Overview of Use of Mobile Services for Sanitation and Hygiene



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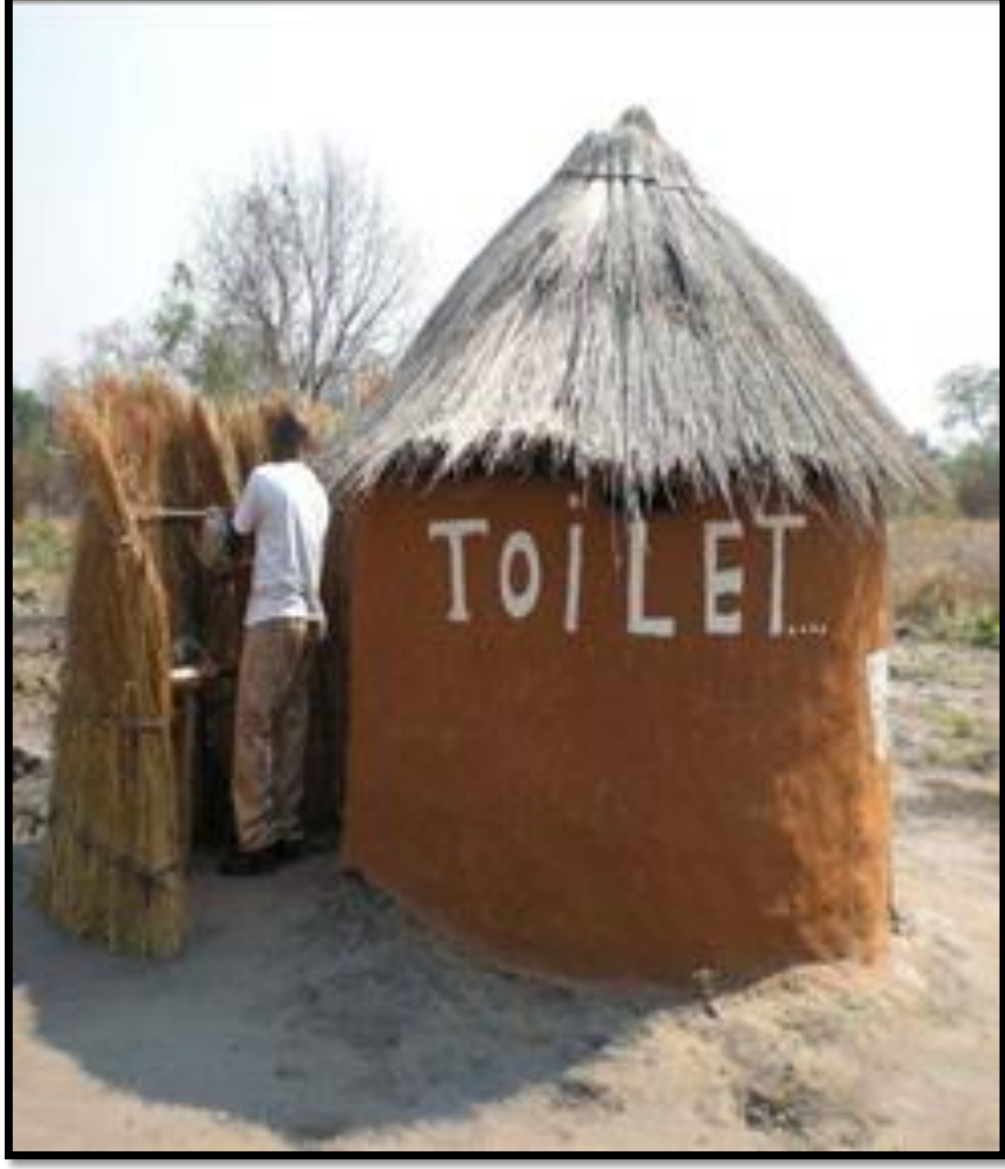
UNICEF Eastern and Southern Africa Regional Office

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Key challenges:

- 25% open defecation; 40% unimproved sanitation regionally
- Behavior change
- Sustainability, supply chain/engagement of the private sector
- Last mile distribution –rural isolation







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Why mobiles, why now? Demand for sanitation is just being uncovered; New focus on demand-driven approaches; BOP market; Better recognition of monitoring and data for improved services; ubiquity of mobile technology in rural areas.

1. **Mozambique, Zambia**

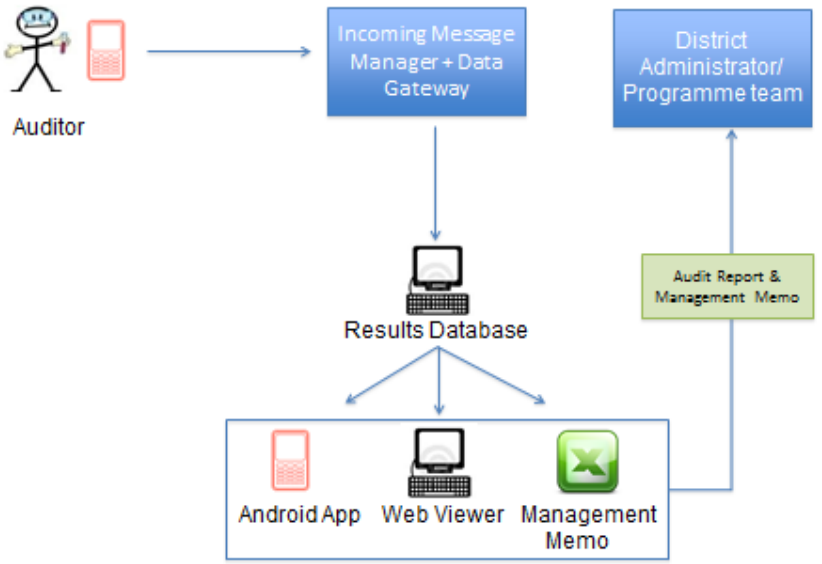
What? National Monitoring of Sanitation and Hygiene facilities/behaviours

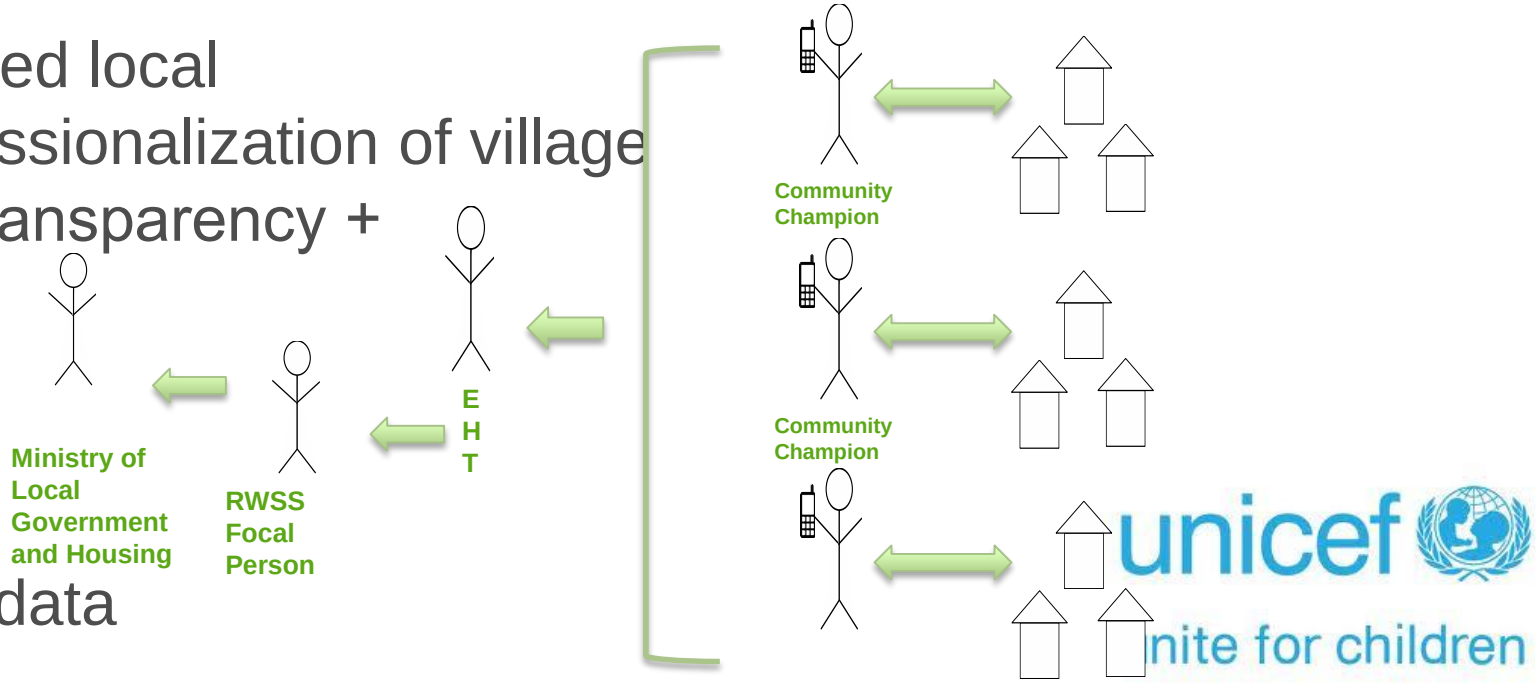
How? Smartphone + basic phone, DHS2, web-based management

Why? Increased local capacity/professionalization of village 'volunteers'/ transparency + incentives

Next?

Retooling the data





3. Somalia–mLink

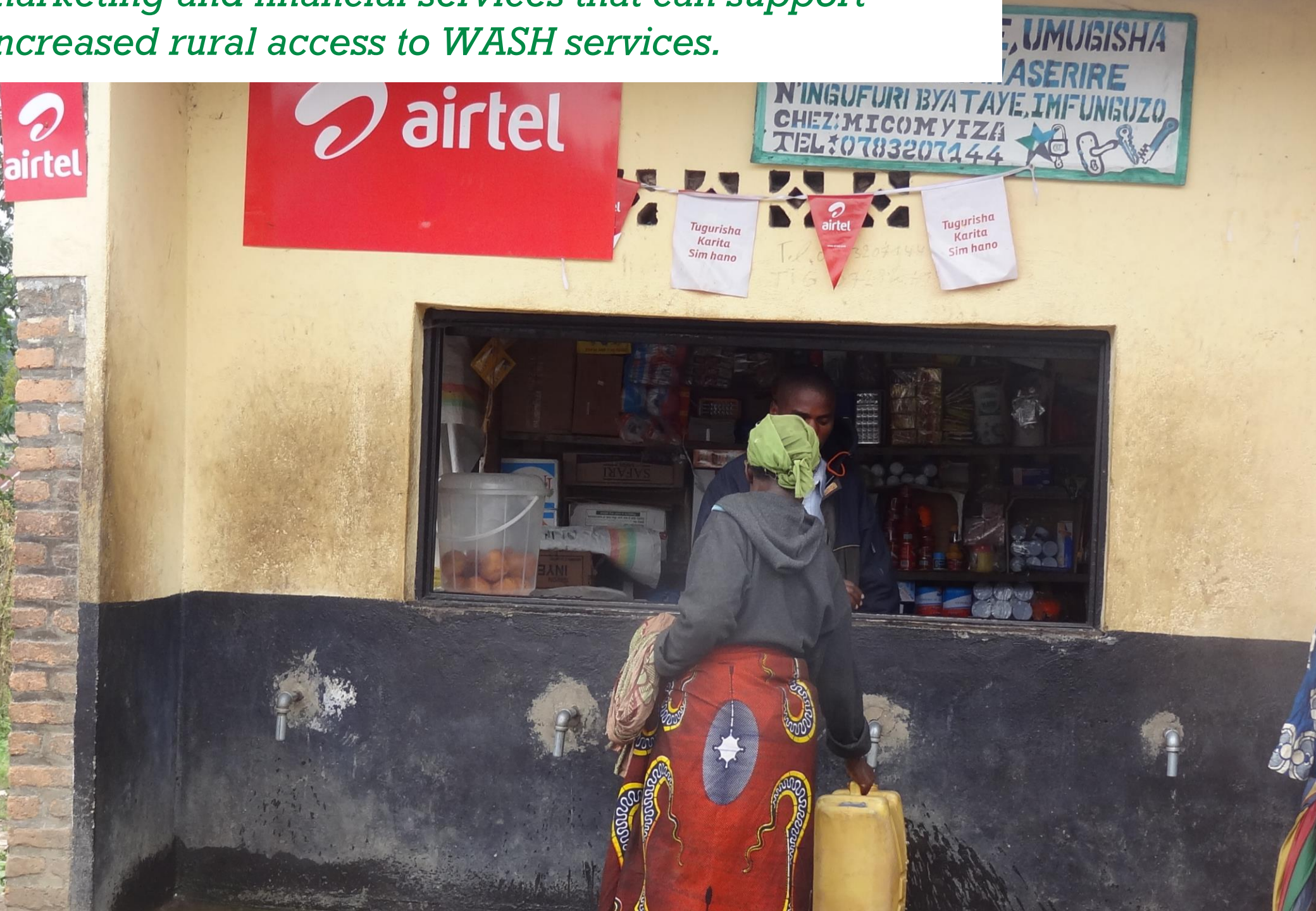
- ***What?*** Reached >1,000,000 isolated communities on polio and cholera prevention
- ***How?*** Integrated Interactive SMS & mVoucher Platform
- ***Why?*** Enabled community education through interactive SMS based sessions
- Provided a mechanism to distribute items & services through mVouchers
- Cost effective and scaleable- 2G tech for maximum impact
- ***Next*** … impact, more product placement.







marketing and financial services that can support increased rural access to WASH services.



Future exploration…

- Leveraging UNICEF scale and position for better partnerships
- Re-analyzing and retooling existing mobile data on rural behaviours/facilities into marketing data/pitch for the private sector
- Support more mobile based marketing and product placement campaigns for WASH.
- Development of mobile based financial services (micro-loans, insurance).

