on reminding all members of society, the people of Indonesia and adults who had never listened: please, help yourself, for the sake of your own generation, keep our environment clean and cultivate good habits. I believe that any simple habit that we conduct and transmit will encourage the others to do the same thing. Simple habits can save many lives in the future. The government must also be consistent in implementing sanitary infrastructure development and in implementing its environmental management programs, managing wastewater treatment plants properly and dealing with wastewater treatment plant-related issues as well as garbage disposal systems and recycling factories. They must improve industrial waste management systems and improve water layout and sedimentation systems in order to create a united nation in saving the environment. We have to take this opportunity and not waste it, since our decision today will make a difference to people 100 generations from now.

My last message is if you are reading this article just as an essay or light reading, then you and your children will not find the meaning nor get benefit from this article. I would like to see Indonesia becomes a pilot country in the field of sanitation such as Australia, Singapore and the EU. Surely you would like that to, wouldn't you? So, LET US MAKE SANITATION THE MAIN REQUIREMENT OF OUR CULTURE. ■

## A TALE OF SANITATION ON THE BANKS OF THE MUSI RIVER

This article won first prize in the 2015 competition for journalists sponsored by the Indonesia Infrastructure Initiative as part of Sanitation Awareness Day activities. It was originally published by *Antara* on 24 February 2015. • By Dolly Rosana ST



Life along the shores of Palembang's Musi River  
*Courtesy of Kimberly Jansen*

It is almost six in the morning. The sun begins to rise with its shining rays sneaking through an untidy row of houses on the bank of the Musi River in Palembang.

A group of people begin their morning activity. Children, women, men and the elderly line up at a communal toilet and washing facility (*mandi-cuci-kakus*, or MCK) that stands on a 7x 12m of land, right next to a government-operated public elementary school.

With no one directing them, dozens of citizens of the Neighbourhood Association 5 (RT 5) in Ulu Subdistrict line up in an orderly fashion waiting their turn to use the MCK that has only four toilets and three washrooms.

As more and more people arrive, making the line even longer, some in the queue are forced to wait in a space just 1m wide along the roadside.

Luckily, this morning there is still no two-wheeled traffic passing by in the village, where the citizens mostly work as labourers, fishmongers and boatman.

The RT 5 neighbourhood chief, Mansyur, said that almost 80 percent of his community (which consists of 160 households, or about 600 people) have been utilising the MCK since it was built by the government in 2011.

The MCK is utilised by citizens whether it is rainy season or dry season.

“Now, all the citizens come here. Only about 20 percent still use facilities in their own house, possibly because they already have a flush toilet with its own septic tank or because they still maintain the old ways – toilets that dump directly into a river, lake or the land,” said Mansyur.

He explained that the MCK is managed independently, by charging a fee of Rp 10,000 per family for those who utilise it to wash their clothes. Meanwhile, the community has agreed that there should be no charge for those who only use the toilet.

With respect to the water supply, Mansyur said that this is not a problem, as the water comes directly from the Musi River, by way of a 100m-long pipe.

The water that is pumped in is stored in a holding tank for about a week so it is clean when it is used.

“The dirt will fall to the bottom of the tank on its own, and the water will be clean and clear. The way it is done, the wall of the *tedmon* (plastic drum) is perforated to funnel the water, not from the bottom of the tank,” he said.

According to him, it is not easy to provide MCK facilities in the slum areas on the banks of the Musi River. The main obstacle is the lack of available land.

“My proposal to the government was put on hold for four years before it was finally approved. This was made possible only because there is an extra bit of land in the elementary school yard. We cannot expect to use the community’s land, as it is simply not possible, there is just no more space available between the houses,” he stated.

However, as a result of the pressure from citizens who are now aware of the importance of sanitation, the government then implemented this MCK project.

“It is bad enough that there is so much garbage, let’s not add bad smells to this problem. To be honest I’m embarrassed when there are guests visiting,” explained the neighbourhood chief.

RT 5 resident Shaibah, age 65, hopes that the government will add more MCK facilities in her neighbourhood because the current facility is simply not sufficient to meet people’s needs.

“At least one more MCK facility would be good because at peak hour it is very crowded. The line can get really long,” said Shaibah.

She explained that the people on the bank of the river wanted a clean and healthy environment in principle, but because their funds are limited, they are still using latrines. “We need government help because the cost of building our own septic tank is not cheap,” she said.



### **Poor Sanitation**

It is said that the sanitation awareness of the people living along the river bank is very low, from lacking MCK facilities to not caring about the handling of household waste.

For the people along the river bank, throwing trash into the river is a common behaviour that has been going on for generations. They assume that trash thrown into the river is not a major issue because the trash will eventually be washed out to sea when the tide is high.

Supriyadi, age 45, a resident of Jalan Kenduruan, Ulu Subdistrict 5, said that in the dry season, trash is usually scattered everywhere, giving off a bad smell. This condition does not last very long though, because as the season changes, the trash is then washed away, making the river bank look clean once again.

“No problem, it will clean itself later on,” said Supriyadi, who is a fisherman by profession.

When the tide is high, the residents by the river bank use the river water for a variety of purposes like bathing and brushing teeth, or washing clothes, vegetables, rice, and fish.

There are also a few houses that go back to utilising “dump toilets” when the tide is high. “When I was little, the water from the Musi River was boiled and used as drinking water. But now, most of the people are buying water by the gallon, because they realise that the quality is deteriorating,” he explained.

### **Government Attention Needed**

The Executive Director of the Indonesian Forum for the Environment (*Wahana Lingkungan Hidup Indonesia* or WALHI) in the South Sumatera district, Hadi Jatmiko, said that the management of sanitation for people living on the banks of the Musi River needs special attention from the government.

According to him, strategic steps have to be taken in view of the deterioration of the quality of water from the Musi River, due to the contamination of land and water caused by massive human and industrial activities.

On the other hand, he said that people are highly dependent on the water from the Musi River because it is the sole raw water source of the local water company, PDAM Tirta Musi.

“The government of Palembang must have strategic programs to reduce the level of contamination in the Musi River. One way to do this is by familiarising people with sanitation programs,” he said.

The focus of these sanitation programs ideally should not be concentrated only on the settlements along the river banks, but also on other densely populated settlement areas where the level of contamination is relatively high.

“In order that the various sanitation programs can be sustainable, the government must get the people involved, from the planning stage through to the execution stage. For instance, building a wastewater treatment plant, involving people up front prevents them from complaining about its location once the facility is built,” he said.

### **Aid from Australia**

The sanitation problems of the people living along the river banks and those living in densely populated settlements or slum areas is not that different, because everyone’s household waste contaminates the soil and water.

In general, soil contamination occurs as a result of every house building its own septic tank, while a well is located only a few meters away.

This situation has spurred the Government of Australia to disburse a sanitation grant to Palembang for building a wastewater treatment plant (IPAL) to serve both the city and the region.

The head of the Palembang planning agency, Ir. M. Sapri, HN, DIPL, HE, said in Palembang on Wednesday, 11/2 that the city of Palembang was chosen because 96.07 percent of its people already have access to clean drinking water.

Apart from that, the Palembang City Government is also highly committed to increasing the sanitation of its people through the management of drainage, waste and garbage, by allocating Rp 150.564 billion of its Regional Budget to sanitation. This is 10.43 percent of 2015 direct spending.

“Every year the budget allocation is increased. This convinced us that attention is being given to the problem of sanitation in Palembang. Not all regions in Indonesia are like Palembang, so this grant is directed to a few cities only,” explained Nur Fadrina Mourbas, Water and Sanitation Program Officer at the Australian-supported Indonesia Infrastructure Initiative, in a session with journalists following a socialisation meeting for the grant program.

Bappeda Head Sapri said that Palembang has allocated a fund of Rp 11 billion in 2015 for the construction of IPAL related to Australian government aid.

Another indication of the Palembang Government's seriousness is the publication of the mayor’s letter on the city’s interest in and commitment to preparing a budget allocation; the signing of a grant extension letter, and land allocation for the construction of communal and urban IPAL.

More indications are preparing a master plan and an urban- and community-level Detailed Engineering Design for city sewerage; establishing a regional technical waste management implementation unit; and developing human resources for the technical team and sanitation working group.

“Not all cities want to make the same commitment as Palembang, starting with land acquisition and including designing the installations. What deserves a thumbs-up is that the urban government is willing to front the money for various expenditures before it is refunded by the Australian Government,” she said.

Related to the Australian funding, according to her, the Australian Government has prepared a budget for installing wastewater connections in 2,000 local residents’ houses at a value of Rp 4 million per connection, equal to a total of Rp 8 billion.

The Bappeda Head said that the program, which has been in the planning stages since 2010, will soon be realised because the five locations targeted for IPAL zone construction have been decided.

The locations are in the districts of Kalidoni, Sako, Sematang Borang, Sukarami, and Gandus.

“The target is to cover 10 zones, but for this early stage five zones will be done first with 1,000 extensions to resident homes, with an estimated budget of around Rp 4 billion. The rest will have to catch up later,” Sapri said.

In addition to preparing the installation of waste management facilities for the region, the urban government will also utilise the Australian Government’s grant for urban waste management installation.

The urban government has prepared an area of 5.7 hectares in the Selayur River Subdistrict of the Kalidoni District with land acquired from residents in 2012.

“A healthy environment certainly needs a good sanitation facility. This is the goal of the government of the city of Palembang. All this time the residents have built their own septic tanks and as a result the groundwater is contaminated. When wastewater is managed centrally, the potential for environmental damage can be reduced,” Sapri said.

The Australian Government is working together with regional governments in Indonesia to build sanitation infrastructure to save the environment by bestowing a grant of A\$ 195 million. [Editor's note: subsequent to the publishing of this article, the figure was revised to A\$ 180 million.]

The funding is given in the form of a water grants program amounting to A\$ 90 million, sanitation grants worth A\$ 5 million, sanitation infrastructure construction grants (Australia-Indonesia Infrastructure Grants for Sanitation, or sAIG) valued at A\$ 40 million and city-wide wastewater management infrastructure for Palembang amounting to A\$ 45 million [still pending approval].

Meanwhile the program which is being carried out expeditiously in Palembang is the grant for 2,000 sanitation connections to local households covering five zones, for urban waste management in Sungai Selayur Subdistrict. Water treatment program for 6,000 household connections is planned for the next phase.

This sanitation program is also supporting Indonesia's commitment to the Millennium Development Goals that target 68.87 percent of Indonesian population to have access to clean drinking water and 62.42 percent of Indonesian population gaining access to improved sanitation by 2015. ■

About the author:

**Dolly Rosana** was born in Palembang on 17 February, 1982. She is currently working at the Antara News Service in Palembang, South Sumatera, covering government, economy, education, law, and sports. Dolly started her career as a journalist in 2010, working for one year at a local newspaper before joining Antara. Although she became a journalist, from a young age Dolly's hobby has been sports. In 2012 she won a silver medal in fencing during the 13th National Sports Week in Riau. In literature, she is fond of reading novels, short stories, biographies, and essays to better understand other people's experiences and lead a better life.

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## HEALTHIER LIVES THROUGH CONNECTING TO A SEWERAGE SYSTEM

This article won second prize in the 2015 competition for journalists sponsored by the Indonesia Infrastructure Initiative as part of Sanitation Awareness Day activities. It was originally published in *Minggu Pagi* on 4 and 11 January 2015. • By CM Ida Tungga Gautama



In past years, the capacity of the Sewon IPAL (Wastewater Treatment Plant) in Yogyakarta was underutilised, a situation that is now being addressed through the development of more connections. This photo shows the inspection of an IPAL in Gresik. *Courtesy of YCCP*

### PART 1: MORE CONVENIENT LIVES

In the past, whenever Inem needed to defecate, she had to look left and right to avoid people peeing.

This middle-aged woman living in Neighbourhood 9, Community Association (RW) 3, Kampung Bener, Kelurahan Bener, Kecamatan Tegalrejo, Yogyakarta, has for a long time performed her daily routine in the Winongo River, located not far from her home. The majority of the inhabitants of the village also perform the same activities in the river, from bathing and washing their laundry to defecating.

Although the distance from her home to the Winongo River is not far, defecating became problematic for Inem when she was suffering from diarrhoea. Her feeling of anxiety about being seen by others mixed with her urgent need to have a bowel movement. Additional problems arose when the rocky footing at the secluded area by the riverside where she usually relieved herself was being used by someone else.

Today, this mother of three children does not need to worry anymore. She has her own private toilet at home. The household connection (*Sambungan Rumah*, or SR) to the sewerage system (*Saluran Air Limbah*, SAL) constructed by the Municipal Government of Yogyakarta is a blessing to Inem and her family. This government project has enabled Inem to have her own toilet at home. This simple facility was built at the rear of her house, integrated with the bathroom.

“I'm happy. It's also convenient. I don't have to worry anymore whenever I need to relieve myself. I no longer need to go to the river,” said Inem when interviewed on Tuesday (30/12) afternoon.

That afternoon she had just finished her laundry. She no longer needs to carry her dirty laundry to the river for washing. She can wash it at home in the privacy of her bathroom. Likewise for her kitchen utensils, she no longer needs to take them to the river for washing.

“We used to worry when using lots of water at home. The wastewater cannot be absorbed quickly by the catchment well. The water stagnates, and does not flow swiftly. Now, with the presence of these sewers, we are advised not to be concerned about discarding water in large amounts, because the water can also be utilised for flushing,” said Inem.

She is not the only one who is happy. The SR construction program is also welcomed by most of the other residents, according to Wanandi, the Head of Kampung Bener RW 3.

“The SR has made things easier for residents. Their lives have become more convenient. There are no more complaints of clogged toilets or catchment wells having problems in absorbing water. Any amount of water can be discarded in the SR. It's an all inclusive system because all wastes are directed to it,” explained Wanandi on Tuesday (30/12).

### **Control Tanks**

Wanandi explained that household wastewater is no longer discarded in catchment wells. Wastewater and toilet refuse are no longer sent to septic tanks. Such waste is now diverted directly to the SR pipes. Tanks are installed at each house and at bends that are vulnerable to blockage, in order to control flow and to monitor pipe conditions.

From the SR pipe, the wastewater enters the carrier pipe constructed in the village. From the carrier pipe, the wastewater enters the main pipes of the SAL. Wastewater in the SAL pipes are then directed to the Sewon Wastewater Treatment Plant for final processing.

This more organised wastewater management has convinced Wanandi that the presence of the SR will gradually change the behaviour of the Kampung Bener inhabitants. They no longer go back and forth to the river to relieve themselves, bathe, do their laundry or wash kitchen utensils. Neither do they have to worry about the cost of building a toilet, which may reach up to Rp 1 million per unit.

The presence of the SR will make the environment of Kampung Bener healthier.

At the very least, the presence of SR will help reduce the risk of water contamination in the wells of Bener residents, for example with *Escherichia coli* bacteria, and will make the Winongo river cleaner.

Although it is still new, after witnessing how it works and its results, many residents have become interested in connecting to the SR. Furthermore, its maintenance is also quite simple. Water flushing is also recommended to be done in an abundant amount. Residents are only requested to change damaged filters.

“User charges have not yet been discussed,” says Wanandi.

The construction of the SR at Kampung Bener has been done quite well. Road surfaces that are above the main path of the SAL have been covered again with asphalt. Paving blocks that were removed for pipe installation to houses have also been re-installed. No floors of any houses were damaged during the construction of the SR. Technical constraints such as pipe leaks which caused seepage into residents' wells were overcome by diverting the pipeline away from wells. Unpleasant odours originating from exhaust vents in bathrooms were handled by using gooseneck elbow joints.

## PART 2: NOT EASY TO CHANGE PEOPLE'S BEHAVIOUR

The house connections for wastewater disposal are enjoyed not only by the residents of Kampung Bener. This project, which commenced in 2013, covers 13 sub-districts and 36 villages throughout Yogyakarta.

At Inem's village, the construction of the SR and carrier pipes was done during fiscal year 2014, to be more precise, as of last June. The work is part of the Yogyakarta City Sewerage System Infrastructure and Facilities Improvement and Development Program, carried out by the Yogyakarta Office of Housing and Regional Infrastructure.

“The residents of Kampung Bener were very accommodating. But I dare not claim that the level of acceptance and satisfaction has reached 100 percent. Likewise for the other areas. The level of acceptance and satisfaction may reach 80 percent because we also faced a number of technical constraints,” said Head of the Yogyakarta City Office of Housing and Regional Infrastructure, Ir. Hendra Tantular.

“The required information dissemination process was also not without its obstacles, as the people of Yogya tend to be polite and reserved, and not outspoken. But, as far as I recall, there were no direct confrontations.”

The dissemination of information regarding health issues was done by involving the Yogyakarta Office of Health Care. Technical aspects of sanitation were handled by the Yogyakarta Office of Housing and Regional Infrastructure. The dissemination activity was done more than once, especially because of the goal of changing societal behaviour to create a clean and healthy environment.

“Indeed, dissemination is not easily achieved. We often had to explain individually to each person, because of their diverse comprehension capabilities. What is household waste, how



pollution is created. Why they should abandon their bad habits, such as bathing, washing, and relieving themselves in the river; how illness is spread through wastewater. Also, why it is healthy to construct a water discharge pipeline,” said Hendra.

The construction of SR connected to the SAL is part of the Yogyakarta Government's sincere commitment to building household connections for people. Such commitment is stipulated in the Metropolitan Sanitation and Health Management Project which was signed on 7 December 2009. The Memorandum of Understanding stipulated a period of five years. The Regional Governments of Yogyakarta and Sleman are mandated to build SRs, with 5,000 SRs for Yogyakarta, 8,000 SRs for Bantul, and 3,000 SRs for Sleman.

“In 2008 there was idle capacity at the Sewon Wastewater Treatment Plant (*Instalasi Pengolahan Air Limbah*, or IPAL), and out of a capacity of 25,000 SRs, only 10,000 had been fulfilled. The cause related to the regional government's ability to build low-cost SR and the limited coverage of the main and lateral pipes. The Government of Indonesia then assisted in obtaining a loan from the Asian Development Bank. This loan was utilised to develop the main and lateral piping, and the regional government was mandated to build SRs,” explained Hendra.

### **Letter of Interest**

The Directorate General of Human Settlements (DGHS) in the Ministry of Public Works and Housing established an Urban Sanitation Development Acceleration Program, while the Australian Government, as a donor, launched Infrastructure Enhancement Grants (IEG) through the Indonesia Infrastructure Initiative. In Phase 1, Yogyakarta received a direct grant of Rp 3.36 billion with Rp 2.945 billion allocated for the wastewater sector and the remaining Rp 0.415 billion for the solid waste sector.

“Cities in Indonesia that met the criteria were requested to submit a letter of interest to allocate the Regional Budget to fund wastewater, waste and drainage management. Yogyakarta met the criteria because it had a City Sanitation Strategy in place. The Yogyakarta Regional Government was also willing to make reimbursements and implement an approach to gender equality. Matching funds were obtained from the Regional Budget equal to 30 percent of the grant,” Hendra said.

Not only that, Yogyakarta also has a number of regulations such as Regional Regulation no. 6/2009 on the Management of Domestic Wastewater, and Regional Regulation no. 5/2012 which regulates public service levies.

In Phase 2 of IEG (Australia-Indonesia Infrastructure Grants for Sanitation, known as sAIIG), the Letter of Interest from the Mayor no. 903/3589 dated 26 September 2011 also stated that funds were to be allocated for wastewater, waste and drainage.

The letter from to the Director General of Fiscal Balance of the Ministry of Finance, dated 27

May 2013, stated that in the Application for Yogyakarta's sAIG grant-channeling agreement letter (the *Surat Perjanjian Penerusan Hibah*, or SPPH), the number of household connections to be constructed in 2013 was 192, valued at Rp 575 million; and the number of connections for 2014 was 2897, valued at Rp 8.691 million; with a total value of Rp 9.267 billion.

Based on SPPH no. S-284/MK7/2013 dated 20 June 2013, the amount of the grant was finally set at Rp 267 million. The final date for grant withdrawal is 30 June 2015 or such other date as may be agreed upon. The On-Granting Agreement (*Perjanjian Penerusan Hibah*, or PPH) between the National Government to the Regional Government of Yogyakarta for Australia-Indonesia Grant Program for the Development of Sanitation is set out in PPH-154/PK/2013, dated 20 November 2013.

The letter from the Director of Housing and Sanitation, DGHS no. 0101 UM-CI/929 dated 29 August 2014 mentioned the extension of the sAIG Program implementation period up to 31 January 2016.

"The amount of the grant that will be reimbursed is Rp 3 million per household connection. These funds will be given after the new connection is built and functioning well. This grant from the Australian government encourages us to build connections for the community," Hendra said.

As of the end of 2014, Hendra continued, the number of SRs has reached 3,172. This means that the service coverage for Yogyakarta has reached 22.42 percent.

SR development in the Yogyakarta region will continue in 2015 in more than eight other locations. The sAIG program is expected to develop 4,695 SRs by the end of 2015, bringing the total service coverage in Yogyakarta to 24.31 percent.

"At the end of 2014, Yogyakarta was given an award for Public Works in Human Settlements, Medium and Small Cities Category. The award also encompasses the success of Yogyakarta in infrastructure development in the sanitation sector, namely achieving SR connections to wastewater treatment plants in accordance with the capacity of IPAL Sewon," Hendra explained. ■

About the author:

**CM Ida Tungga Gautama** graduated from the Faculty of Social and Political Sciences of Universitas Gajah Mada, Yogyakarta. She started her career as a journalist at the *Yogya Post* newspaper and later at the *Harian Bernas* newspaper until 2004. In 2009 she became Editor at *Minggu Pagi*, a weekly paper of the Kedaulatan Rakyat media group. Ida Tungga has won several writing competitions on subjects such as education, health, science and technology, disasters, and social affairs. She also contributed to several books, including among others: *The Presidents of Universitas Gadjah Mada: A Biography of Education*; *A Journalist's View of a Woman*; *Female Health from a Gender Perspective*; and *A Journalist's Witness Statement at Tanah Gempa (Earthquake Land)*.

## CREATING A CLEAN AND HEALTHY ENVIRONMENT

This article won third prize in the 2015 competition for journalists sponsored by the Indonesia Infrastructure Initiative as part of Sanitation Awareness Day activities. It was originally published in *Pikiran Rakyat* on 7 October 2014. • By Ririn Nur Febriani



Citizens sometimes resist the idea of building improved sanitation infrastructure, fearing the disruption it will cause in narrow alleyways. Here, a passageway shows sewerage construction in RT 3 RW 11, Kelurahan Cibabat, in Cimahi. *Courtesy of YCCP*

With a territory of just 40km<sup>2</sup> and a population of about 600,000 people, the City of Cimahi has very little space to spare. Thus, bathroom facilities are often neglected.

Take for example the Gang Irigasi settlement in Neighbourhood (RT) 3, Community Association (RW) 11, in Cibabat, Sub-District of North Cimahi. Each house is surrounded by an alleyway only one meter wide. The walls of the houses are practically on top of each other. With such limited land area, the residents' need for space sometimes outweighs their need for sanitation quality.

Not all of the houses have a septic tank as a receptacle for domestic sewage. As a solution, residents have made direct channels to the Cimahi River, which is located in the low-lying area of the kampung.

People rely on the Cimahi River, which stretches from the north to the south of the City, for irrigation purposes. Unfortunately, the upstream area of the river has already become heavily polluted, so that the people downstream cannot benefit from the water.

Those who already have a septic tank also never organise cleaning up of the waste, on the grounds this entails a cost and furthermore, the alleyway is too narrow for the sewer cleaning vehicle to pass. The septic tanks are often located adjacent to water sources. People are not aware that the risk of contamination is lurking, because human waste can contaminate clean water.

The presence of *Escherichia Coli* bacteria in drinking water gives evidence of contamination by feces. Although no studies have been conducted, some of the residents have frequently complained about stomach aches and diarrhoea.

Poor sanitation is tied to the occurrence of diarrhoea, both among adults and children. It can also give rise to other health problems, such as skin disease and intestinal worms. Because of those conditions, RW 11 has been chosen as the location for the construction of a communal wastewater treatment plant (IPAL).

When IPAL construction commenced in 2013, there was resistance from the community. "Suddenly the road in the alleyway was dismantled, all messy. The residents had questions; it was reported that a big septic tank was being made...Yes, we rejected it," said a RT 3 RW 11 resident Asep Suhana, aged 54.

Socialisation efforts were then boosted to enhance people's understanding of the communal IPAL. Asep, who was active in his neighbourhood and often involved in activities at the *kelurahan* [local administrative unit], then realised the importance of a communal IPAL for his neighbourhood. "After I got some insights, I gained awareness. I then also persuaded other residents," he said.

The dismantling of the road in the alleyway was done to make the main channel to the location of the septic tank. Each house was given access to the IPAL channel.

The communal IPAL is located in a *tanah carik* [land plot bestowed to the village leader] of Cibabat Kelurahan, behind State Elementary School Cibabat 4. The IPAL, which measures 5m x 8m with a depth of 3m, is utilised by the residents of RW 11 and the adjacent RW 20, with the total number of participating residents being around 400 home connections.

The septic tanks belonging to the residents will be closed down; there will no longer be individually owned receptacles for human waste. The septic tank in Asep's residence, measuring 12m x 11m, is located in the corner of the house; since it was built in 1994 it has never been emptied. The water source is located near the house's porch, adjacent to the septic tank location in another resident's house. "I have to participate in the use of communal IPAL because it can make the environment healthy," Asep said.

In addition to RW 11, communal IPALs are also being established in several other locations in three *kelurahan*, namely Cibabat, Citeurup, and Pasirkaliki. The residents of 20 RWs will be the beneficiaries. The stage of progress varies, with some in the construction phase, and others in the phases of detailed engineering design preparations and socialisation of the community.

Cimahi City Government is boosting the construction of communal IPALs in three *kelurahan*, with a target of 5,000 connections by the end of 2015. This relates to the selection of Cimahi as one of the regions, alongside 42 others, receiving grant funds from Australia in a A\$ 5 million (about Rp 20 billion)-worth sanitation improvement program.

All this time, there have been few regions that allocate funds for the construction of sanitation facilities, yet the need for those facilities has become increasingly urgent. The Central Government is committed to encouraging the Local Governments to make efforts to improve settlement sanitation, including through the Australia-Indonesia Infrastructure Grants for Sanitation (sAIIIG) program.

This partnership between the Government of Indonesia and the Government of Australia in the field of sanitation is managed by Indonesia Infrastructure Initiative (IndII), under the supervision of the Department of Foreign Affairs and Trade of Australia, in conjunction with Bappenas and a number of Indonesian ministries. Improvement of services in centralised domestic wastewater management at the neighbourhood level is part of the second phase of Australia's grant program for sanitation.

Cimahi City Government has assessed that sanitation development is important, in line with the vision of the regional medium-term development plan for 2012–2017. "We are working to improve the quality of sanitation amid the limited availability of land, so that people can live healthily and comfortably," said the Head of Clean Water and Domestic Wastewater in Cimahi City's Office of Sanitation and Parks (DKP), Djani Ahmad Nurjani.

Provision of MCKs (communal toilets and washing facilities) and IPALs is still deemed to be inadequate. Based on data from the DKP of Cimahi, the coverage of domestic wastewater services stands at just 63.14 percent. "To achieve the 2015 target of the Millennium Development Goals, the service coverage should at least be 64.7 percent, or better still 65 percent. The gap in the figures is small, but closing it requires great efforts, especially in terms of funding and community participation. With the communal IPALs, sanitation services are expected to improve, so as to create a clean and healthy environment," he said.

Social and cultural issues become challenges in the improvement of sanitation. Some of the people are still accustomed to defecating in unsuitable places. Presently, Cimahi has a population of 592,572 inhabitants, or about 18,514 households. The number of individually owned latrines and septic tanks has only reached 73,479 units to serve 367,395 people, and there are just 23 new communal septic tanks for 1,117 residents.

The system of neighbourhood-level wastewater management is intended for all groups of people, especially those who do not have any clean water management system, or those who do not own any land to build an on-site waste management system.

"The currently available septic tanks often do not take technical aspects into proper consideration, because they were built with limited knowledge. For example, they do not take into account the number of users; they are not waterproof; or proper procedures, such as adding chemicals, are not followed. These various things have the potential to lead to contamination of clean water," said Djani.

Not infrequently, the program is confronted by rejection from the people. People are worried that septic tanks will cause a bad smell, pollute clean water, and they are also worried about possible explosions because the accumulated waste may generate gases. "Socialisation initiatives involving the community are pursued going from the planning stage, surveys, and preparations, all the way through construction.

With a touch of technology, concerns about their impact on the environment can be reduced,” he said.

Djani asserted that the negative impacts feared by the people will not happen; instead there will be positive impacts. “A healthy community, starting with a healthy environment, can work and generate incomes,” said Djani.

The communal IPALs will be managed by a wastewater UPTD [Technical Implementation Unit of the Dinas/Office]. The wastewater will be routinely checked, so that it will be ascertained to have met water quality standards before being channelled into large drainages or rivers in order to prevent pollution. “We expect to have the people’s participation to jointly take care of the communal IPALs, so that their presence can provide benefits for the long term,” Djani said.

To trigger public awareness, the government continues to boost the community-based total sanitation program, with a community empowerment approach.

Nur Fadrina Mourbas, Water and Sanitation Program Officer at IndII, said that the Australian Government collaborates with Indonesia in the effort to improve sanitation development in the regions. “The ultimate goal is to enhance economic growth by improving the quality of Indonesia's infrastructure,” she said.

The sAIG grants, which have a total value of A\$ 40 million, have been awarded to 43 cities. The grant funds are disbursed based on the achievement of agreed-to performance standards for works conducted by the local governments during fiscal years 2013–2015. Achievement of the standards is verified by the Directorate General of Human Settlements.

The grants are only given to regencies/cities that are committed to improving their sanitation infrastructure. The conditions include, among others, having a City Sanitation Strategy, available land, and an adequate institutional set-up for managing the infrastructure.

Raising public awareness that healthy living starts from sanitation is indeed not easy, but it needs the joint efforts of the government.

However, if the community becomes acculturated to a clean and healthy lifestyle, the people will undoubtedly become increasingly healthy for the sake of a better life. ■

About the author:

**Ririn Nur Febriani** was born in Bandung on 26 February, 1982. She obtained her bachelor's degree from the Faculty of Mathematics and Natural Sciences of Universitas Padjadjaran, but chose to enter the world of journalism and has been working as a journalist at *Pikiran Rakyat* newspaper in Bandung from 2005 to the present. She covers the territory of Greater Bandung, and previously covered Kabupaten Garut. In 2009, Ririn obtained a scholarship to participate in a one-month Media Online Training in the Netherlands. She shows a keen interest in covering environmental topics, about both successes in environmental management and the consequences of negligence behaviour toward the environment, such as natural disasters. With her articles, Ririn hopes to inspire and encourage the public to develop more care about the environment.



## CREATING DEMAND FOR IMPROVED SANITATION: TAKING THE FIRST STEPS

Creating demand for improved sanitation – whether this means a household septic tank, a communal tank, or a city-wide sewerage system – takes a well planned effort that begins with understanding people’s motivations, researching local conditions, and conducting socialisation. • By Lutz Kleeberg and Ika Francisca



A local resident speaks out about the IUWASH program during US Ambassador Robert Blake’s visit to Surakarta last year.

*Courtesy of IUWASH*

Spurred by the Millennium Development Goals and the ambitious goals of “universal access 100-0-100”<sup>1</sup>, the Government of Indonesia (GoI) has significantly increased its budget allocations to the wastewater sector. This provides Local Governments (LGs) with fresh opportunities to enact meaningful changes that will help them meet their obligation to improve urban wastewater management and deliver better public services to communities.

The USAID-funded Indonesia Urban Water, Sanitation and Hygiene (IUWASH) project is assisting LGs to take advantage of these opportunities. IUWASH is a five-year project focused on expanding access to water and sanitation services among Indonesia’s urban poor. IUWASH activities promote increased demand for these services among urban communities; improved service delivery by public and private sector institutions; and improved governance and finances to create an enabling environment for equitable access to safe drinking water and improved sanitation.

IUWASH has established a comprehensive, practical and field-tested approach, the “Urban Wastewater Management Framework” to shape its efforts in the wastewater sector and provide LGs with guidance as they improve infrastructure and services. Figure 1 lays out this framework, which is driven by two ideals: (1) fostering citywide wastewater management through the promulgation of adequate sector specific regulation; and (2) developing “single point of access” domestic wastewater services to communities.



As Figure 1 suggests, the framework encompasses all dynamics related to urban wastewater management. This article focuses on one specific activity that falls within the framework, which is laying the groundwork for improving sanitation at the grassroots level. It explains the essential first steps in conducting a community-based sanitation outreach effort: learning what motivates individuals within the community, conducting the research needed to plan an effective approach tailored to local conditions, and launching a socialisation process designed to lead to a committed, activist community that will work together with equally committed local officials to improve sanitation.

The material that follows is based on excerpts from three chapters of IUWASH's newly produced manual, *Improving Lifestyle and Health: A Guide to Urban Sanitation Promotion*. The Guide offers a valuable set of instructions for anyone involved in the task of promoting urban sanitation in Indonesia, both those who are directly working with communities and program managers who oversee these efforts on a broader scale.

### **Key Points:**

The USAID-funded Indonesia Urban Water, Sanitation and Hygiene (IUWASH) focuses on expanding access to water and sanitation services among Indonesia's urban poor. IUWASH activities are conducted within a comprehensive "Urban Wastewater Management Framework" that is driven by the ideals of fostering adequate sector specific regulation and developing "single point of access" domestic wastewater services for communities.

This article focuses on one activity within the framework: laying the groundwork for improving sanitation at the grassroots level. Essential first steps in conducting a community-based sanitation outreach effort include learning what motivates individuals within the community; conducting the research needed to plan an effective approach tailored to local conditions; and launching a socialisation process designed to lead to a committed community that works with equally committed local officials to improve sanitation.

Research shows that people's motivations for investing in sanitation infrastructure are varied, and depend on individual experience and knowledge. Collectively, the reasons center around health, pride, personal convenience, and a desire to improve life for their children and the wider community.

Research is needed before launching community socialisation efforts. This research includes stakeholder analysis and collecting data from formal and informal sources on current sanitation levels and the characteristics of direct stakeholders. Such research enables meaningful discussions with community members and the establishment of priorities and baselines, and facilitates communication of results to program planners and decision-makers.

Advocacy is the next step, and consists of an effort to influence community leaders to support accelerating community access to improved sanitation. A key goal during this phase is to gain trust, build a rapport and to gain explicit endorsement for moving forward.

Socialisation can begin as soon as there is endorsement from community leaders and can be done through large community assemblies or through smaller groups that make it possible to obtain more detailed information and gain greater insight into community perspectives. Each event must be tailored to local circumstances. Most important is to be sure that the community feels as though they are having a dialogue and that they are empowered to say "yes" or "no".

There are many additional steps needed in an effective campaign to create community demand for better sanitation services, such as planning, triggering, financing, and promoting sanitation entrepreneurs. Interested readers can learn more by contacting IUWASH, <http://iuwash.or.id>.

**Figure 1:****Urban Wastewater Development Framework**

KEY:

**Enabling Environment (orange):** Components that drive the development of equitable community access to improved sanitation service in urban areas are: accountable governance, acceleration of capex and opex financing, supporting regulations and regulatory functions, and adequate institutional settings.

**Behaviour Change Communication (red):** This is designed to trigger demand by the community for better sanitation. It also promotes the engagement of Local Governments, micro-finance providers (banks and cooperatives), communities and individual households in developing the “supply chain” for increased access to improved sanitation facilities. Further, it promotes good hygiene and the proper usage and maintenance of facilities.

**Wastewater Infrastructure and Services (San 1 to San 4, green):** The most commonly available option for service to communities is an on-site household system. To a lesser extent, communal systems and centralised off-site systems may be available. Integrated septage management services are critical in order to reducing widespread groundwater contamination that originates from faulty household sanitation systems. These integrated services consist of standardised septic tanks, septage collection, transport, treatment, and to a limited extent reuse of processed sludge.

**City Sanitation Management Unit (blue):** The final element of the framework is a dedicated “city sanitation management unit” (operator). This is typically established in the legal form of a UPTD (*Unit Pelaksana Teknis Daerah*, or Regional Technical Implementation Unit), PD-PAL or PDAM (local wastewater or drinking water company) that is mandated by the LG to carry out day-to-day wastewater services (see green boxes San 1 to San 4). The operator is in charge of the delivery of citywide services and collaborates with the private sector (e.g. septage management) and community groups to develop thriving community services.

### What Motivates People to Invest?

Before beginning to promote investment in a new urban sanitation system, it is necessary to understand what motivates people to make such investments. Very importantly, research shows that people are often motivated by many different factors – with some being much more important than others. Generally, it depends very much on the individual’s level of awareness and information regarding the perceived benefits of improved sanitation. In addition, the reasons that motivate people for investing in sanitation may be very different if they are investing in their first household latrine/toilet or if they are investing in a connection to a communal system or a sewerage system. Often, reasons for investing or not in sanitation will also vary greatly between men and women.

**Figure 2: Ten Motivations for Investing in a Household Sanitation System**

1. Improved health	Many people understand disease transmission and the role of improved sanitation in decreasing exposure to sanitation-related disease.
2. Social status/pride	People feel proud to have a toilet/latrine. Many people talk about how a toilet makes their home seem more comfortable, proper and maybe more “modern”.
3. No waiting	Many like having a toilet in their home because they no longer need to wait in line at a communal bathroom or for a free space outside.
4. Avoiding discomfort	A household sanitation system makes it possible to avoid the discomfort of going to the bathroom outside in rainy weather or at night (people, especially children, fear ghosts at night).
5. Accommodating visitors	Many people want to invest in a new toilet to avoid embarrassment when they have visitors.
6. Improving groundwater and surface water	Ensuring the appropriate collection and disposal of wastewater means that the quality of groundwater, water in rivers and lakes will improve.
7. Sense of control	People like the idea that they can control when and where they go to the bathroom, as well as the bathroom’s cleanliness and smell.
8. A better life for their children	People want a toilet so their children have a better life. They also make a connection between having a toilet, their children getting sick less often, and missing less school.
9. Wanting a clean neighbourhood	People want a clean community, meaning seeing less trash, feces, etc.
10. Being a good neighbour	People understand that if they don’t have a safe and proper toilet, they contribute directly to poor public health, whereas they are good neighbours if they contribute to improved sanitation.

Figure 2 lays out the most important reasons why people want to invest in a new household sanitation system (septic tank). Collectively, the reasons center around health, pride, personal convenience, and a desire to improve life for their children and the wider community. Similar motivations come into play for a connection to a communal or sewerage system, although the

specifics may vary; one motivation for connecting to a neighbourhood or municipal system may be to eliminate the need for a home septic tank.

Along with common motivations, community members also have commonly asked questions that promoters of urban sanitation should be prepared to answer. Typically, these questions center around cost and financing options, construction, and practical long-term issues such as maintenance.

### **Box 1: Some Tips for Facilitating the Socialisation Process**

Helping a community decide to invest in sanitation improvements can be a difficult process. Most important is to remember that such decisions ultimately need to be made by individual community members. Outsiders can only facilitate, not dictate, the process. Urban sanitation promoters can use the following tips to overcome obstacles:

*When you are sensing that community members do not trust you because of your status or position:*

- Don't stress your position and do not force your opinion on others, but discuss (1) the benefits the community will experience; (2) the big picture of the community as part of a growing modern city with an improving lifestyle; and (3) community values and how you can help to achieve them.
- Ensure that the community understands that you are not implementing a "top-down" process. Rather give the community the sense that they are "in the driver's seat" and that the decisions are ultimately their own, based on their own aspirations.

*When community leaders or members remind you about the poor quality of past public infrastructure:*

- Show them real before and after illustrations
- Share testimonials from beneficiaries in other locations
- Explain the processes that will be used to ensure good workmanship and functionality of the facilities

*When community leaders or members ask about the possibility of financial assistance:*

- Be clear from the very beginning about the availability of financial support, if any.

*When community leaders or members ask about the construction costs and process:*

- Explain that a household survey needs to be done first to determine the actual scope of works and the associated real cost of improvements. Any cost information prior to the survey should be taken with a grain of salt and can only be tentative.

*When community leaders or members reject your approach and/or vision:*

- Be patient, don't be defensive or offensive
- Identify their values and find common ground
- Listen to their concerns and rephrase your vision incorporating their values
- If there is no progress in finding common ground, end the discussion temporarily but get back to them in a couple of weeks. Meanwhile, strengthen your position by focusing more on communities that want and need your support.

### Researching the Community

Each community is different, so urban sanitation promoters need to conduct research before trying to conduct socialisation. This research includes completing a stakeholder analysis (which entails identifying formal and informal community leaders and institutions who can serve as “sanitation champions”) and collecting data such as current sanitation levels and the characteristics of direct stakeholders (what are their attitudes, how prepared are they to embrace new sanitation methods, and what are their socioeconomic profiles). Such research, which should include both formal sources (such as data from the Central Statistics Bureau, BPS) and informal ones (such as interviews) is essential in order to effectively promote sanitation; it makes it possible to hold meaningful discussions with community members, establish priorities and baselines, and communicate results to program planners and decision-makers.

Advocacy is the next step, and further lays the groundwork for a socialisation effort. It consists of an effort to influence community leaders to support accelerating community access to improved sanitation. Drawing on the stakeholder analysis, urban sanitation promoters meet community leaders, collect ideas, and discuss a shared vision. A key goal during this phase is to gain trust, build a rapport and, importantly, to gain explicit endorsement for moving forward. Advocacy should start with an initial consultation meeting with the Bapak/Ibu Lurah [neighbourhood head] and other key stakeholders. At this stage it is most important to actively listen to people's concerns and perceptions and ask the questions that will direct attention towards development objectives. Advocacy is a continuous process. One meeting is probably not enough to gain full support, and even when it is, it is important to check back with people to make sure everyone remains committed.

### Launching Socialisation

The purpose of the socialisation process is not only to discuss how the community can improve their sanitation conditions, but also to listen to their concerns and obtain their feedback and suggestions. Community socialisation is an important milestone because it allows everyone to openly discuss, understand and appreciate sanitation-related conditions, including prevailing community perceptions, hopes, expectations and frustrations; and because it helps build support for follow-on activities.

Socialisation can begin as soon as there is understanding and endorsement from community leaders. (See Box 1 for tips on conducting a successful event.) It can be done during a large community assembly which includes general community members and people representing various organisations and institutions. To maximise participation, the socialisation can be broken down into several meetings or appended to other community meetings, such as an *arisan* [regularly scheduled community social gathering]. Conducting socialisation in a number of smaller groups makes it possible to obtain more detailed information and gain greater insight into the perspectives of the community.

It is essential that community leaders take part in the socialisation events, because a network of local champions is crucial to success. Good locations for socialisation events include town halls, the homes of community leaders, schools, mosques, or even the home of a community member.

**Box 2: A Suggested Agenda for Socialisation Meetings**

- Opening speech and introduction from community leader
- Introduction by the USP of the objective of this community meeting
- Describe the sanitation conditions in the community (practices and facilities).
- Ask people at the meeting:
  - If they agree or disagree with what your description or if they have anything to add.
  - If they have previous experience in trying to improve sanitation conditions.
  - What they think is holding them back from having access to improved sanitation.
  - If they are willing to try to improve conditions now.
- Present basic information on your program and what you hope to accomplish.
- Ask them if they are willing to participate and what obstacles or constraints they envision.
- Wrap up with a commitment about when and where to conduct community planning exercises.

What happens during a socialisation event? Ideally it will include presentations by community leaders, an introduction to the purpose of the meeting and an overview of current sanitation conditions, ample opportunities for community members to express themselves, and agreement on next steps. See Box 2 for a possible agenda. It's important to remember that there is no one rigid process to follow. Each event must be tailored to local circumstances. Most important is to be sure that the community feels as though they are having a dialogue (not just listening to a speech) and that they are empowered to say "yes" or "no".

**Conclusion**

This article offers an overview of the initial steps in an effective campaign to create community demand for better sanitation services, but there are many more steps in the process, including planning, triggering, financing, and promoting sanitation entrepreneurs. Interested readers can learn more by contacting IUWASH, <http://iuwash.or.id>. ■

**NOTES**

1. "100-0-100" is a target in Indonesia's National Medium Term Development Plan (2015--2019). It refers to targets of 100 percent access to water, zero slums and 100 percent access to improved sanitation.

**About the authors:**

**Lutz Kleeberg** is a senior sanitation and water supply specialist with 40 years of professional experience, including 20 years of experience in Indonesia. He specialises in institutional capacity building for the water and sanitation sector and his areas of expertise include capacity development at community and institutional levels; corporate planning for state owned enterprises; project finance and development via public-private participation; and program monitoring. Lutz has a Bachelor's Degree in Sanitary Engineering and a Master's Degree in Business Administration; he speaks German, English and Bahasa Indonesia fluently.

**Ika Francisca** is an accomplished Behaviour Change Communications specialist with more than 10 years of highly relevant experience across a broad range of environmental areas and specifically related to water supply and sanitation. Her skill set includes: community mobilisation, advocacy, training facilitation, and gender analysis. She is likewise skilled in: stakeholder coordination including government institutions (most especially the Ministry of Health at a variety of levels), but also private sector agencies and media; establishing networks and partnerships; participatory approaches to community mobilisation; gender mainstreaming; module development; and program management (planning, supervision, budget management and monitoring, reporting). Her experience in working with different donors including USAID has enriched her knowledge and skills in project management as well as program implementation. She holds a Bachelor's degree in Forestry from the University in Samarinda, East Kalimantan.



## RAISING AWARENESS ON OPEN DEFECATION IN INDONESIA THROUGH SOCIAL MEDIA

When research showed that most Indonesians are unaware that open defecation is a widespread national problem with serious consequences for public health, UNICEF tackled the problem by reaching out to youth through creative use of social media tools.

- By Aidan Cronin and Supriya Mukherji



In this promotional picture from UNICEF's social media campaign to end open defecation, Indonesian rock star Melanie Subono uses her new kickboxing skills to fight the evils of poor sanitation.

*Courtesy of UNICEF*

Open defecation is a huge problem in Indonesia, though its importance is not widely enough acknowledged. The WHO/UNICEF Joint Monitoring Report (2014) estimates that there are approximately 55 million people practicing open defecation in the country, approximately one quarter of the population. This is the second highest country total, after India. Open defecation is practised mostly by the poorest populations and they bear the heaviest burden.

Poor children in particular, who are already vulnerable and marginalised, pay the highest price in terms of their survival and development. Every year between 136,000 and 190,000 children die in Indonesia before they can celebrate their fifth birthday<sup>1</sup>. This means that every hour between 15 and 22 children die, in most cases from preventable causes linked to diarrhoea and pneumonia. These figures can be drastically reduced by good sanitation and hygiene.

In addition, Indonesia has almost nine million children affected by stunting, when children are smaller than they would be for their age if they were developing normally. Stunting has lifelong effects with negative and irreversible impact on physical development. Many stunted children also show impaired cognitive ability and perform less well than their peers at school, with consequences for their economic and social opportunities in life. Although stunting is generally linked to chronic malnutrition, analyses of data from nutritional surveys by UNICEF show that the risk of stunting is much higher when a household



is not using an improved latrine – stunting reduction efforts need good sanitation to reduce the frequent illnesses that contribute to stunting!

However, the magnitude of the problem and the adverse impacts of open defecation are frequently not known or understood by the general public: A media agency commissioned by UNICEF randomly questioned people on busy Jakarta streets, and found that not one person knew that Indonesia had the second highest open defecation burden globally. This is a serious barrier to the achievement of the National Medium Term Development Plan (*Rencana Pembangunan Jangka Menengah Nasional*, or RPJMN) goal of an Indonesia free of open defecation by 2019. This target cannot be achieved by Government, civil society or communities in isolation – it needs everyone, including the general public, to realise the importance of the goal and to get fully behind it.

So how can this much needed awareness be created? UNICEF has organised a social media campaign aimed at raising the most powerful voice of the nation: the voice of youth. The campaign is called *Tinju Tinja* and literally means Punch-the-Poo. It was launched on World Toilet Day, 19 November 2014, in both Bahasa Indonesia and English, by Indonesian rock star Melanie Subono. World Toilet Day was chosen because it is an annual focal point for public advocacy on sanitation and a day to take action. The day has been marked for several years by international and civil society organisations all over the world and a formal designation of 19 November as World Toilet Day was made by the United Nations General Assembly in 2013.

### **Engaging Youth**

The launch of *Tinju Tinja* was preceded by a teaser phase that introduced the “Ninja Tinja”, a character who threatens the health of children in Indonesia. Eventually Melanie Subono comes to the aid of these children by stepping in to fight the Ninja Tinja, but it is not clear who wins – the tagline at the end of the video of Melanie boxing the Ninja Tinja is that she can’t do it alone – she needs your help!

The main target audience for the campaign is urban youth and decision makers – both of whom are generally very social media active. The idea of the campaign is that through these urban youth, the majority of whom will already use a toilet, we can create an active layer of advocates who can speak out to stop open defecation. They will further disseminate the message and influence their communities, families and decision makers to do the same. Collectively this voice can stimulate the creation of a new social norm – an Indonesia where nobody accepts open defecation and everyone uses a toilet. The campaign specifically links to the Government sanitation programs such as STBM (*Sanitasi Total Berbasis Masyarakat* or Community-based Total Sanitation) to show that progress is occurring, but it needs everyone’s support. The goal is to create a sensation that makes the nation sit up, take notice and join the efforts to make Indonesia tinja-free. Ultimately it is about realising we are all affected by open defecation – whether you use a toilet or not!

After the first four months, the campaign videos have already been viewed over 30,000 times and the messages have reached almost 9 million total impressions from Twitter buzzers and Youtubers, so the

message is getting out there! The campaign has also created sufficient buzz for the conventional media to take interest. They have also covered Tinju Tinja, amplifying the reach and interest. Lessons learnt so far have been the need for innovation of materials on social media to create that buzz, and that Youtubers with large followings can be powerful messengers.

### **Building on Success**

Looking forward, UNICEF plans to build on this initial campaign success and to further link the social media campaign to its on-the-ground sanitation programs that support sustained behaviour change in communities such as Alor, Nusa Tenggara Barat, where District and Sub-district officials have pledged support to Tinju Tinja to raise awareness on STBM. The materials developed for the campaign include infographics (on how sanitation impacts on health, nutrition, gender, education) that have proven to be useful advocacy materials at the implementation level.

Other strategies used by UNICEF to promote sanitation have been through a social media platform that engages youth, known as U-report. This reaches 20,000 followers on all the key issues affecting child survival, including development, education, and protection. In addition, the UNICEF Indonesia Facebook and Twitter accounts have large followings that are regularly updated on progress and challenges of sanitation.

Progress is being made but everyone can do more to ensure that all children in Indonesia are born into an environment that will not contribute to them being stunted; where they will no longer suffer from repeated episodes of diarrhoea; and where girls will be free from harassment and embarrassment as they enter puberty. This requires the Indonesian public to demand action on sanitation and support the Government programs to achieve the goals of an open-defecation-free Indonesia by 2019. To learn more about the Tinju Tinja campaign and take action for sanitation, visit [www.tinjutinja.com](http://www.tinjutinja.com), where you can find background statistics, infographics, and videos. ■

### **NOTES**

1. Levels & Trends in Child Mortality – 2014 Report. Estimates developed by the UN Inter-agency Group for Child Mortality Estimation.

### **About the authors:**

**Aidan Cronin** is the Chief of the UNICEF Indonesia WASH program and prior to this he worked with UNICEF India at State and National level. He has also worked with UNHCR as a Water and Sanitation advisor in their Public Health Section in Geneva and as a Senior Research Fellow at the Robens Centre for Public and Environmental Health, UK where his research focus was on the impact of anthropogenic activities on water quality in EU and developing country settings. He is a trained civil engineer with an M.Sc in Environmental engineering and a Ph.D in water resources.

**Supriya Mukherji** is a Communication for Development Specialist in UNICEF Indonesia. Prior to this she worked in a similar capacity in the India Country Office of UNICEF. She has been an independent consultant in development communication undertaking several assignments with various development agencies, including UNICEF and the World Bank. She was previously in advertising and market research. She has worked extensively on communication for many development issues, including stunting, hygiene and sanitation, immunisation and education. She has an MBA degree with a Bachelors in Economics.

## SANITATION AWARENESS DAY IN PHOTOS

These photos, taken at Sanitation Awareness Day events in several locations, offer a glimpse of the enthusiasm that was generated among students and local community leaders by the Sanitation Public Diplomacy program. All photos are courtesy of YCCP.



A student in Makassar earnestly takes notes during a multimedia presentation.

Front row, left to right: Nur Fadrina Mourbas (Indll), Djani Ahmad Murjani (Cimahi Hygiene and Landscaping Department), and Asep Suhana (community representative) listen to a caller during a talk show on Lita FM Radio.



Students from Middle School 1 and 4 in Tebing Tinggi practice their cheers.

A student in Makassar is eager to answer a question about sanitation and the environment during a quiz.





The “Focus on Sanitation” workshop for journalists held at Cimahi municipal government offices, attended by a variety of journalists from print, on-line, and broadcast media.



A young performer from Middle School 10 in Cimahi takes part in the sanitation jingle competition.



Students from Middle School 13 and Junior High School 33 in Makassar pose eagerly with Mayor Danny Pomanto and Jeff Bost (Deputy Director of IndII). Afterward, several of the students ask the mayor if they could take selfies with him.



The Mayor of Cimahi, Atty Suharti Tochija SE, waves to students as she leaves the Sanitation Awareness Day event. She gave an inspiring presentation, urging youth to take part in efforts to build and maintain sanitation facilities.



Vice Regent of Gresik Mohamad Qosim describes his vision for a healthier and more economically productive community and acknowledges the assistance of the Australian Government through IndII in achieving this goal.

Two judges – Sinta from YCCP and Eleonora Bergita from IndII – confer as they rank winners of the jingle singing contest.



About 300 students in Tebing Tinggi take part in Sanitation Awareness Day activities.

Sugiri, the leader of Community Association 3 in the Randu Agung section of Gresik, is now an enthusiastic supporter of wastewater treatment plants. Originally, he explained, community residents were suspicious because they did not understand the program.



# THE EXPERT VIEW

**Question 1:** *In the Australia-Indonesia Infrastructure Grants for Sanitation (sAIIG) program, what is your strategy for selecting sites for the construction of sanitation infrastructure so that you can ensure there are enough beneficiaries?*

▶ **Ir. Ahmad Fanani S, SH**

Head of Human Settlements and Housing, Banjarmasin

"In 2015, we did additional planning, because the program had so much potential. Our community needed to see an example of how the program can operate, to make it less of a burden to do the socialisation process later. It's better to put the locations in a limited area instead of spreading them out, because we expect this area has sufficient potential.

If there are no significant obstacles, we can complete more than 1880 household connections for the city of Banjarmasin. We haven't yet reached our target of 1930 household connections, as listed in the Grant Agreement Letter, but we are sure that the implementation itself will spur further development. The more we build, the more the community will witness this and be interested in participating.

In our opinion, the enthusiastic communities are the ones on the outskirts. We capitalise on it when the community really desires to build a wastewater treatment plant [IPAL]. We seize the moment and really push for building an IPAL there. To initiate something new takes quite a long effort. So if the greatest potential is in outlying areas, we give top priority to the low-income community there. This way one group can be observed by others in the same area. Being scattered will not give optimum benefit."

▶ **Ir. Toto Suroto**

Head of Settlement and Regional Infrastructure, Yogyakarta

"In selecting locations in Yogyakarta, which has vast areas of the city that need to be served, we chose locations where we could have great benefits and value in an efficient manner. So first, our choice was locations where there were existing main and lateral pipelines, because the farther the lateral distance, the higher the cost of connection to each home. Shorter distances will be more efficient and our target will be more readily achieved.

And second, implementation was in areas with the most urgent need, where the population is very dense and it is no longer possible for homes to make infiltration wells. In Yogyakarta, especially along village roads and alleyways, the septic tank cleaning equipment can't reach the tanks. So we expect that people will switch from septic tanks and leaching to a centralised IPAL in Sewon Bantul."



## THE EXPERT VIEW *continued*

**Question 2:** *What is the role of the sAIG program in assisting Local Governments to improve sanitation services to the community?*

▶ **Ir. Ahyani, MA**

Head of the Regional Development Agency (Bappeda), Surakarta

“The sAIG program in Surakarta could actually strengthen or increase the capacity of existing services that are now performed by the local water company (PDAM), because it offers a network that forms the basis for management by the PDAM, while community based efforts are managed by self-help groups. So there are a lot of opportunities through the PDAM. PDAMs certainly have to strengthen their capacity because it isn’t enough yet. So IPAL facilities that were just constructed in Palm Pucang could be supplemented, then the IPAL in Semanggi could also be supplemented, and one more that has been in existence for a long time is the Mojosongo IPAL. In broad outline, the Surakarta sAIG program is very helpful in strengthening the implementation capacity of the PDAM.”

▶ **Ir. M Sapri HN, Dipl HE**

Head of the Regional Development Agency (Bappeda), Palembang

“Drinking water services and sanitation services are a basic need of the people, which means that it is necessary for the government to build this infrastructure.

Sanitation services in Palembang are on a rising trend. According to Akopsi [an association of cities and localities that seek to improve sanitation], it is imperative for Local Government to allocate 2 percent of their direct expenditures for sanitation. In Palembang, we have reached 5 percent expenditures for sanitation, and would probably continue to increase this as required. This is more than just a trend, it is a necessity in accord with Palembang’s population and local geographical conditions that increase costs over other cities in Indonesia. We have allocated almost 5.5 percent of direct expenditures in our budget over the last three years. So whether the central government wants to eliminate services or reach 100 percent services I guess we can achieve things better in Palembang.

This means that we will certainly continue, perhaps we will build facilities and infrastructure gradually and I hope that the support from the Government of Australia will continue so there are 21,000 household connections, this will create momentum for the Palembang city government to provide a broader scope of public sanitation services.”



## Outcomes: INDII BOOTH AT IWWEF EVENT ATTRACTS INTEREST



The Indonesia Water and Wastewater Expo and Forum (IWWEF) 2015 was held 21–23 April at the Bidakara Hotel in Jakarta. The event, which is supported by the Ministries of Public Works and Housing, Home Affairs, and Finance along with Bappenas, brings together manufacturers, suppliers and service providers in the water and sanitation sectors, including Perpamsi, the Indonesian Water Supply Association that unites local water companies (PDAMs). IndII's booth at the IWWEF event was a success, receiving 231 visitors. The visitors included PDAM directors, Local Government officials, private sector representatives, academics, and members of the general public who are interested in water and sanitation issues. Nearly 250 sets of publications from IndII were distributed. A number of PDAM directors stopped by to talk about IndII's Water Hibah program and expressed interest in similar programming in the future, reporting that the multi-year design of the Water Hibah makes it more practical to implement than a one-year program.

## In our Next Issue:

### PRIVATE FINANCE

The Government of Indonesia recognises that private investment is crucial to meeting its goals for infrastructure development and economic growth in the coming years. There is an urgent need to create a pipeline of projects that will appeal to investors. The October 2015 edition of *Prakarsa* will examine some of the strategies and approaches that are needed to accomplish this. How can Government and private sector interests be aligned? What can Indonesia do to adopt a more realistic risk management strategy? Why does Indonesia need a PPP strategy? What role does foreign investment have to play, especially in light of the expected expansion of State-Owned Enterprises? In particular, the edition will explore lessons learned in the transport sector, and how they apply to future development.