SANITATION AND DATA: A POWER COUPLE

AN ONLINE CONVERSATION ON BEHAVIOR CHANGE

Busara FLUSH Splash Gather

KEY TAKEAWAYS

Data standards help govern how data is collected, structured, published, and shared beyond the data collector or owner. Data standards have been successfully adopted in other sectors to improve cross-sector collaboration and accelerate the public service development. Data standards for sanitation could relieve some of the data burdens on municipal organisations and improve the quality of sectoral insights.

Cross-sector collaboration is vital to gain a city-wide view on infrastructure and services and strengthen the case for investments. Curated data can also be analysed alongside other datasets to establish baselines.

John Peter Archer, Gather

Sanitation organizations need to balance between having not enough versus too much data. Cull data sets and make sure all data is necessary for analyzing performance & reporting. It can be long & painful, but worth it. Using the IPA's CART Principles can help with this. Sanitation organizations also need to work with funders to create useful metrics that funders understand & need (not "want") without increasing the workload. A key first step to improve useful metrics is creating standard definitions, calculations, and uses for metrics that teammates can learn.

Kimberly Worsham, FLUSH

Location data helps us understand what affects sanitation solutions in different contexts and lets us design human-centered solutions that work. It also emphasizes the need to work at a local level instead of a regional/global level. Different sanitation players should openly share sanitation data so we can see more cross-sector collaboration. This will also prompt more conversations about data gaps such as sanitation indicators in national census work.

Laura Mugeha, Geospatial Analyst

When attempting to work at scale, data is key. Understanding each individual institute through uniform data collection allows for customization without the painstaking time of unique formative research and program design.
Use data to your advantage. Build in some friendly competition between institutions or between individuals. Recognition is a strong motivation, so don't keep the data to yourself and your donors, let this be a tool to influence change!

Megan Williams, Splash

Tools and intervention applied in one location should not be transplanted to a different location without interrogation, irrespective of similarities. Also, strengthen self reported data that focus on preferences to help design interventions like change communication by incorporating behavior science mechanisms that actually focus on those revealed preferences.

Wairimu Muthike, Busara