
Advocacy toolkit case studies

IMPROVING SANITATION IN BRAZIL

THEME:	Water, sanitation and hygiene
ADVOCACY APPROACHES:	Government officials: lobbying Government officials: meeting with Mobilising people and campaigning Using the media

In Marabá state, in the northern Amazon region of Brazil, sanitation is poor and environmental degradation is high. There are constant floods and no regional refuse collections, and it is common for residents to be affected by diseases related to lack of sanitation. Tearfund partner FALE, a national network of students and young adults, was so concerned about the situation that it decided to launch a national campaign.

Together, their members and others engaged with the media to explain the situation, raising awareness among the general public about the extent of the issue, while also making it clear what needed to be done to resolve it. They encouraged people to sign postcards addressed to the relevant authorities, urging government investment in sewage systems and waste disposal management. Members of FALE met with the senator responsible for Marabá state and asked him to persuade the Brazilian National Congress to bring in a new national policy to govern environmental sanitation. At the same time, they put pressure on VALE, a Brazilian mining company, to take responsibility for the environmental damage it was causing in Marabá.

As a direct result of the campaign, the government committed to providing an improved water and sanitation network in Marabá, developed a sanitation and environmental plan, and allocated budget to implement it. FALE then continued to lobby the government to deliver its plan and ensure the budget was spent appropriately.