

Blending Community-Led Total Sanitation (CATS) and Market Systems for Nutrition in Rural Bangladesh



Presented by:

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Background: Transforming Lives Through Nutrition

Aim: To improve maternal and child nutrition by delivering proven nutrition interventions and strengthening health and food systems at scale.

NUTRITION SPECIFIC



May 01, 2024-
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Multiple Micronutrient
Supplementation



Vitamin A
Supplementation and
Deworming



Breastfeeding
Promotion



Infant and Young Child
Feeding Promotion



Acute Malnutrition
Screening and Treatment

NUTRITION SENSITIVE



Agricultural Production



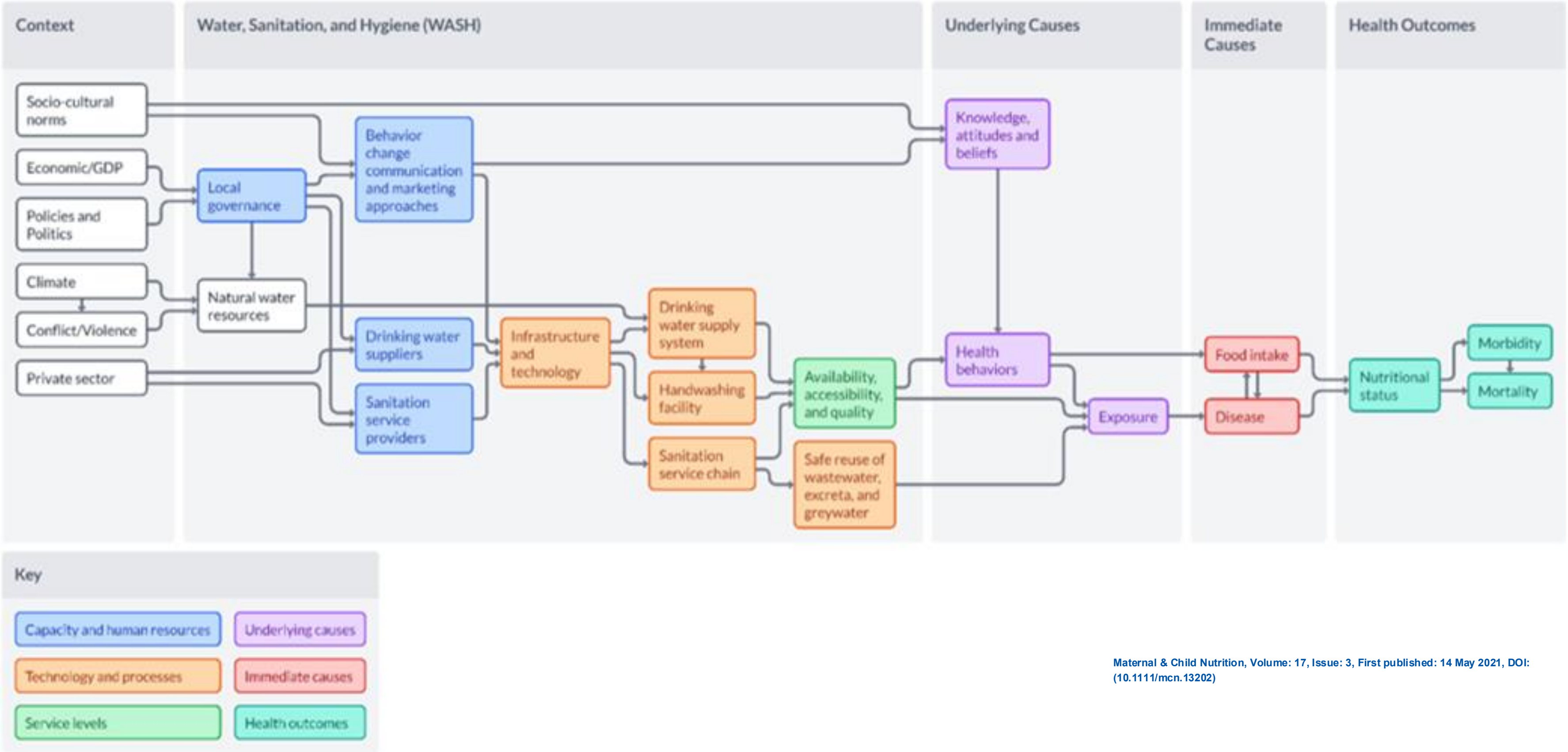
Supply Chain & Small
Market Enterprise



Water, Sanitation &
Hygiene

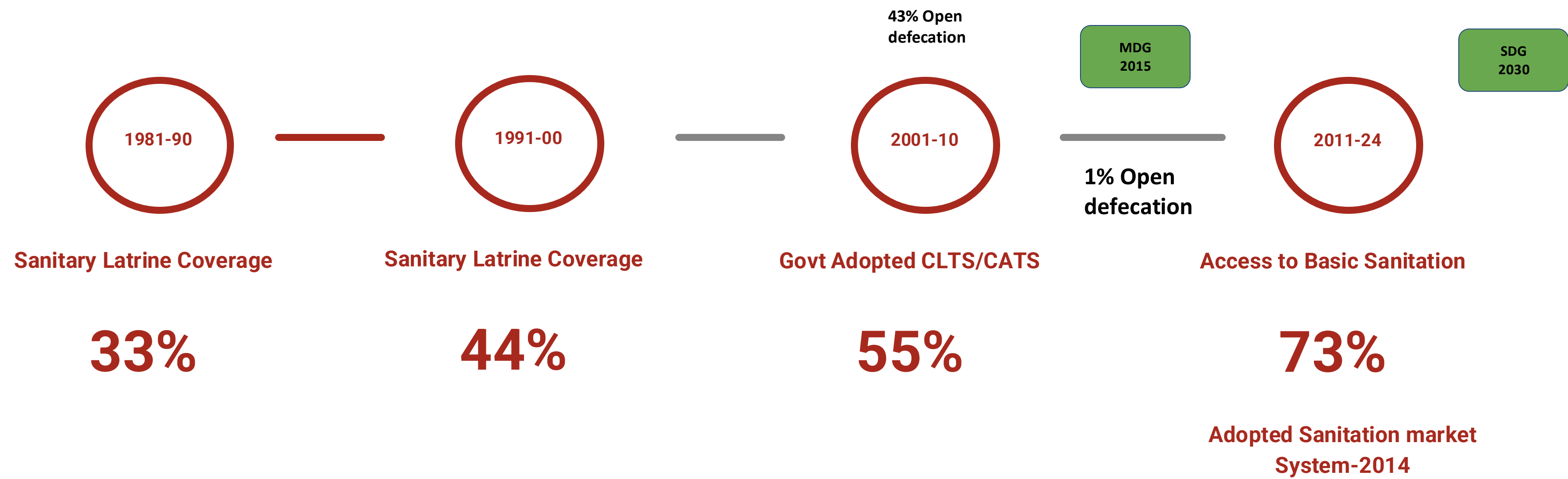
The Interventions

Background: Water, sanitation and hygiene (WASH) to nutrition conceptual framework



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Background: Nutrition and sanitation situation in rural Bangladesh



Source: JMP 2022, MICS data 2025

Intervention: Blended CATS and market system approach

A twelve-month Community Approach Total Sanitation (CATS) and market-based WASH intervention focused on behavior change model to address poor hygiene and sanitation practices linked to diarrhoea and adverse nutrition outcomes, such as through improving, handwashing, latrine use, food safety, and water safety.

Key stakeholders: led by iDE Bangladesh, it engaged local government, the national WASH agency (DPHE), and local entrepreneurs across 120 rural communities, integrating community-led action with market solutions.

1. CATS approach: motivates community people to drive demand through triggering, fostering community motivation, and promoting collective behavior change, thereby improving sanitation and hygiene practices

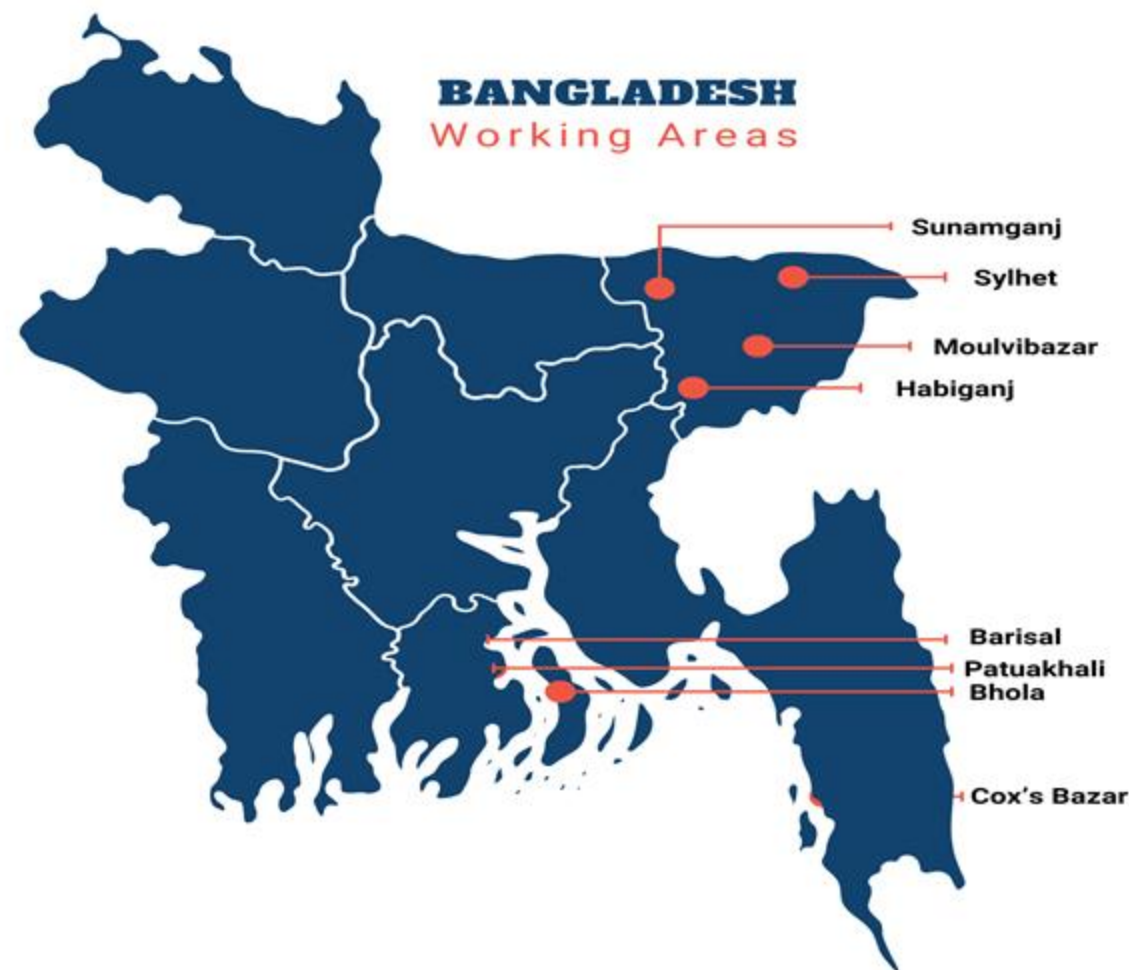
- Pre-Triggering: Community Selection, WASH Inventory
- Triggering: CSA and Ignition
- Post Triggering: CBO formation, Open defecation, free declaration

2 Market System approach: stimulates local markets and strengthens supply chains to reach last-mile consumers

- Capacity development of WASH entrepreneurs, supply chain strengthening
- Creates demand for improved and hygienic WASH product
- Builds an enabling environment

Nutrition message integration

Intervention: Blended CATS and market system approach



Baseline survey following the WHO/UNICEF Joint Monitoring Programme (JMP) for Water Supply, Sanitation and Hygiene



Courtyard meetings, door-to-door visits, and visual Behaviour Change Communication (BCC) materials tailored to all literacy levels.



Development of community WASH action plans and monitoring of implementation



Demand for WASH products was generated through awareness activities, while trained local entrepreneurs and engaging national private sector actors ensured sustainable supply, increasing access to products and technologies tailored to rural markets.



Endline survey following the WHO/UNICEF Joint Monitoring Programme (JMP) for Water Supply, Sanitation and Hygiene



**Target: Women – Mother
Children** - Up to 5 years

Intervention: Blended CATS and market system approach



Findings: Sanitation and hygiene status before and after the intervention

Sanitation	Hygiene (handwashing)		Food hygiene (food hygiene)					
	Baseline	Endline		Baseline	Endline		Baseline	Endline
Safely managed sanitation coverage	39.59%	41.55%	Handwashing with soap	48.7%	93.29%	# of HH have no food storage cover	55%	7.50%
Basic sanitation coverage	18.38	54.42 %	Hand Washing without soap	23%	3.70%	# of HH have no separate Food Storage	36%	0
Limited	14.23%	4.02%	# of HH don't know about 2 critical time of hand washing	24%	2.14%			
Unimproved sanitation coverage	27.09%	0	# of HH have practise of hand washing after defecation	34%	100%			
Open defecation	1.69%	0						

Findings on sanitation



The intervention reached
12,711 households

- 4,976 (40%) latrines upgraded as improved latrines
- 8,927 (70%) handwashing stations installed.
- BCC sessions reinforced practices such as handwashing at critical times and proper latrine use, leading to sustained adoption beyond initial installation.
- Regular follow up and spot-checks of households reveal improved hygiene practices supported by inclusive, visual BCC materials.



Key facilitators

- Strong community ownership was built through repeated engagement with local organizations, entrepreneurs, and accessible product supply.
- Collaboration with local government and public health authorities
- Initial barriers, such as low awareness and limited access were addressed through targeted outreach, regular follow-ups, and linking demand with a responsive market system.

Making market ready to attract more customers under improved/hygienic sanitation



Before Intervention



After Intervention

Before Intervention



After Intervention



Impact of nutrition Sensitive Interventions

Through this integrated approach, iDE contributes to building resilient, inclusive, and health-supportive nutrition markets that sustain long-term behavioral and economic change.

- Improved WASH practices reduce illness and nutrient loss, enabling households to fully benefit from nutritious diets.
- Reducing waterborne diseases and improving hygiene practices lead to child development

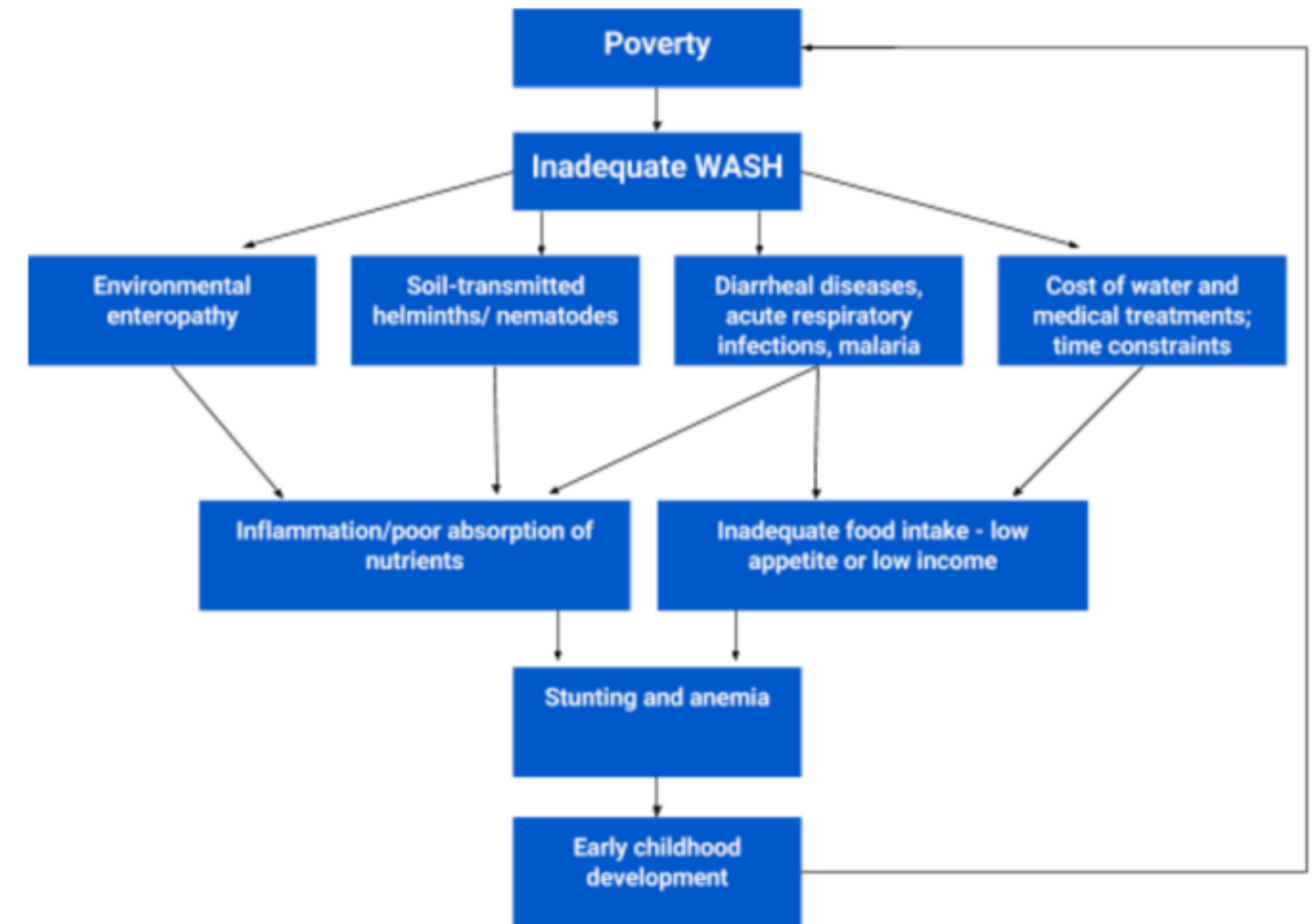


Figure 1. The Relationship between WASH and nutrition outcomes

Source: Chase & Ngure, 2016

FGD & KII finding

“My son used to have frequent stomach pain before we started using a hygienic toilet. Now he has no stomach pain, and his weight is improving as well.” Quoted by: Amena , Achia, Tania , Ruma from Kanainagor Community , Dhania union ,Bhola Sadar, Bhola

Families reported fewer incidents of worms and stomach problems in children leading to better nutrient absorption—and observed improved appetite and weight gain, noting that good sanitation keeps children healthy so they can eat better and grow.

“We feel inspired when NGOs work with us using the CATS approach, motivating us to keep our surroundings clean and hygienic.” Quoted by: Md. Delwar Hossain, UP member, rajnagar Union parishad, Moulvibazar Sadar, Moulvibazar.

Union Parishad members and local CBO leaders recognized that CATS increased community responsibility for maintaining sanitation facilities and highlighted that sanitation achievements are now seen as essential for improving nutrition, not just cleanliness.

Conclusion

- The model demonstrates how integrating community-led behavior change with market systems can improve the adoption and use of WASH products .
- It offers a scalable approach in low-resource settings by linking demand generation with local supply, enabling lasting impact on public health and nutrition.
- Scaling requires strong partnerships with local governments, public health agencies, microfinance institutions, and private sector actors. Systems for ongoing community engagement, entrepreneur training, behavior change monitoring, and integration with health and education sectors are critical for sustainability.

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