



**Means More than Drinking Water**  
**Means *Everything* Water is Used for and *All* the**  
**Ways to Manage it**

## Why Water+?

Lack of access to safe water, sanitation and hygiene (WASH) and related services deceptively poses as an engineering and infrastructure problem—of digging wells, laying pipes and building latrines. But getting the infrastructure or technology in place is relatively straightforward. The more complicated aspects are developing and implementing the policies to support water+ access for large numbers of people; ensuring that water access is equitable and is properly managed; that there is financing for initial investments in, and long-term maintenance of, infrastructure; and inclusive and environmentally sound management of the sources that supply water, such as rivers, lakes and aquifers. Through the concept of water+, CARE embraces this complexity with a clear end goal of improving the lives of poor women and school-aged girls through better access to the basic necessities of water, sanitation and hygiene.

## Why Women and Girls?

We focus on women and girls because they are responsible in most households for water for domestic use and for hygiene and sanitation but have limited control over the productive benefits generated from water resources.

## Our Theory of Change

With over 780 million people still lacking access to safe water and about 2.5 billion lacking access to adequate

sanitation, CARE's theory of change helps us think about large-scale holistic solutions to the crisis. It identifies the multiple dimensions and various levels at which we must act to contribute to change that affects large numbers of people through three domains:

1. Sustainable access to water+ services
2. Gender-sensitive water+ policies, institutions and social norms
3. Gender-equitable control over water+ services

The goal of our theory of change is that poor women and school-aged girls improve their lives.

Through our theory of change, we call attention to the inequities faced by those lacking access to water+ and challenge the political and societal structures and beliefs that perpetuate these injustices. Because water impacts so many areas of human welfare (including livelihoods, education and health) we also work closely with other sectors and partner with other institutions and governments.

## Programming Areas

### WATER, SANITATION AND HYGIENE

For decades CARE has addressed community water supply through boreholes, hand-dug wells, spring catchments and gravity and pumped distribution systems. We also have significant experience in point-of-use water treatment and

1. Water+ is our term for an approach that encompasses our traditional work with drinking water provision, sanitation and hygiene along with productive uses of water (such as irrigation) and ecologically sustainable water-resource management.

storage. For sanitation, CARE promotes simple technologies based on locally available materials where appropriate and encourages communities to move towards progressively more sophisticated options. Hygiene promotion is also one of the pillars of our work, using interactive methodologies such as Participatory Hygiene and Sanitation Training. Though our target communities have been primarily rural, we do have experience with providing water+ services in urban and peri-urban areas.

### ENVIRONMENTAL PROTECTION AND CLIMATE CHANGE

Our work in this area includes environmental conservation practices such as rehabilitation and maintenance of upstream watersheds for sustainable water use, water quality and erosion control. We seek to make poor people less vulnerable to the effects of climate change and to empower them to safeguard their environment (including their watersheds) thus helping them to ensure long-term benefit from the natural resources around them.

### WATER+ FINANCING

Adequate financing of water access is key for both implementation and sustainability. In some instances we work with community associations so they become credit worthy and then link them with institutions that can finance water systems. On the supply end we have more than 10 years of experience training small-scale private sector water and sanitation providers in water-for-credit schemes.

### GOVERNANCE AND SUSTAINABILITY

Establishing systems to ensure lasting service delivery is crucial to success and sustainability. CARE has broad experience in implementing tools and approaches to support community-led governance and to partner with local governments. Increasingly CARE is recognized for its policy analysis, for its ability to influence at national levels to ensure water+ access for underserved populations and for holistic water resources management.

### WATER+ IN EMERGENCIES

CARE's water+ humanitarian approach aims to secure poor people's access to sustainable safe water, sanitation and

improved hygiene after a disaster by constructing water sources such as wells, boreholes and water pans, improving hygiene practices and distributing hygiene kits. Our strategy calls for agile and immediate response within 48 hours of declared emergencies, consistent adherence to humanitarian accountability standards, and integration of emergency preparedness and resilience strategies.

## Global Initiatives

### ADVOCACY

Through advocacy we leverage lessons learned at the community level for more effective policies and governance in countries where we operate. CARE is also a leading advocate within the U.S. for foreign assistance related to water, sanitation and hygiene and helped bring about the passage of the 2005 Paul Simon Water for the Poor Act that increased U.S. funding for WASH.

### PARTNERSHIPS

Water+ work at CARE is strongly partnership-based, resulting in increased impact, scale and program quality. CARE has played a strong, and often founding, role in several partnerships including the Howard G. Buffett Foundation's Global Water Initiative, the Millennium Water Alliance, the Bill and Melinda Gates Foundation's SWASH+ Project, and USAID's Water and Sanitation for the Urban Poor, Global Water for Sustainability and WASHPlus Consortia.

### LEARNING

CARE has extensive experience in water+ monitoring and evaluation, research and knowledge sharing. This includes the development of an extensive monitoring and evaluation toolkit for WASH and integrated water resources management programming as well as publication of a global impact report. In addition to participating in and guiding large research projects, CARE has also commissioned or designed recent independent small studies on topics such as governance and scheme functionality, women's experiences in WASH and women's empowerment through WASH.

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