

Applying the TIDieR-WASH Checklist to CARE Madagascar's RANO WASH Program



Background of CARE Program

RANO WASH (Rural Access to New Opportunities in Water, Sanitation, and Hygiene) was a 5-year (2017-2023) \$33 million USAID-funded project that supported the Government of Madagascar (GoM) to increase universal access to equitable and sustainable WASH services and accelerate performance against Sustainable Development Goal 6 (SDG 6). It was implemented in seven regions of Madagascar by a CARE-led consortium that included Catholic Relief Services (CRS), WaterAid, and two private sector partners, Bushproof and Sandandrano.

RANO WASH was built around three strategic objectives using a systems strengthening approach: (1) strengthen the governance and monitoring of water and sanitation, (2) increase private sector engagement in the delivery of WASH services, and (3) accelerate the adoption of healthy behaviors and the use of WASH services. Each of these aims have the underlying, cross-cutting component of social inclusion of women and girls. Within these strategic objectives, the project promoted two main paradigm shifts—WASH systems strengthening and private sector engagement—and focused on sustainable service management, community engagement, and behavior change, with a strong emphasis on collaborative action, government leadership, and an enabling environment for private sector investment.



Thanks to the installation of a private connection in his yard, a father in Madialaza commune, Alaotra Mangoro region, can quench his thirst directly at his tap.

Summary of Methods Used to Develop the Checklist Report

The checklist case study was developed with support from former RANO-WASH members and current RANO Maharitra (follow-on to RANO WASH) staff, including Avo Ratoarijaona, Harisoa Rasamoelina, and Ntsoa Ranaivoson as well as Sara Hoffman from CARE USA. The research team used RANO WASH project reports, evaluations, and implementation documents as well as relied on institutional memory. The case study synthesizes details from implementation over the lifetime of RANO WASH. Each reporting item within the case study is summarized based on implementation details documented in project reports, following the guidance provided by the TIDieR-WASH Checklist. These summaries are intended to illustrate case study examples for each item in the checklist. More comprehensive details of the intervention can be found in the original project reports.

Resources used in the development of this checklist report

- RANO WASH website: <https://care.mg/ranowash/>
- RANO WASH Videos: 1. [RANO WASH Project Overview](#), 2. [RANO WASH Achievements Summary](#)
- CARE RANO-WASH webpage: <https://www.care.org/our-work/food-and-nutrition/water/rural-access-to-new-opportunities-in-wash-rano-wash/>
- RANO WASH Final Report, April 2023: <https://ranowash.org/ranowash-fy23-quarterly-and-final-evaluation-report-april-2023/>
- RANO WASH Systems Strengthening Building Blocks: <https://ranowash.org/wp-content/uploads/2025/04/WASH-system-strengthening-RANO-WASH-1.pdf>
- Private Sector Engagement Strategy for Increasing Sustainable WASH Services: <https://care.mg/ranowash/wp-content/uploads/2023/07/RANO-WASH-Private-Sector-Engagement-Strategy.pdf>
- RANO WASH Behavior Change Strategy: <https://care.mg/ranowash/wp-content/uploads/2023/03/BC-Strategy-1.pdf>
- RANO WASH VSLA Strategy: <https://care.mg/ranowash/wp-content/uploads/2023/03/RANO-WASH-VSLA-STRATEGY.pdf>

Rano WASH partners



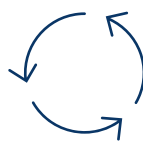
Description of the Intervention Using the Checklist



1. Name

Provide a name or phrase that describes the intervention.

Rural Access to New Opportunities in Water, Sanitation, and Hygiene
(RANO WASH)



RANO WASH aimed to achieve equitable, sustainable WASH access in Madagascar through a multi-sectoral approach that strengthened governance, engaged the private sector, and promoted behavior change, while ensuring the inclusion of women, girls, and people with disabilities in service delivery, decision-making, and access to resources.

2. Theory of change

Describe how the intervention is expected to affect the target outcomes.

RANO WASH aimed to increase equitable and sustainable access to WASH services in Madagascar by strengthening governance, engaging the private sector, and promoting healthy behaviors. The project was built on the understanding that sustainable improvements in WASH access require multi-sectoral collaboration, institutional strengthening, and long-term capacity building.

Governance was strengthened at national, regional, and commune levels by improving accountability mechanisms, establishing structured coordination between government agencies, and supporting local authorities to manage WASH services effectively. Private sector engagement focused on attracting investment in WASH infrastructure, improving business models for water service providers, and enhancing financial literacy for entrepreneurs. WASH behavior change was targeted through interventions that promoted use of water services, improved hygiene practices, household sanitation adoption, and community-led initiatives to eliminate open defecation.

A cross-cutting social inclusion of women, girls, and people with disability component ensured that these groups were integrated into governance structures, economic opportunities, decision-making processes related to WASH services and had equitable access to WASH services.



The blue gold has arrived in the Ambalamahassoa village, Haute Matsiarta region... Bota quenches her thirst while her friends don't believe it yet.

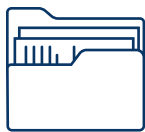
RANO WASH Theory of Change



RANO WASH Activities and Interdependence



Community dialogue and engagement for a gender transformative approach to empower all people, especially women and girls.



RANO WASH built on lessons from the earlier RANO-HP project and global evidence to design an integrated approach that strengthened WASH governance, leveraged public-private partnerships, and applied behavior-centered strategies to improve hygiene practices and service access.

3. Prior evidence

Describe any prior effectiveness evidence for this or related interventions.

The intervention was informed by global and local evidence on WASH governance, market-based solutions, and behavior change. RANO WASH was designed as a follow-on to RANO-HamPivoatra, a Catholic Relief Services (CRS)-led project from October 2009 to September 2013 that also engaged the public sector, private sector, and communities to increase access to WASH services. RANO WASH's design and approaches built on the successes and lessons learned from RANO-HamPivoatra, where private sector engagement was seen as an opportunity for broader WASH sector investment. RANO-HamPivoatra successfully established five public-private partnerships to improve access to reliable and safe water and sanitation services in targeted areas, demonstrating the viability of engaging water service providers in infrastructure management. The RANO-HP project conducted an evaluation of public-private partnerships (PPPs) and developed recommendations that informed the implementation design of RANO WASH.^{1,2}

The project partnered with LSHTM to conduct formative research using the Behavior-Centered design approach and to design their Social Behavior Change strategy, targeting household hygiene behavior and decision making.^{3,4} Social Analysis and Action is one of CARE's signature approaches, and the SantéNet2 project in Madagascar conducted Social Analysis and Action with members of community health committees, finding that committees in areas that participated in Social Analysis and Action demonstrated greater leadership and effectiveness.⁵

1 Madagascar Rural Access to New Opportunities for Health And Prosperity (RANO-HP) Sustainability Evaluation. (n.d.). Retrieved March 12, 2025, from <https://www.pseau.org/outils/biblio/resume.php?d=6890>

2 What to Consider When Establishing a Strong Private and Public Partnership in Water Access and Management (Africa, Madagascar). (2017, November 30). [Text]. CRS; Catholic Relief Services. <https://www.crs.org/our-work-overseas/research-publications/what-consider-when-establishing-strong-private-and-public>

3 Behavior Change Strategy. (n.d.). <https://care.mg/ranowash/wp-content/uploads/2023/03/BC-Strategy-1.pdf>

4 Behaviour Change: Attitudes, perceptions, and activities among partners implementing behaviour change programs in Madagascar. (n.d.). https://care.mg/ranowash/wp-content/uploads/2023/03/1_Behaviour-change-Attitudes-perceptions-and-activities.pdf

5 Social Analysis and Action—Transforming Social Norms. (n.d.). CARE. Retrieved March 12, 2025, from <https://www.care.org/our-work/health/strengthening-healthcare/social-analysis-and-action-saa/>



Implemented in 250 rural communes across 7 regions using a demand-led selection approach.

4. Location and setting

List the geographical locations and settings where implementation occurred.

The intervention was implemented in 250 rural communes across seven high priority regions of Madagascar: Alaotra Mangoro, Atsinanana, Amoron'i Mania, Haute Matsiatra, Vakinankaratra, Vatovavy and Fitovinany. RANO WASH used a demand-led approach to select communes that were well-prepared to express their unique needs and were ready to engage with local partners.



The project was implemented with attention to social norms, environmental challenges, political instability, weak governance, and opportunities for PPP and civil society engagement in WASH.

5. Context

Detail all known relevant contextual factors for each location reached by the intervention.

The project operates in areas considering various contextual factors.

Social:

- Social norms: There are social norms of household roles and responsibilities regarding water collection, latrine construction, and other responsibilities related to WASH that often place more burden on women and girls.

Environmental:

- Geographic: Madagascar faces challenges in WASH service delivery associated with the country's complex hydrogeology which makes water infrastructure construction difficult in certain areas.^{6,7}
- Climate change and environmental: The country is also frequently and severely affected by tropical cyclones and flooding, specifically on the eastern coast. WASH systems in rural and underserved regions are particularly vulnerable to extreme weather events due to a combination of resource scarcity, limited infrastructure, and geographic isolation.⁸
- Water availability and quality: In Madagascar in 2022, about 68% of rural households had access only to surface water, unimproved, or limited drinking water sources. Furthermore, about 84% of rural households lacked basic sanitation, instead using open defecation, unimproved facilities, and/or limited sanitation options.⁹ Water quality is a growing concern, with 62% of samples showing E. coli contamination and 13% posing a high health risk. Nearly half of water networks (46%) and 40% of wells lack proper protection, while chemical risks, especially Nickel, exceed safe limits in 40% of samples. Factors like salt intrusion, acidity, and high temperatures worsen pollution. Once abundant, water is becoming scarcer, making safe water access increasingly urgent.

Governmental and Institutional:

- Political turnover: Malagasy politics have been unstable since its return to electoral politics in 2013.¹⁰ The country underwent various election cycles during the project period (2018 presidential, 2019 parliamentary, 2023 presidential, and 2024 municipal elections), leading to frequent government turnover. Frequent leadership changes at both national and municipal levels create instability in government priorities and planning. During the implementation of RANO WASH (2017-2023), six different ministers led the sector at the national level, making strategic collaboration challenging. At both national and municipal levels, transitions in leadership halt initiatives, erase capacity-building efforts with staff, and reduce motivation of leaders, affecting long-term progress.

6 The WHO/UNICEF Joint Monitoring Programme (JMP). Retrieved January 29, 2020, from <https://washdata.org/>

7 Rakotondravony, H., Abdallah, I., Andrianavo, H., Andrianarison, L., Hetz, K., Mahatante, P., Masezamana, H., Rakotoarivony, N., Rakotonivo, R., & Ramanantsialonina, S. (2018). État des lieux des études de la vulnérabilité à Madagascar: Revue bibliographique. Antananarivo, Madagascar. GIZ, Bonn.

8 Serele, C., Pérez-Hoyos, A., & Kayitakire, F. (2020). Mapping of groundwater potential zones in the drought-prone areas of south Madagascar using geospatial techniques. *Geoscience Frontiers*, 11(4), 1403–1413. <https://doi.org/10.1016/j.gsf.2019.11.012>

9 CPGU & BNCCC. (2017). Strategic Program for Climate Resilience: Madagascar Pilot Program for Climate Resilience.

10 <https://freedomhouse.org/country/madagascar/freedom-world/2024>

- Political economy: There are large funding gaps and limited government revenue and limited transparency in public budget procurement.
- PPP environment: Water remains highly politicized in Madagascar, with leaders often using it for their image while making PPP contracting complex and inconsistent. Madagascar has a legal framework for PPP,¹¹ and progress has been made in strengthening its implementation. Although households already pay high costs—mainly due to the need to fetch water from distant or unsafe sources—unclear policies on pricing and private sector involvement create further challenges. Advancing PPPs requires continued support to ensure a stronger role for both the private sector and civil society organizations (CSOs) in improving water access.
- Sector actors in WASH: Many different types of actors can contribute to WASH as a business. Private sector actors include financial institutions, enterprise incubators, material suppliers (e.g., pipes or water meters), telecom companies offering communication and mobile payment solutions, and others who can enhance service delivery and payment systems. In parallel, civil society organizations (CSOs) play a crucial role in educating communities on their rights and responsibilities, as well as advocating for the implementation of relevant laws and policies.

11 Assemblée Nationale. (n.d.). *Loi n°2015-039 sur le Partenariat Public Privé EXPOSE DES MOTIFS*.



RANO WASH's multi-level approach aligned with community needs, government priorities, and private sector growth by combining governance strengthening, behavior change, and economic empowerment.

6. Suitability

Justify why the intervention is relevant and appropriate for where it was implemented.

The intervention was well-suited to the target communities, the GoM, and a nascent private sector due to its multi-layered and multi-level approach, which combined economic empowerment and social norm transformation on top of the other service provision and governance strengthening activities. Systems analysis and logic were also used to understand and improve.^{12,13} Systems analysis and logic were improve the GoM's leadership in strengthening sector functions and governance, engaging the private sector to scale services, and testing behavior change and demand-raising approaches. The project also provided tailored support and coaching to private operators in water and sanitation to help them improve and grow their businesses.

Learnings from previous projects, RANO HamPivoatra and RANOn'ala, and formative research were leveraged to ensure relevance and appropriateness of intervention activities. RANO WASH worked within national policies and strategies and invested resources in improving the GoM's capacity to plan, budget, monitor, and coordinate WASH services at local, regional and national level – which ensured local ownership and sustainability. The inclusion of financial mechanisms and business development support addressed economic barriers to WASH service provision.

12 Rano Wash. (2019). *Evaluation Complete Du Marche Wash (Wash Market Assessment): Vakinankaratra-Amoron'i Mania- Haute Matsiatra*

13 *Rapport D'evaluation Du Marche Wash: Regions De Alaotra Mangoro, Atsinanana, Vatovavy Fitovinany*. (2018).



Led by CARE with CRS, WaterAid, BushProof, and Sandandrano, the intervention coordinated across sectors and government to deliver WASH services.

7. Implementers

List all the institutions who provided each intervention or type of activity.

The intervention was led by CARE in partnership with core partners CRS, WaterAid and two private sector partners (BushProof and Sandandrano) alongside a broad range of resource partners. CARE, as the prime, led project management, donor engagement, Social and Behavior Change (SBC), Gender Equality and Social Inclusion (GESI), and linking Village Savings and Loan Association (VSLA) with WASH. CRS focused on private sector engagement, WaterAid on governance. BushProof and Sandandrano provided technical expertise on PPPs, pre-construction studies, construction technologies, and water quality. It was implemented in close coordination with government (technical and administrative) at national, regional, and local levels, private sector actors, and the formal financial sector. The project collaborated with one local NGO per region to implement activities at the municipal level.



RANO WASH reached over 1 million people with improved WASH services, strengthened governance in 250 communes, supported women's economic empowerment, and trained government actors at all levels.

8. Recipients

Report the number of recipients or the population reached, and descriptive statistics of those recipients.

RANO WASH directly benefited approximately 312,000 people who gained access to clean water, nearly 1 million people who now live in open defecation-free environments, and 742,500 individuals who obtained improved sanitation services.

The project increased public investment in WASH initiatives in 146 communes and implemented WASH accountability mechanisms in 231 communes. Women and youth were key beneficiaries, with 470 women establishing menstrual sanitary pad businesses and 22 water service providers managing 75 water systems under public-private partnerships. The project established a standalone sanitation enterprise (Rasta) of 4 masons and a local mason network of about 20 masons. Indirect beneficiaries included households, local government institutions, and community leaders engaged in governance and accountability processes. Government actors at all levels indirectly benefitted from the project's contributions to national policy development. MoWASH (regionally) and communes (locally) benefitted from the project's support in aligning their operational plans with sector frameworks, including the Costed WASH Plan and a Financing Plan.

The project also provided trainings, coaching and supervision for different teams at the GoM, including the Ministry of WASH teams at national and regional level, WASH coordination actors at national and regional level, and local mayors and STEAH (WASH communal agents). Approximately 10 key actors were engaged at the national level and 21 key actors across seven regions at the regional level. At the municipal level, 250 municipalities with at least 2 participants per commune (normally the mayor or deputy and the WASH agent) were engaged, for a total of around 500 people. The project also provided training on the Systems approach and other key methodologies to the collaborating local NGO in each region and government at all levels.



RANO WASH used a demand-led approach to select communes and targeted women, youth, and men to promote equality, leadership, and WASH entrepreneurship through tailored SBC and empowerment activities.

9. Targeting

Report whether any intervention components were targeted to specific subpopulations, how they were targeted, and how the target subpopulations were identified.

The intervention selected participating communes through a demand-led approach in which interested communes expressed preparedness and demand for collaboration and WASH improvement.

Activities for SBC and advancement of women and girls specifically targeted women, youth, and men willing and motivated to advance equality in their communities. Women were specifically targeted to enhance their leadership roles through workshops that provided space for women leaders to share lessons learned and strategies to overcome barriers as well as through public events organized by the project where women were given opportunities to showcase their leadership. Entrepreneurs consist of mothers and fathers, women heads of household, women and men with disabilities, young farmers and young students, and ordinary citizens. Some women entrepreneurs were identified through VSLA networks and local business development initiatives. VSLAs were key targets for behavior change efforts including contests encouraging peer modeling and WASH entrepreneur training because VSLA members served as early adopters of good WASH practices and products. Youth participants were recruited based on their interest in WASH-related enterprises, with an emphasis on those from marginalized backgrounds. Men were selected for engagement activities based on their influence in household and community decision-making structures and their commitment to change social norms and practices. Partners of women participating in other RANO WASH activities such as VSLAs, were also targeted.



RANO WASH strengthened WASH governance, scaled PPPs, and promoted inclusive behavior change by supporting government planning and accountability, empowering entrepreneurs, and engaging communities through tailored SBC strategies.

10. Activities

Provide a clear, detailed description of the activities included, their procedures, and supporting activities.

Strategic Objective 1: RANO WASH worked closely with the GoM at national, regional and local levels to strengthen governance and monitoring mechanisms for sustainable and equitable WASH service delivery. This included trainings, coaching and tools that improve planning and budgeting cycles at national, regional and local level, developing a costed national WASH plan and strategy with a financing plan, improving monitoring and data that inform local planning, and making improvements to the national MIS system (SE&AM) and data flow that enhances accountability in WASH sector management.

Additionally, the project supported the development of commune-level WASH plans, ensuring that local needs were articulated and budgeted with input from community groups and integrated into regional and national policies. The project introduced accountability mechanisms at the local level, such as community meetings, suggestion boxes, and community scorecards, enabling communities to raise concerns or complaints related to WASH services.

To facilitate the PPP approach, RANO WASH supported the Ministry of WASH by helping to establish guidelines for PPP implementation, define the “Build - Co-invest - Manage” contract model, and organize events to encourage private sector engagement in the WASH sector.

Strategic Objective 2: RANO WASH worked with the GoM to set up public-private partnerships for water services. This involved improving and facilitating procurement and contracting processes, agreements, and providing technical assistance. Technical assistance was provided to local governments to manage and provide oversight for PPP contracts and contracting processes and ensure that private sector actors had the necessary financial and managerial capacity to operate and maintain water systems and provide high quality services. The project team provided a robust training package, supportive supervision and coaching for Water Service Providers on business management, financial sustainability, and regulatory compliance to improve service efficiency. The project adopted a people-first approach with the PPPs, ensuring active community involvement. The communities were engaged through meetings, where they were informed about their responsibility to pay for services and encouraged to raise any issues they encountered. Accountability tools were also introduced to empower community members to provide feedback, ensuring their participation in shaping the success of the services.

The intervention also tackled supply and demand components for hygiene and sanitation. The team trained and supported local entrepreneurs, including masons and seamstresses, to expand access to sanitation and menstrual hygiene products and services, established a local mason network, and tested a market-based sanitation model in one region that used Human Centered Design to develop a product line of toilets and add-ons (*Kabone Mandamina*) and established a standalone sanitation enterprise (*Rasta*).

To support entrepreneurship for various businesses sizes, RANO WASH facilitated dialogue and outreach with the formal financial sector which led to the development of WASH-specific financial products and loans for Water Service Providers. CARE's VSLA model was harnessed to improve access to household finance and help small business owners invest in WASH-related enterprises.

Strategic Objective 3: To complement supply and demand activities under Strategic Objective 2, the project developed and implemented a SBC strategy based on behavioral determinants that tackled 5 key behaviors. This "Grow-Up Sticker" approach used positive reinforcement methods to drive behavior change and was paired with promotion campaigns and activities conducted through schools, religious institutions, and community groups. Social Analysis and Action sessions were facilitated to encourage communities to reflect on social norms and the impact of WASH services on daily life and create action plans. Men's Engagement initiatives were also initiated. VSLA members are supported through RANO WASH and are targeted in behavior change campaigns because of their positive financial and social influence in communities to promote healthy behavior practices and use of services. The project organized contests to encourage peer modeling and also trained VSLA members who later initiated WASH-related businesses, such as seamstresses or local masons.

RANO WASH worked with the Ministries of WASH, Education, and Public Health at national and regional levels, as well as municipalities, schools, and health centers, to support behavior change in these institutions as part of the national initiative to strengthen WASH in these settings.



RANO WASH maintained structured, multi-level engagement with government, service providers, and communities through ongoing training, coaching, and behavior change activities.

11. Intervention dose

Quantify the frequency and number of contacts between implementers and recipients, and the duration of those contacts.

RANO WASH implemented a structured approach to enable ongoing engagement with government entities (such as MoWASH, DREAH, and mayors), WASH service providers (private operators), and communities.

At the municipality level, local NGOs and field agents provided regular training, coaching, and ongoing support to municipality staff, local structures representing communities, health centers, and schools to address their needs.

At the regional level, the project's regional team worked closely with the Ministry of WASH (MoWASH) to offer technical support to improve WASH governance, facilitate coordination among stakeholders, and assist field agents. The field agents delivered training and support to municipalities, WASH service providers (private operators), and local structures.

At the national level, the project team worked with MoWASH and other key WASH stakeholders on developing tools and guidelines that aligned with the Ministry's priorities and secured their buy-in. Additionally, they provided training and coaching to regional and local teams on effective implementation and sustainability of WASH initiatives.

Social Analysis and Action sessions were conducted monthly for 12 months. Men's engagement workshops included three multi-day sessions with ongoing follow-ups. Entrepreneurship training involved year-long mentorship, financial education, and access to microfinance institutions.

Community-based behavior change activities included recurring workshops, monthly reflection sessions, and ongoing coaching for local leaders. Specific activities' frequencies and durations can be found within project reports.



RANO WASH used multi-level feedback and fidelity monitoring—including monthly, quarterly, and bi-annual reviews—to adapt implementation, improve tools, and ensure alignment with project goals.

12. Fidelity

Report fidelity monitoring and actual fidelity. Include any planned or unplanned modifications to the intervention.

The project implemented regular feedback sessions as part of a comprehensive fidelity monitoring system across different levels.

- Monthly district-level reviews: Field agents assessed the fidelity of implementation by discussing achievements, identifying issues with the database system, and revising approaches as needed. These sessions also allowed the local team to establish work plans for the upcoming period, ensuring alignment with the project objectives.
- Quarterly regional-level reviews: These reviews focused on evaluating the fidelity of the approaches used by regional teams. Achievements were shared, challenges addressed, and lessons learned were discussed. The team used feedback to adjust the work plan for the next period, ensuring it aligned with resolutions from the review and project objectives.

- Bi-annual national-level reviews: Involving representatives from regional teams, the project management team met to evaluate the overall fidelity of the intervention and its alignment with strategies and objectives. Feedback from the regional teams led to adjustments in systems and processes supporting implementation, ensuring that the intervention stayed on track. The strategic plan was updated based on decisions made during the review.

The team used action-research and reviews to complement information collected through the M&E system and formal reflections. For example, the SBC team used quarterly reviews with field agents to gather feedback on activity and tool design, effectiveness, and progress. This helped the team modify monitoring forms and adjust activities. The team transitioned the project from the use of paper forms to CommCare digital application to facilitate tracking of the progress of interventions at the household or community level. Unplanned modifications included adjustments to training materials based on community feedback.



The \$35M budget covered governance, training, community engagement, private sector support, and sub-awards comprising 47% of total costs.

13. Costs

Report the program costs by activity category and input type.

The \$35 million project budget covered governance strengthening, facilitator training, community engagement activities, entrepreneurship grants, administrative costs, private sector support, and more. Sub-awards accounted for approximately 47% of the costs, construction activities were 4%, project costs were 7%, salaries were 10%, and other costs amounted to the remaining percentage. Please note that these percentages only reflect the spending made by the RANO WASH consortium members. Sub-awards had their own expenses by category, including salaries, construction costs, program costs, equipment, and more. Detailed cost breakdowns are available in project financial reports.



RANO WASH used and published toolkits on governance, business, hygiene, and digital storytelling to support implementation and learning.

14. Materials

Describe all materials delivered as part of the intervention or used to guide the intervention.

The intervention utilized governance toolkits, WASH budgeting guidance, business development toolkits, private sector engagement manuals, facilitation guides for community discussions and activities, hygiene promotion materials, financial literacy guides, and digital training resources. Video and digital storytelling resources were also created and used that highlighted successful women entrepreneurs. The project published many of the tools and resources that they created on their website, <https://care.mg/ranowash/> on each Strategic Objective page under “The Project”.