

Message 5 - Sanitation is Achievable!

Now is the time to act. Households, communities, local and national governments, civil society, and private companies all need to work together. Media and public opinion around the world can influence political leaders to act now. For the principal target audience of politicians and government officials (particularly aid administrators) the IYS strategy is designed to increase substantive awareness, ideally leading to decisive actions in support of improved sanitation. IYS communication also considers the media, in developed but especially in developing regions, another important audience, as the media have excellent capacities to inform the population and guide their opinions.

Key Points:

- Modest costs, huge benefits
- Many actors
- Media counts
- Get the message out
- Act now



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Supporting facts and figures:

- Cost of meeting the sanitation MDGs per year until 2015 \$9.5 billion. If sustained, the same investment could achieve basic sanitation for the entire world within one or two decades. (PFC 5)
- This sum is less than 1% of world military spending in 2005 and one-third of the estimated global spending on bottled water.
- Proportion of people without access to improved sanitation in 2004, globally: 2 out of 5 or 40% (PFC 5)

Contextualize this message in your country using local data such as:

- Investment needed to reach MDGs in water and sanitation (equate this to other national expenditures such as military and entertainment, if available)
- Proportion of people without a toilet, nationally.