

# Making the most of World Toilet Day

## 19 November 2009



As a globally-recognised moment to raise the profile of the sanitation crisis, World Toilet Day is our day. It is an opportunity to generate media coverage, public awareness and political action about the issue that we work on. Below are some ideas about what you could do to mark the day and support the End Water Poverty campaign.

You can get further ideas from what people around the world did in 2008. See [http://www.endwaterpoverty.org/news\\_events/135.asp](http://www.endwaterpoverty.org/news_events/135.asp)

### 1. Get ready for the World's Longest Toilet Queue

The big campaign moment of the next year is World Water Day 2010, where campaigners all across the world will run events to form 'The World's Longest Toilet Queue' 21-23 March 2010. Why not get people together to start planning how you can take part in this, and get people to join the queue online too.

- See the current briefing at [www.endwaterpoverty.org/toiletqueueguide](http://www.endwaterpoverty.org/toiletqueueguide).
- A full toolkit will be available in October, and a website launched in November.

### 2. Petition your leaders

Mobilise mass support for your campaign by running petitions at events you are organising demanding national and international action. You could do this visually and creatively too by getting people to give handprints, sign toilet seats or take photos. Please send us details so we can add it to our global petition count.

- A guide to running a petition is available at [www.endwaterpoverty.org/petitionguide](http://www.endwaterpoverty.org/petitionguide)
- A sample petition sheet is available at [www.endwaterpoverty.org/petitionsheet](http://www.endwaterpoverty.org/petitionsheet) - but adapt it and make it your own.

### 3. Find a Sanitation Champion

Getting an endorsement from a high-profile figure in your country could boost your campaign significantly. Could you ask a leading economist or politician to write a supportive opinion piece in a newspaper, or a celebrity to ask their supporters to back your campaign?

- End Water Poverty is looking to promote global ambassadors, so let us know if you are successful.

### 4. Hold a Toilet Summit

Invite high-profile politicians and others influential individuals, to a 'Toilet Summit' at your national parliament, or another key location. Ask the minister responsible to make a speech, making your government focus on the issue. You can use the event to say what you believe still needs to be done, and involve other groups in the campaign.

### 5. Say it in a letter

Arrange a group of high-profile individuals to write to the minister responsible, alongside members of your campaign. Think about what group might get the government's attention in a unique way. For example will the support of trade unions, faith leaders or health professionals help win over your minister?

**Don't forget to use the media.** Many media outlets will be looking for an angle to cover the day, so why not help them you by putting on stunts, writing opinion pieces or taking journalists on a tour of communities in need of sanitation?

**And, finally, tell us your plans and stories** – send reports and photos so we can tell people what you have been doing. Contact [serenaosullivan@endwaterpoverty.org](mailto:serenaosullivan@endwaterpoverty.org).