



*Make every  
second count.  
The time is now.*

**Join us for Water Action Month 2017!**

We have come far, but still have a long way to go. We have to ensure that no one is left behind. Now is the time for action.

**Water is life. Sanitation is dignity.  
Unite for change. March 2017.**

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



## Activities Toolbox

**The whole aim of Water Action Month is to achieve change – change that ultimately leads to an end to the water and sanitation crisis!** Water Action Month (WAM) is an opportunity to make demands of decision makers, and to see renewed commitments and prioritisation on water, sanitation and hygiene for all. WAM is about ensuring that the difficulties faced by those in need - the most marginalised and vulnerable groups – are prioritised and addressed.

The focus of Water Action Month is to hold governments accountable. This includes holding it accountable to its commitments on water and sanitation, and to push those in power to implement progressive plans to achieve the human rights to water and sanitation, and Goal 6 of the Global Goals. To effectively achieve this, you have to make your campaign fit your own context and your work and ensure that it is relevant to the district, country or region in which you work. Localise the key messages and make them your own to best suit the work you are doing, to help achieve the change you want to see, and to make the impact you want to achieve.

We have launched our new sustainable development framework through the new Agenda 2030 – now is the time to hit the ground running! We must make every second count to achieve our goals, and work together for a better future for all!

**We have developed a whole toolbox of options to suit you!** The lists of possible activities below are to give you a range of ideas on how to show your support and participate in WAM 2017. These are arranged according to the outcome or activity you want to achieve: whether it's about advocacy, communications or mobilisation. We explore a range of options and possible actions

for each of these priorities; ranging from little gestures to start a ripple, to big actions that make a splash! Choose the ones that best suit you and your work.

**Whether you go online, meet offline, go big or help in small ways - each and every action helps us have a louder voice calling for change!** Click on the links below to read the relevant sections:

-  Advocate for your cause! 2
-  Mobilise – make a big splash! 4
-  Communicate! 5



**Be the generation that ends the water crisis.**

**Join us for Water Action Month.  
March 2017.**



## **Advocate and lobby for your cause!**

- **Create a petition** for your community or your network to sign on to: petitions are a strong and powerful way to unite people and to show your advocacy target group your demands and the number of people who support them. Use petitions to highlight your issue and directly target those responsible for change. Be specific about who you target and what you ask for. Target important and influential stakeholders – these include groups who hold the power to ensure the change you want happens. For example, target those in charge of leading change, such as your government’s Water or Finance Minister. Address the petition to them and clearly explain the problem and your demands. Be very clear about the problem and what needs to change to improve the problem. Download and use the Water Action Month petition template as the draft to tailor your messages.

- **Write letters to the media:** write advocacy letters, highlighting your key demands and send these to a variety of media outlets and services such as your national newspapers or television channels, as well as contacting local newspapers or community groups' newsletters. Encourage them to publish your letters to increase the audience that learns about your demands and the problems around access to water and sanitation. Highlight your key messages and the associated demands and make it clear why change is essential. Get journalists involved in covering your story and your issues by making it very real and relevant to them.
- **Produce an advocacy report** on the state of access to water and sanitation. Look at the [Keep Your Promises Country Briefings](#) as examples. Present it to your country's decision makers together with your core asks and demands. This helps to showcase the data and research about the water and sanitation situation in your country and to highlight the reality on the ground. Such advocacy reports help establish a united voice on WASH issues in your country, so that civil society organisations and communities groups are all calling for the same demands. Governments are the duty-bearers in your countries responsible for making sure people's human rights are met. Make them accountable for this!
- **Use powerful tools and resources** such as [WASHwatch](#) to include data and research that highlights the on-the-ground barriers people face in accessing water and sanitation. Create traffic light scores to show where governments are failing their duties, and to raise awareness about the problems the most marginalised and vulnerable groups face.
- **Hold an engagement workshop** in your local community to raise awareness about the issue that is most important to you and that your communities may not know about. This could include explaining the details of the human rights to water and sanitation, the need for adequate sanitation and hygiene in communities, or whatever issue is most appropriate in your communities or your work area. Provide information and resources for the communities most affected by the problems and issues and help them learn about how to ensure change and a better future in their surroundings. People cannot hold their governments accountable to their commitments if they don't know what these commitments are!
- **Hold an advocacy workshop** with other civil society organisations from the WASH sector and link your messages and activities together to amplify your combined voice. Creating a united advocacy strategy together to hold your governments accountable will help to strengthen your impact and lead to change. Together we are more powerful, so join up with others working on WASH issues to have a bigger advocacy impact.
- **Involve the private sector** and service delivery operators: Meet with your local or national water and sanitation service providers. Work with them to create a service charter on what their duties and obligations are, and on how customers and consumers can hold them accountable. Call for increased access and discuss how you can work together, along with the government, to improve access to adequate water and sanitation in your communities.
- **Create partnerships and connections** with organisations in other sectors that are affected and connected with WASH. For example, those working in education, food security, slum dwellers, housing, indigenous groups, and women's groups are all potentially affected by WASH issues. This will highlight the connections between issues and the central importance of adequate

WASH in your country. Creating partnerships, both within the WASH sector and with other sectors involved in or impacted by WASH issues, is a powerful way to amplify your issues and showcase just how vital WASH is in communities. Partnerships help to strengthen your voice!

- **Direct advocacy with governments:** Secure a meeting with your government, with the ministries relevant to your work and to WASH. Use it to call for change and highlight your advocacy asks. Present ministers with evidence of how they are not meeting their commitments, for example through country briefings, traffic light score cards, or factsheets.
- **Write a letter or send postcards or petitions** to your local or national government calling for change and raising awareness about your issue. Get your networks, communities, or partners to co-sign to strengthen your advocacy. The more people you get to sign on, the louder your voice!

## Mobilise – make a big splash!

One key to facilitating change is to make sure the communities and groups you work with know about their rights and the commitments their governments have signed on to. Not everyone knows about the Global Goals and the new framework for sustainable development outlined in Agenda 2030, or about the details of government' commitments on WASH issues, so greater knowledge is vital to calling for change!

Help raise awareness about these critical issues. Get people involved so they are empowered to call on governments to make sure that their rights are met. Give people opportunities to join together and act as a united force for change, to mobilise and have their voices heard and their needs met.

- **Flyers and posters:** Create flyers and posters on Water Action Month, and the need to realise the human rights to water and sanitation and achieve Goal 6 on WASH – or use the End Water Poverty tools to raise awareness about the issues. Distribute these in your local communities to raise awareness about the issue and the campaign and help make people aware of their rights, the global goals and the need for change. Translate flyers and posters into local languages so that everyone can understand! Send them to hospitals, local schools, youth groups, village leaders, decision makers, local governments – to all the groups affected when governments fail to realise their water and sanitation commitments– which means everyone! Send these to the media so they get included in newspapers, share them online, or send them together with others to government ministers and representatives to highlight your issue.
- **Postcards:** Get your networks or communities to send signed postcards to your chosen target with your core messages. This campaign action is like a petition because it is about strength in numbers - imagine your government's Water Minister receiving hundreds of postcards calling for change! This is a great way to get their attention about your issue.
- **Submit your petition or advocacy letters in person** to your government: have a public event to raise awareness about your action, such as marching to the government buildings to hand over your demands. This is a great opportunity for publicity in the media too!

- **Wear a unifying colour** when you are holding activities: this helps to show a united presence and force all joining together for one cause. **Wear BLUE to unite for water, sanitation, and hygiene and to draw attention to the need to realise the human rights to water and sanitation and unite for a better future! Join the blue4water movement! Tweet your photos with #blue4water and show your support.**
- **March in March!** While we have moved away from walks alone as the main awareness raising activity for the global month of action, mass public marches or rallies are still good opportunities to bring your communities together and call for change with a loud public statement. Get your communities, colleagues and friends involved in calling for change. Use banners, slogans, and posters to get your messages across. Wear blue to show your united action. Get the media to cover your events to raise your profile and get your message heard.
- **Use the events you have planned already and co-brand these under the Water Action Month campaign!** You don't have to create separate, specific events for Water Action Month outside of your already existing plans – use events, activities or actions that you were already planning on holding during March to raise awareness about the importance of WASH for all. Include the Water Action Month logo and branding, and connect to the global movement by using the same key messages and priority issues. **Wear blue at your event, display the logo and send us pictures so that we can promote these on social media and our website.**
- **If you aren't able to hold a physical event,** show your support online: add your name and join the [online solidarity march](#), retweet our key messages, use the poster and the flyer on your websites and in your newsletters, and stand united with our global movement calling for change.

## Communicate!

- **Traditional media can be a powerful tool** for advocacy and to amplify your voice. Go on local radio programmes or television shows to discuss your issues and promote your messages. Get journalists involved to show the on-the-ground reality of the problems and issues around access to water and sanitation in your country and to highlight your demands. If you are holding events, invite journalists to attend and cover the issues – this will help to draw attention to your work and your messages. Do alert them and fully brief them well in advance of the events about the issues that are most important to you. This will ensure that they are well informed to represent you correctly.
- **Interviews with journalists** are a good opportunity to promote your issue and your advocacy. Have three clear, direct media messages you want to have covered, and make sure you can repeat them at several points in the interview. Know your facts! Be clear and confident – don't use jargon, but rather speak with passion about your cause and why it is important.
- **Use personal stories and case studies** to showcase problems and the lack of access, or to highlight the positive impact increased water and sanitation have had on communities. Remember the human interest angle- find short, interesting stories to illustrate the reality of the issues you are working on. This type of communication helps to emphasise and personalise the issues, showing how important WASH is and what it means in your country

or your community specifically. Case studies and stories are a powerful way to strengthen your advocacy asks and highlight the reality of the populations most in need.

- **Go social!** Join End Water Poverty on [Twitter](#) and [Facebook](#) to spread the word! Use the logo as your profile picture on social media, share the postcards to your followers, and distribute any resources and messages you develop. Keep using the #WAM2016 and #WaterActionMonth hashtag and don't forget to link to our profile by using @EndWaterPoverty on Facebook and Twitter when sharing your messages to help spread the word and show your support.
- **Write an opinion piece** and submit this to the local or national newspaper in your country, highlighting the problems and what you want to see changed. Share it with End Water Poverty so that we can promote it to the network.
- **Get journalists to experience a 'life without water'** by living only on water for a day or a few days and writing about their experiences. This will highlight the importance of the human rights to water and sanitation and how essential it is that the rights are realised for everyone.
- **Blog about WASH issues** in your area, community, or country to raise awareness about realities on the ground and show why you are calling for change. Share your blog posts with End Water Poverty so we can highlight your work and your call for change! Example blogs are available on EWP's website.
- **Find government officials and leading organisations who are active on social media platforms** such as Twitter. Compose respectful but encouraging tweets about your key messages that target their social media usernames.
- **Share the banner in your email signature** and include the Water Action Month messages and reminders through your networks. For example, include announcements in your monthly newsletters and on your different social media platforms.
- **Download the End Water Poverty digital campaigning guide** for all tips and tools on getting your message out to a wider audience through social media!



March  
2017



## And don't forget one important step: we want to hear from you!

Tell us about your events, actions and activities! Share your plans and photos with us. Tell us how we can help to support your advocacy and raise awareness of our common issues to strengthen the call for change. Submit your plans and actions online or email us: [info@endwaterpoverty.org](mailto:info@endwaterpoverty.org)

Add your events and activities to the End Water Poverty website to showcase your work. Do this by clicking on the 'calendar' icon on the home page and submit details and descriptions about your event. Share with us on social media too!

We can't wait to achieve the change we want to see.

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