



GOVERNMENT OF SINDH
PUBLIC HEALTH ENGINEERING, &
RURAL DEVELOPMENT DEPARTMENT

Karachi dated the 11th December, 2017

NOTIFICATION

NO.SO(B&A)PHE-223/2016: Government of Sindh through Public Health Engineering and Rural Development Department is pleased to circulate WASH **Behaviour Change and Communication Strategy, 2016** duly approved by the honourable Chief Minister Sindh for taking necessary action by all stake holders in the province of Sindh:-

Vision

The Sindh BCC Strategy envisions for sustainable and safe hygiene environment by 2025 to enhance the living standards of the people of Sindh.

Mission

The Sindh BCC Strategy will strive for effective implementation of relevant government development plans, processes and methods, resulting in improved hygiene in relation to water and sanitation to reduce the burden of water borne and sanitation related diseases.

Principles

The main principles of Sindh BCC strategy are the following:

- The Government owns the responsibility for ensuring safe drinking water, improved sanitation and safe hygiene by recognising these as basic human needs of the people.
- Access to clean drinking water, improved sanitation with appropriate disposal and good hygiene practices are prerequisites for healthy human life especially reductions in morbidity and mortality rate among the children.
- Water allocation and rationing for drinking and domestic purposes will be prioritised over other usages along with promoting judicious use for sanitation and hygiene purposes.
- Inclusion and equity shall be promoted by placing emphasis on eliminating the disparities in the coverage and access to safe drinking water, improved sanitation and hygiene practices for poor and vulnerable groups including women, elderly, disabled and children.
- Social mobilisation especially concerning women engagement will be promoted and enhanced in planning, implementation, monitoring and maintenance of water supply, total sanitation solutions and hygiene practices.

ac/

- Capacities and resources of the local government and newly elected councils shall be augmented in effective service delivery for safe drinking water, improved sanitation and environment friendly hygiene.
- Engagement with media and local opinion makers will be maintained and strengthened through dialogues, capacity development and awareness raising sessions.
- The transformation of poor indigenous practices contrary to healthy behaviours shall be sought through evidence based information sharing and community appreciation.

The BCC Strategy has the following Goals and Objectives

Overall Goal

Achieve Sustainable Development Goal targets for water, sanitation and hygiene, by reducing morbidity and mortality caused by faecal-oral contamination due to inadequate sanitation, poor hygiene practices and a lack of access to safe drinking water.

Objectives

Social Mobilisation

1. Facilitate the creation of a sustainable environment that is open defecation and litter free ensuring appropriate liquid disposal and waste management through effective mobilisation of communities and stakeholders.
2. Encourage communities and other stakeholders to construct and use the latrines at the households and important public places while ensuring safe disposal of human excreta.
3. Strengthen immunity against water borne diseases including diarrhoea, stunting, wasting, etc. through promotion of good behavioural practices including hand washing, water treatment, menstrual hygiene and personal cleanliness.
4. Use participatory community driven approaches for local solutions and ownerships under the umbrella of Pakistan Approach to Total Sanitation

Knowledge Management and Research

1. Generate knowledge and evidence regarding consequences and impact of poor sanitation, low quality drinking water and lack of appropriate hygiene practices

Training and Capacity Building

1. Enhance and develop the capacities of all key stakeholders comprising of government institutions, civil society, academia, research organisations, NGOs, media and local councils in understanding the social norms and environmental sustainability.
2. Train local councils and elected representatives about social mobilisation approaches and needs for enhanced resource allocations for WASH.

WASH

3. Inform stakeholders and the communities about health burden and economic losses at different levels due to poor water and sanitation services and practices.

Enabling Environment

1. Mobilise support for integration of water, sanitation and hygiene aspects in different development programmes and policies including health, environment, education, housing, urban development and town planning.

Legislation and Institutional Challenges

The Sindh Local Government Act 2013 delegates planning and management of water supply and sanitation schemes including water rates, etc. to the local government but the newly elected governments and even LG&HTPD are unclear about the distinction between the expected roles from LG&HTPD and PHE&RDD. Even with placement of Local Government in Sindh, there is lack of clarity about the utilisation and planning of funds for sanitation on the part of these local bodies elected representatives. There is need for revision in the SLGA 2013 to clearly indicate the role of PHE&RDD for rural water supply and sanitation, operation and maintenance, and to direct transfer of personnel and funds as appropriate.

It appears that there is sufficient legislation and policy pronouncement already in place, however, the motivation, coordination, resources, participation of beneficiaries and institutional capacity to effectively implement them appear to be missing. Additionally, there would appear to be overlaps and lack of clarity in responsibilities for interrelated agencies.

From the foregoing, it is apparent that there exists a wide range of legislations to regulate, administer and provide guidelines for the functions and authority of institutions directly involved in the water and sanitation sector. However, the lack of an overall framework or strategy within which legislative controls are to be implemented and the absence of inter-linkages, or synergy between the various Acts and Ordinances has had little impact on management of drinking water and sanitation services. There is a pressing need for a comprehensive legislative review that underpins water supply and sanitation issues including community participation and O&M issues, so that harmonised acts for drinking water and sanitation can provide the legal and institutional framework for planning, services, sector coordination, and monitoring and evaluation, in place of the fragmented state of affairs at present.

Strategy

Legislations, Regulations, Policies and Strategies			
Strategic Objectives/Outcomes	Short Term Actions 1 - 3 years	Medium Term Actions 4 - 6 years	Long Term Actions 7 - 10 years
Finalisation of	Approval of Draft		

<i>drafted policies and their implementation</i>	<i>Drinking Water Policy, Revised Draft Sanitation Policy, and Draft Behaviour Change Communication Strategy and their implementation</i>		
<i>Sindh Local Government Act 2013 provisions for WASH operationalised</i>	<i>Conduct a review of the SLGA and develop Rules of Business for LG&HTPD and PHE&RDD. Seek amendment in SLGA 2013 to clearly indicate role of PHE&RDD in rural water supply and sanitation, O&M, and provide administrative transfer of staff and funds</i>		
<i>Municipal water governed by a legal framework</i>	<i>Enactment and promulgation of the Sindh Municipal Water Act (draft)</i>	<i>City and Town master plans developed and incorporate zone-wise development of water supply, sewerage and drainage, and solid waste management</i>	<i>Industrial wastewater management regulations put into effect in industrial zones and curbs to stop pollution enforced</i>
<i>Sindh Water Commission performs its functions as a regulatory body</i>	<i>Establishment of the Sindh Water Commission</i>	<i>Tariff structure revised</i> <i>Minimum service delivery standards established for municipal services (water supply, sanitation, solid waste management)</i>	<i>At least 50% local governments achieve minimum service delivery standards for municipal services (water supply, sanitation, solid waste management)</i>

WSP

		<p>Ensure that each local government has a master plan on water, sanitation and solid waste management for its area of jurisdiction</p> <p>At least 25% local governments achieve minimum service delivery standards for municipal services (water, sanitation, solid waste management)</p>	
<p>Legislative review to harmonise existing legislation, policies and rules</p>	<p>Legislative review of drinking water acts, policies, regulations and development of harmonised new acts, regulations and guidelines, including O&M</p> <p>Introduce legislative change in SLGA 2013 for PHE&RDD to be responsible for O&M of water and sewerage and drainage schemes, and transfer resources and manpower to PHE&RDD for their proper maintenance</p> <p>Legislative review of sanitation,</p>	<p>Periodic review of new legislations, policies and regulations and their implications for WASH</p>	<p>Periodic review of new legislations, policies and regulations and their implications for WASH</p>

WJF

	sewerage and drainage acts, policies, regulations and development of harmonised new acts, regulations and guidelines, including O&M		
Sectoral operating procedures (design guidelines) for planning and management developed	Development of Standard Operating Procedures (design guidelines) for water planning, management and O&M for PHE&RDD Development of Standard Operating Procedures (design guidelines) for wastewater and solid waste planning, management and O&M for LG&HTPD		
Operational guidelines for CBOs for water and sanitation developed	Development of guidelines for CBOs for project management and O&M of water supply schemes Development of guidelines for CBOs for project management and O&M for sanitation, sewerage and drainage schemes		
Municipal services duty bearers have	Orientation and capacity building	At least 50% of 2 big cities, 119	At least 90% of 2 big cities, 119

will

necessary managerial and leadership skills for an integrated, safely managed and nutrition-sensitive water supply, sewerage and drainage, and solid waste management programme	programme of 2 big cities, 119 town and 1297 union council officials on application of regulations, policies and strategies in planning, development and delivery of municipal services that are integrated, safely managed and nutrition-sensitive	town and 1297 union council officials have participated in a capacity building programme on planning for and implementing water supply, sewerage and drainage, and solid waste management that are integrated, safely managed and nutrition-sensitive	town and 1297 union council officials have participated in a capacity building programme on planning for and implementing water supply, sewerage and drainage, and solid waste management that are integrated, safely managed and nutrition-sensitive
--	---	---	---

**TAMEEZUDDIN KHERO
SECRETARY**

Cc:

1. The Chairman, Planning and Development Board, P&D Department, Govt of Sindh, Karachi.
2. The Administrative Secretaries all in Sindh
3. The Divisional Commissioners all in Sindh
4. The Chief Engineer, PHE Department, Hyderabad/Sukkur
5. The Director General, RDD, Sindh, Hyderabad.
6. The I.T. In charge, Information Technology Department, for posting on PHE&RDD website.
7. The PS to Principal Secretary to Chief Minister, Sindh, Karachi
8. The DS(staff) to Chief Secretary, Sindh, Karachi
9. The Section Officer(all), PHE & RDD
10. The PS to Minister, PHE & RDD
- ✓ 11. The PS to Secretary, PHE & RDD.


(ABDUL GHAFFAR SHAIKH)
SECTION OFFICER (ADMN)

