



**MAKE A STAND FOR  
SANITATION AND WATER!**

**20-22 March 2010**

[www.worldtoiletqueue.org](http://www.worldtoiletqueue.org)



Freshwater Action Network



# YOUR GUIDE TO THE WORLD'S LONGEST TOILET QUEUE

**World Water Day, 22 March 2010, is a crucial moment in the fight to tackle the global sanitation and water crisis.**

**Just one month later, politicians from across the globe will gather to discuss what they need to do to fulfil some of the most basic rights of the world's citizens - access to a safe toilet and clean water. They must act, and so must we.**

**The World's Longest Toilet Queue is a global mobilisation bringing together thousands of campaigners from across the world to demand real change. We need your voice too.**

**Become part of a global movement this World Water Day. This toolkit will tell you how.**

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# QUEUE FOR CHANGE

Every day, 4,000 children are dying<sup>1</sup> because they, alongside billions of others, have no access to safe sanitation and clean water.

World leaders have so far neglected this global crisis – fatally undermining the fight against poverty, ill health and indignity. But Spring 2010 provides a real opportunity for change. It is up to campaigners across the world to grasp it.

Late April<sup>2</sup> will see ministers from countries across Africa, Asia, Europe and North America gather in Washington for the first ever High-Level Meeting on Sanitation and Water. The meeting aims to make steps forward in ensuring access to these most basic rights, yet real progress will require strong campaigning.

To take advantage of this unique political opportunity, three global networks representing hundreds of civil society organisations (End Water Poverty, the Freshwater Action Network and the Water Supply and Sanitation Collaborative Council), have come together to launch a worldwide campaign to form The World's Longest Toilet Queue.

With campaigners like you organising World Record breaking Queues all over the world and using them to demand action from local, national and international political leaders – we can put sanitation and water at the top of the global agenda where it belongs.

**JOIN US AND STAND UP IN SOLIDARITY WITH THE 2.5 BILLION PEOPLE ACROSS THE WORLD WHO STILL HAVE TO WAIT IN LINE FOR THEIR RIGHT TO USE A SAFE AND DIGNIFIED TOILET.**

1.WHO, Safer Water, better health, 2008

2.The meeting will be held on either 22 or 23 April 2010, date to be confirmed at time of going to press.

3.UNDP, Human Development Report, 2006



EVERY \$1  
SPENT ON  
SANITATION AND  
WATER BRINGS A \$9  
RETURN BY KEEPING  
PEOPLE HEALTHY  
AND IN WORK.<sup>3</sup>

Photo credit: WaterAid/ Juthika Howlader



# WHY YOU SHOULD JOIN THE WORLD'S LONGEST TOILET QUEUE

The success of The World's Longest Toilet Queue, and its impact on leaders at all levels, depends on you getting involved.

There are many pressing reasons to act now:

**GLOBAL CRISIS:** 4,000 children under five years old die every day just because they lack toilets and water— and politicians are ignoring their plight. The fulfilment of these most basic rights is crucial if development goals are to be met as they drive progress in wider health, education, gender, and poverty reduction goals.

**POLITICAL OPPORTUNITY:** World Water Day provides an opportunity to attract public, media and political attention for this cause, but it also falls one month before ministers meet at the first ever High-Level Meeting on Sanitation and Water – a real chance for political change.

**CAMPAIGNING TOGETHER WORKS:** Joint global campaigns can pressure politicians to act. For example, Make Poverty History secured unprecedented aid commitments and debt relief, with real benefits for poor communities. As a direct result, the Zambian Government was able to provide free health care for everyone living in rural areas.

**MAKE AN IMPACT LOCALLY, NATIONALLY AND GLOBALLY:** It's not just about a meeting in Washington – organising fun and politically engaging events can help support your own campaigns, attract your own media and target your own politicians.

**BE A RECORD BREAKER!** If enough of us take part, we can break an official Guinness World Record for The World's Longest Toilet Queue, grab attention from the global media and make your activists World Record holders!

# WHAT DO WE WANT?

The primary purpose of The World's Longest Toilet Queue is to mobilise people to force governments to act. But what political change do we want to see?

**EVERYWHERE** access to sanitation and water should be properly prioritised by all Governments in order to effectively fight poverty and ill-health. The neglect of this issue must end – 2.5 billion people should not wait any longer for their most basic rights.

**IN YOUR COUNTRY,** The World's Longest Toilet Queue should support the objectives of any local and national campaigns that you may already be running. Whether you are campaigning for better community facilities or the creation of a national sanitation plan, you can incorporate these aims into your event. If you want to be put in contact with others campaigning in your country to coordinate messages, please use the contact details on the back page.

**INTERNATIONALLY,** we want to create pressure ahead of the first Annual High-Level Meeting on Sanitation and Water being held in Washington on 22/23 April. We want the ministers attending to ensure that any country willing to provide sanitation and water to their citizens gets all the support they need to do so.

A more detailed briefing paper with key recommendations you can use will be available at [www.worldtoiletqueue.org/whatwewant](http://www.worldtoiletqueue.org/whatwewant)

The High-Level Meeting is being held as part of the Global Framework for Action on Sanitation and Water, an international platform recently established as a result of campaigning efforts to turn political commitments into action.

**FOR MORE INFORMATION ON THE GLOBAL FRAMEWORK FOR ACTION, SEE [WWW.ENDWATERPOVERTY.ORG/GLOBALFRAMEWORK](http://WWW.ENDWATERPOVERTY.ORG/GLOBALFRAMEWORK)**



## HOW TO JOIN THE QUEUE

**THE BASICS:** Organising a simple queue is easy; all you need to do is organise a group of people, large or small, to queue up for a toilet for at least 10 minutes. The toilet can be real, fake or even someone dressed up as one!

As we want these queues to stand out and have real impact, feel encouraged to make your Queue attention-grabbing, media-friendly and politically meaningful. Look on the next page and on [www.worldtoiletqueue.org](http://www.worldtoiletqueue.org) for a host of examples to inspire you.

To be counted as part of the Guinness World Record attempt you need to hold your queue between 20 - 22 March 2010. However, if you cannot hold it during this period – or it would be more effective at a different time – please do still take action. We will still count it and represent your voices to ministers at the meeting.

To be part of the World Record attempt, there are a few other simple conditions you need to meet too – please check the guidelines online and on page 11.



Photo credit: WaterAid/Marco Beiti



# MAKING YOUR QUEUE A SUCCESS

There are a few things you should really try to do to make the queue a triumph. We've added some 'Queue-tips' for extra inspiration.



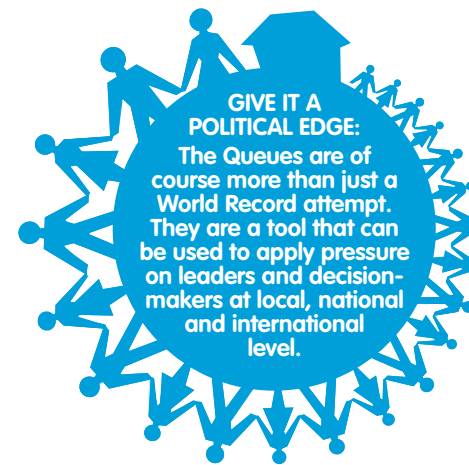
**Queue-tips:**

- Grab a crowd - work places, schools and places of worship have large crowds already gathered - get them to form a Queue!
- Queue somewhere you think there should be a toilet, or where there are toilets but they are out of order, expensive or inaccessible.
- Make it dramatic – imagine queues snaking around the Taj Mahal, outside your national Parliament or along Victoria Falls!



**Queue-tips:**

- You might like to get specific groups involved, such as staff and supporters, school children and teachers, high-profile celebrities or politicians and communities affected by poor access to basic services.
- Promote your queue in newsletters, on Facebook or Orkut, on Twitter, local press, on your blog and website, your place of worship and in community meetings.
- Get people involved with ideas and planning - share ideas on our website and get feedback and suggestions, as well as being inspired by other people's ideas.



**Queue-tips:**

- Hold your Queue at the national parliament, your local parliamentarian's office or invite politicians to take part in your Queue.
- Follow up your queue with a lobby of parliament, with participants meeting their representatives, or host a panel discussion with key politicians.
- Get your participants to take action in the queue – sign a petition, write letters to their parliamentarian, or send visual messages to your leaders.



**Queue-tips:**

- Invite musicians to entertain the Queue, and have a dance competition too!
- Encourage people to wear costumes and then amass a photo petition by snapping them as they reach the front
- Make your Queue massive – with a 24 hour attempt or with people queuing on stilts, juggling or even on a tightrope.



**Queue-tips:**

- Ensure there is a 'story', a good photo and involve high-profile supporters.
- Write press releases and photocalls in advance – examples will be available at [www.worldtoiletqueue.org](http://www.worldtoiletqueue.org).
- Keep in mind proven form of protest in your country – such as a dharna in India or a toyi-toyi in South Africa – and invite the media to attend.



# GUINNESS WORLD RECORD QUALIFICATION RULES – BE INCLUDED IN THE ATTEMPT!

- Register your Queue online at [www.worldtoiletqueue.org](http://www.worldtoiletqueue.org)
- Have at least 25 people queuing from 10 minutes up to 24 hours in a public place
- Have it take place on the 20-22 March 2010.
- Have the Queue lead to a toilet – either real, mocked up or represented through a banner or picture.
- Record each name and signature of your participants on a registration sheet (available online). There must be two witnesses present to counter sign the records. Send your sheets in, with the total amount of participants to End Water Poverty at the address given on the back cover, or scan them and email to [info@worldtoiletqueue.org](mailto:info@worldtoiletqueue.org).

4. Hutton, G. et al., "Economic and health effects of increasing coverage of low cost water and sanitation interventions," UNDP HDR Office Occasional Paper, 2006

# JOIN THE QUEUE ONLINE!

You can also encourage your friends, colleagues and supporters to join The World's Longest Toilet Queue online.

This will not count towards the Guinness World Record attempt, but will be added to a global petition demanding action from world leaders.

See how to join the online queue at [www.worldtoiletqueue.org](http://www.worldtoiletqueue.org). You can add a queue widget to your website too – see instructions online.

5. UNDP, Human Development Report, 2006



# FIRST STEPS TO FORMING YOUR QUEUE

**MAKE IT COUNT – REGISTER YOUR QUEUE:** When you've decided when and where your event will take place, just register it online at [www.worldtoiletqueue.org](http://www.worldtoiletqueue.org). You'll need to know its location, the organisation and organiser's name and the anticipated number of participants (be ambitious!). You'll also be given details about how to confirm your Queue went ahead.

**START PLANNING NOW:** Get organising as soon as you can, especially if you are working with others in a coalition. Find out which other groups may want to work with you to make it as successful as possible. Write a timeline of what you need to do before the event and who is going to do it, and share your plans online with others either on your website, through social networking sites or on [www.worldtoiletqueue.org](http://www.worldtoiletqueue.org)

**RESOURCES AVAILABLE:** There is a wealth of information available at [www.worldtoiletqueue.org](http://www.worldtoiletqueue.org) – including many ideas to make your Queue special, an online version of this toolkit, poster templates, leaflets, petition sheets, Twitter backgrounds and ideas on promoting your queue to supporters and the media.

Materials will also be available on the website in French and Spanish.

**KEEP IN TOUCH:** While you're planning, keep in touch with us by writing a blog and emailing us with your ideas. Keep in mind the rules on page 11 if you want to be included in the Record attempt.

It's important also that after your event you send us your registration forms and a short report, perhaps with photos and a video. And we can share them with others around the world. Email them to [info@worldtoiletqueue.org](mailto:info@worldtoiletqueue.org).

Thank you for getting involved with the World's Longest Toilet Queue – it's an amazing opportunity to make a difference to billions of people's lives with a joint action, and your participation is absolutely crucial!

## LET'S MAKE SURE THE WORLD'S POLITICIANS HEAR OUR VOICE LOUD AND CLEAR!

6. UNDP, Human Development Report, 2006



THE UN ESTIMATES THAT HALF OF THE GIRLS WHO STOP ATTENDING PRIMARY SCHOOL IN AFRICA DO SO BECAUSE OF THE LACK OF TOILETS.<sup>6</sup>

Photo credit: WaterAid/Kate Esheby





Photo credit - David Taylor

7.WHO, Safer Water, better health, 2008

## **CONTACT**

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## **NETWORK CONTACTS**

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End Water Poverty is a global coalition of over 150 organisations campaigning to end the water and sanitation crisis.

Freshwater Action Network is a major network of civil society organisations implementing and influencing water and sanitation policy and practice.

The Water Supply and Sanitation Collaborative Council (WSSCC) is a global multi-stakeholder partnership organisation that works to improve the lives of poor people.