

**Title:** Towards Elimination of Open Defecation in Madagascar

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In Madagascar in 2010, an estimated 42% of the population practiced open defecation while 80% of the people lacked access to improved sanitation facilities. To address such need and with funding from the Global Sanitation Fund (GSF) established by the Water Supply and Sanitation Collaborative Council (WSSCC), Medical Care Development International (MCDI) has been promoting behavior change to improve hygiene practices and management of human excreta in Madagascar. The program started in 2010 and is expected to reach a total of 10.9 million people by the end of 2020. It aims to eliminate open defecation through Community-Led Total Sanitation (CLTS) with "zero subsidy" for latrine construction along with sanitation marketing. The program objectives are to 1) increase the number of people a) living in Open Defecation Free (ODF) environments, b) using improved sanitation infrastructure and c) washing their hands with soap; 2) engage institutional and private actors in sanitation promotion; and 3) disseminate successful approaches and innovative methods of improving sanitation and hygiene. As of December 2017, 16,295 villages reached ODF status, and gained access to improved sanitation and handwashing facilities. The program has become an important catalyst for creating a local, regional, and national movement to eradicate open defecation. Due to this success, MCDI staff in Madagascar have provided peer-to-peer support to other GSF-funded programs in Togo, Uganda and Benin. Key achievements, reasons for success, and lessons learned will be presented.