

# Football for Water Kenya

**Football for Water (F4W) uses the love for football to create life-saving hygiene practices among school children, their peers and their families. Combined with investments in water, sanitation and football facilities on school premises, F4W contributes to healthy children and communities.**

## The problem we solve

Having access to *Water, Sanitation and Hygiene* (WASH) facilities helps preventing diseases, such as diarrhoea, cholera and dysentery. Fewer children will suffer from stunted growth, which is often caused by poor sanitation and open defecation. What's more, healthy children are less likely to miss school and demonstrate improved academic performance.

In Kenya 46.2% of the schools have access to safe water, and an average of 73% of the schools have achieved the national standards for latrines<sup>1</sup>. At a national level, the number of children under five who die from diarrhoea is decreasing, but it still remains high at 7%<sup>2</sup>. The Football for Water program helps achieving the Ministry's goal of improving access to WASH facilities, thereby realizing Sustainable Development Goal (SDG) 6.

## Our strategies

Football for Water is an innovative and successful WASH in Schools intervention. Currently, we work in the Counties of Homabay, Kisumu, Migori and Trans Nzoia. Our three main strategies are as follows:

### 1. Investing in WASH and football infrastructure

The F4W program invests in quality latrines, handwashing, safe drinking water and football facilities on primary school premises. We renovate or replace facilities that meet international standards. And we make sure latrines are safe for girls and accessible for children with a disability. So far, we signed Memoranda of Understanding with 264 primary schools – mostly in rural areas. Schools are selected in consultation with national and local governments.

### 2. Improving life-saving hygiene practices among school children

Football and hygiene are a winning combination leading to successful behavior change<sup>3</sup>. Football brings fun, fitness and discipline, which accelerates children's motivation and memory retention. Our football coaches – known as WorldCoaches – serve as role models, demonstrating good hygiene practices and informing, motivating and inspiring the children to practice good hygiene as well. Also, the team spirit of sports helps children to retain new hygiene practices they've learned as a team. As a result, children take on new daily habits,

like using latrines and washing hands. Girls are equipped with proper menstrual hygiene management (MHM), which results in higher self-esteem and increased school attendance. All of this creates a butterfly effect; Children share the message of good hygiene with their peers and families, and the community during football events.

### 3. Building sustainable change: partnerships and financing models

Once WASH services are in place, we make sure they keep working by supporting key stakeholders, like county governments, school management and community representatives; F4W trains teachers to be World Coaches, school management in planning and budgeting, and artisans and entrepreneurs in maintenance and operations. And we ensure financial models are in place to cover the costs that come with the maintenance and operations of the WASH and football facilities (see next page).

<sup>1</sup> Kenya's Education Management Information System, 2015

<sup>2</sup> UNICEF, 2016

<sup>3</sup> UN Resolution on Sports for Development and Peace. *Sport as an enabler of sustainable development*



**Result 1:** School children have access to safe and clean WASH and football facilities



**Result 2:** Improved health & increased school attendance, performance and enrolment



**Result 3:** Water and sanitation facilities are sustainably managed

## Making our solution sustainable

The sustainability of WASH facilities is a major challenge. Most schools lack the resources and the capacity to cover the costs of Maintenance & Operations of the WASH and football facilities. That is why F4W facilitates stakeholders to take the following steps:

### Step 1

Key stakeholders sign a Memorandum of Understanding (MoU) committing themselves to ownership and taking responsibility for keeping the facilities well-maintained.

### Step 2

The school management draws up a *facility management* plan, which includes the total costs of operation.

### Step 3

The school management – together with teachers, parents and community representatives – looks for ways to cut and recover costs.

Examples are that pupils participate in income generating activities, such as gardening, making soap or selling footballs. And we are developing business models around schools. These are:

- **Water kiosk:** The school's drinking water facility also serves the community or nearby market.
- **Urine fertilizer:** Urine is collected and processed as a fertilizer for growing sunflowers or seedlings.
- **Biogas:** Sludge is collected and transferred into biogas.
- Rental of football facilities for the organization of events.

- **Cyber cafés:** The school computers and internet are used as a cybercafé after school hours.

An entrepreneur from the community leads the business and pays a margin of the profit to the school in return for using its facilities.

*“F4W fits our 2030 agenda on access to water and entrepreneurship.”*

(County Governor)

Revenues are for *Maintenance & Operations* only. Investments in WASH-infrastructure are still necessary. Once we've developed solid business models and guarantee sustainable collaboration with the Kenyan government, we can attract supplementary funds from the *Official Development Assistance* (ODA) community, major grant donors and the private sector.

## Leveraging Kenya's WASH in Schools strategies

At Football for Water we believe that our successful behavior change method can contribute to leveraging Kenya's WASH in School strategies. Moreover, the Ministry of Education – at the national, sub county and school level – is a major Football for Water stakeholder. As F4W implementation closes at the end of 2019, we kindly invite you to develop sustainable mechanisms together, for maintaining WASH-facilities at schools and expanding our proven approach to ensure access to WASH and football services for children in Kenyan schools.

## How F4W contributes to Kenya's national goals

- **Kenya's Constitution** specifically recognizes the right to water, sanitation and health. F4W fulfils these rights at schools, where children spend most of their day.
- **The Kenya School Health Policy** makes it compulsory for all schools to adopt school health activities in line with national frameworks. Implementing F4W at schools realises this requirement.
- **The Basic Education Act** includes the provision of sanitary pads for school girls. F4W provides complementing MHM training and WASH facilities. This contributes to increased school attendance among girls.
- **The Early Childhood Development policy** offers guidance to pre-primary education. Within F4W, pre-primary schools, located on the participating schools' premises, also receive WASH education through football.
- **Kenya's Vision 2030** targets just, cohesive and equitable education development in a clean secure environment. F4W increases school enrolment and school attendance. Moreover, our interventions are gender sensitive and inclusive.

## Our history

Football for Water – a public-private partnership – was launched on World Water Day 2012.

During **Phase 1** (2012-2016), we implemented and tested WASH infrastructure and behaviour change methods.

In **Phase 2** (2017-2018), we improved our interventions and developed sustainability models. Currently, we are getting ready for **Phase 3**: Scale our proven concept.

**Our Kenyan partners:** The Ministries of Education, Health, Water and Sports; UNICEF Kenya, Kenya Institute of Soccer Education (KISE) and the sports NGOs KYFA, CREATA and TYSA.

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