

SANITATION MARKETERS HANDBOOK



SELLING SAFISAN TOILETS AND MORE



WATER SERVICES
TRUST FUND

UP-SCALING BASIC SANITATION FOR THE URBAN POOR (UBSUP)

● INTRODUCTION TO THE SOCIAL ANIMATORS HANDBOOK

This Handbook was prepared for the SafiSan Social Animators. It consists of 3 different parts:

- ⇒ PART 1: [Social Marketing TOOLBOX](#)
- ⇒ PART 2: [Social Marketing of SafiSan Toilets](#)
- ⇒ PART 3: [Guidelines for the Social Animator](#)

This handbook also has a number of Appendices:

- ⇒ Appendix 1: A section from the [Constitution of Kenya](#)
- ⇒ Appendix 2: A section from the [Vision 2030 strategy](#)
- ⇒ Appendix 3: A section from the [Public Health Act](#)
- ⇒ Appendix 4: [Relevant definitions \(including descriptions of common water-related diseases\)](#)

This handbook also contains a list of [relevant publications](#) and a list of abbreviations

This handbook serves 3 main purposes:

1. It contains the key social marketing messages
2. It helps Social Animators to carry out their duties according to expectations
3. It is used as a training manual during the [Social Animators training programme](#)

● Working as a Social Animator: Key Social Marketing Activities

As a Social Animator you are, together with others, responsible for the proper organisation and implementation of the following key awareness and social marketing activities:

1. Community awareness creation and mobilisation
2. Public meetings (*barazas*) and *Baraza Shows*
3. Involving local opinion leaders
4. SafiSan Mini Fairs
5. Household and plot-level social marketing sessions
6. Data collection and data transfer to the Water Service Provider (WSP)

As a Social Animator you are expected to promote the UBSUP programme (SafiSan project) and to sell its products.

PART 1

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THE SOCIAL MARKETING TOOLBOX

WOULD YOU LIKE TO
HAVE A SAFISAN TOILET
HERE?

YES, AS LONG AS WE DON'T
SHARE WITH WOMEN. IN OUR
RELIGION, THIS IS A TABOO





TOOL 1: Target groups

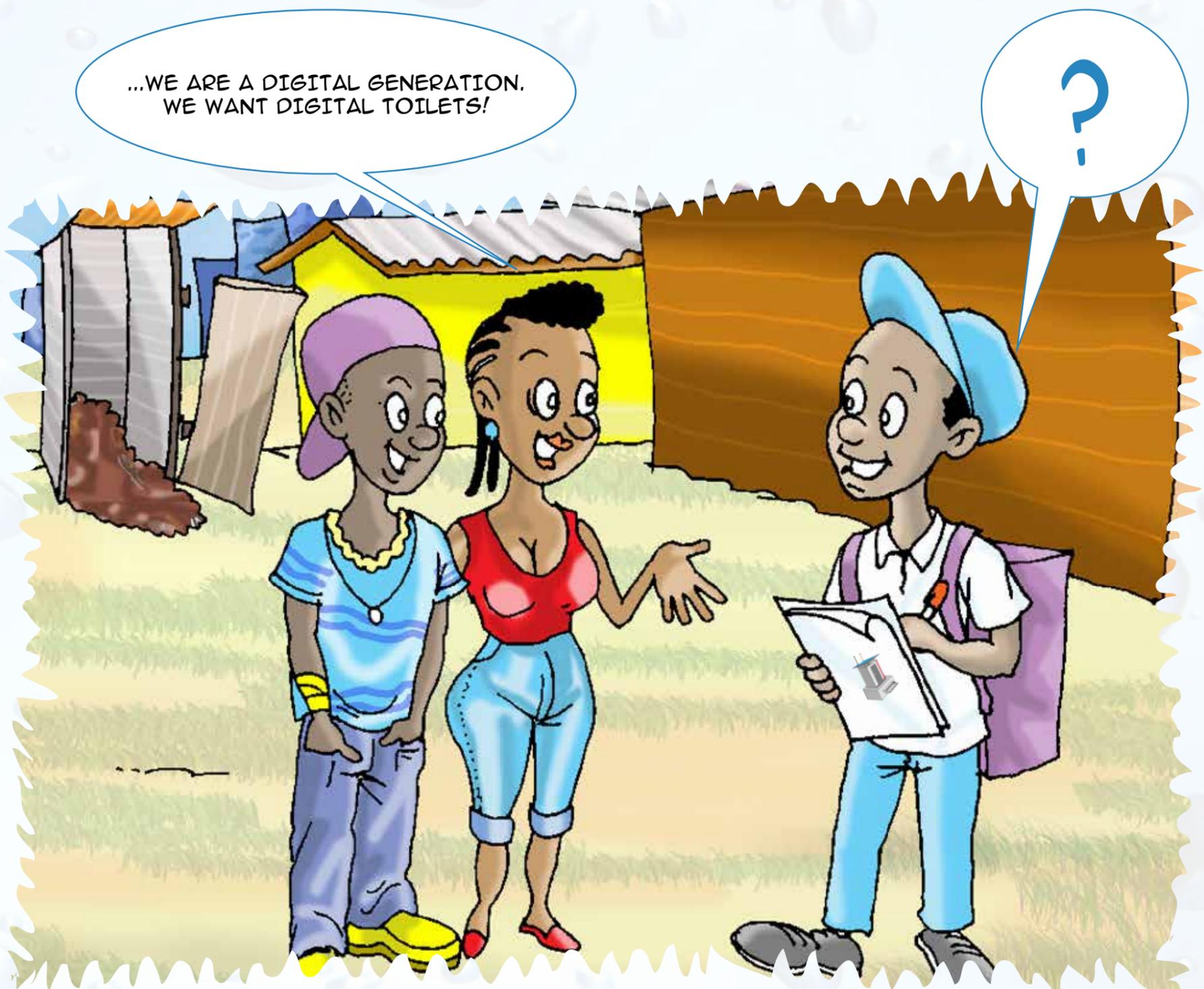
Guideline

When designing messages and marketing or sensitisation programmes it is important to segment the target audience

Men, women, the elderly, teenagers, vandals, landlords and tenants may respond differently to particular approaches. Boffin rightly argues that there is no such thing as selling to the general public, not even when it comes to water or sanitation (Boffin 2001: 58)

Specific methods and techniques should, therefore, be chosen or developed for specific audiences - groups or categories - within the low income urban areas

In order to reach all members of the overall target audience (population) the social marketing mix will include activities which have been designed to reach specific categories within the target audience; categories such as women, Muslim women, the youth, etc.





TOOL 2: Marketing SafiSan toilets: Key messages

Guideline

What are the six (6) key messages, you as a Social Animator, should communicate to your target audience:

1. Access to adequate sanitation is a human right
2. The benefits of improved sanitation
3. The advantages of the SafiSan toilets
4. The importance of decentralised treatment (if applicable)
5. The importance of hand washing especially after visiting the toilets to kill germs and reduce the risk of diseases
6. The importance of keeping toilets clean and in good condition

In this handbook these key messages are discussed in detail

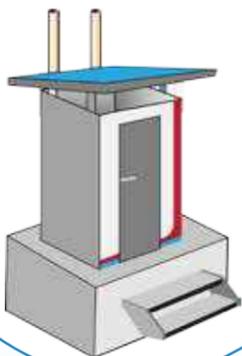




TOOL 3: Introducing the SafiSan Programme

No.	What is the SafiSan Programme?	Explanation:
1	What does SafiSan mean?	Safe sanitation
2	Is SafiSan only implemented in this area or town?	The answer is <u>no</u> >> SafiSan is a national programme
3	Who are implementing SafiSan?	<ul style="list-style-type: none"> ⇒ The Water Services Trust Fund (WSTF) is supporting the WSPs ⇒ The WSPs are implementing the programme ⇒ The WSTF is enabling WSPs to extend their services to the urban low income areas ⇒ The Ministry of Water and Irrigation is the parent ministry of the WSTF
4	Who are supporting the SafiSan Programme?	The SafiSan Programme is supported by (1) the Government of Kenya, by (2) the German Development Bank (KfW) and by (3) the Bill & Melinda Gates Foundation (BMGF)
5	What are the main objectives of the SafiSan Programme?	<ul style="list-style-type: none"> ⇒ To improve access to better & affordable sanitation. In other words, to ensure that more urban residents have better toilets ⇒ By improving sanitation the SafiSan Programme will contribute to better public health
6	Please explain that you have copies of the SafiSan brochure	<i>Make copies available to your respondents but make sure you keep enough copies for your subsequent visits</i>

...LET ME INTRODUCE TO YOU; THE SAFISAN TOILET!





TOOL 4: Importance of having access to improved sanitation

No.	Sanitation in Kenya	Explanation:
1	Sanitation in urban Kenya	<ul style="list-style-type: none"> ⇒ 53% of the population of the urban low income areas do not have access to adequate sanitation (Source: MajiData)^(*) ⇒ Many families have to share very poorly constructed and dirty toilets
2	Sanitation and public health	<ul style="list-style-type: none"> ⇒ Poor sanitation is one of the most important health hazards ⇒ Poor sanitation is a main cause of infant mortality ⇒ Better toilets mean better health and spending less money on medication & clinic bills
3	Sanitation is a human right	Every Kenyan has the right to adequate sanitation >> good toilets
4	The right to adequate sanitation is mentioned in the new <u>Constitution (Appendix 1)</u>	Every Kenyan has the right to adequate sanitation >> good toilets
5	The right to adequate sanitation is mentioned in the <u>Vision 2030 strategy (Appendix 2)</u>	Every Kenyan has the right to adequate sanitation >> good toilets

^(*): MajiData is the urban areas website of the WSTF (www.majidata.go.ke)





TOOL 5: The (health) impact of (poor) sanitation

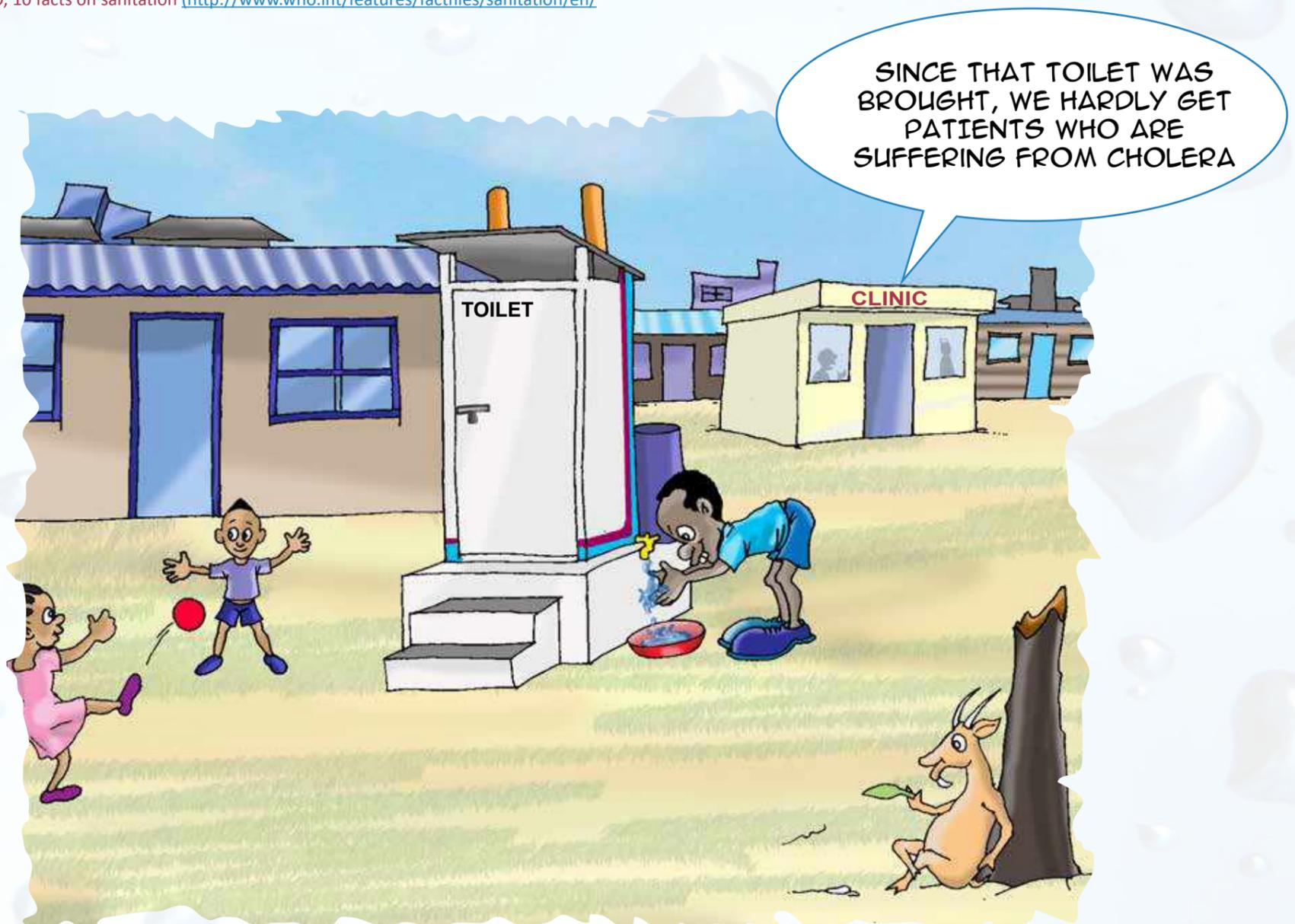
Facts

TEN (10) facts you need to know about sanitation:

1. The lack of clean water and poor and dirty toilets causes the spread of diseases
2. One of the most important diseases that are related to poor and dirty toilets is diarrhoea
3. In Kenya (in 2010) approximately **11,000** children died of diarrhoea (30 children every day)¹
4. 53% of the population of the urban low income areas in Kenya do not have access to adequate sanitation (Source: MajiData)
5. Most of the affected are the very young children below the age of five
6. Poor and dirty toilets also cause other diseases such as cholera, dysentery, typhoid, and hepatitis A.² (see Appendix 4)
7. Good & clean toilets are very important in order to keep good health
8. Using safe water and good hygiene - hand washing - are also essential to good health
9. Many studies show that good & clean toilets reduce the number of deaths caused by diarrhoea and other diseases
10. Good sanitation encourages children to go to school, particularly girls

Source: WHO, World Health Statistics 2012, page 68.

Source: WHO, 10 facts on sanitation (<http://www.who.int/features/factfiles/sanitation/en/>)





TOOL 6a: Sanitation is a Human Right!

Constitution

The Constitution of Kenya states that: “Every person has the right to accessible and adequate housing, and to reasonable standards of sanitation (Chapter 4 – The Bill of Rights, Part 1, Section 43b) (see also **Appendix: 1**)

What does this mean?

1. Landlords and landladies have the obligation to provide good sanitation - good and clean toilets - to their tenants
2. Owners and users of toilets have the obligation to keep the toilets clean and in good condition

*Please make sure that you describe in a convincing and enthusiastic way all the advantages of the **SafiSan Toilets!!***





TOOL 6b: Convincing landlords & tenants: Sanitation is a Human Right!

-Constitution
-Vision 2030
-Public Health Act

Please make sure that you describe in a convincing and enthusiastic way all the advantages of the SafiSan Toilets

Also point out that landlords and landladies have certain obligations towards their tenants

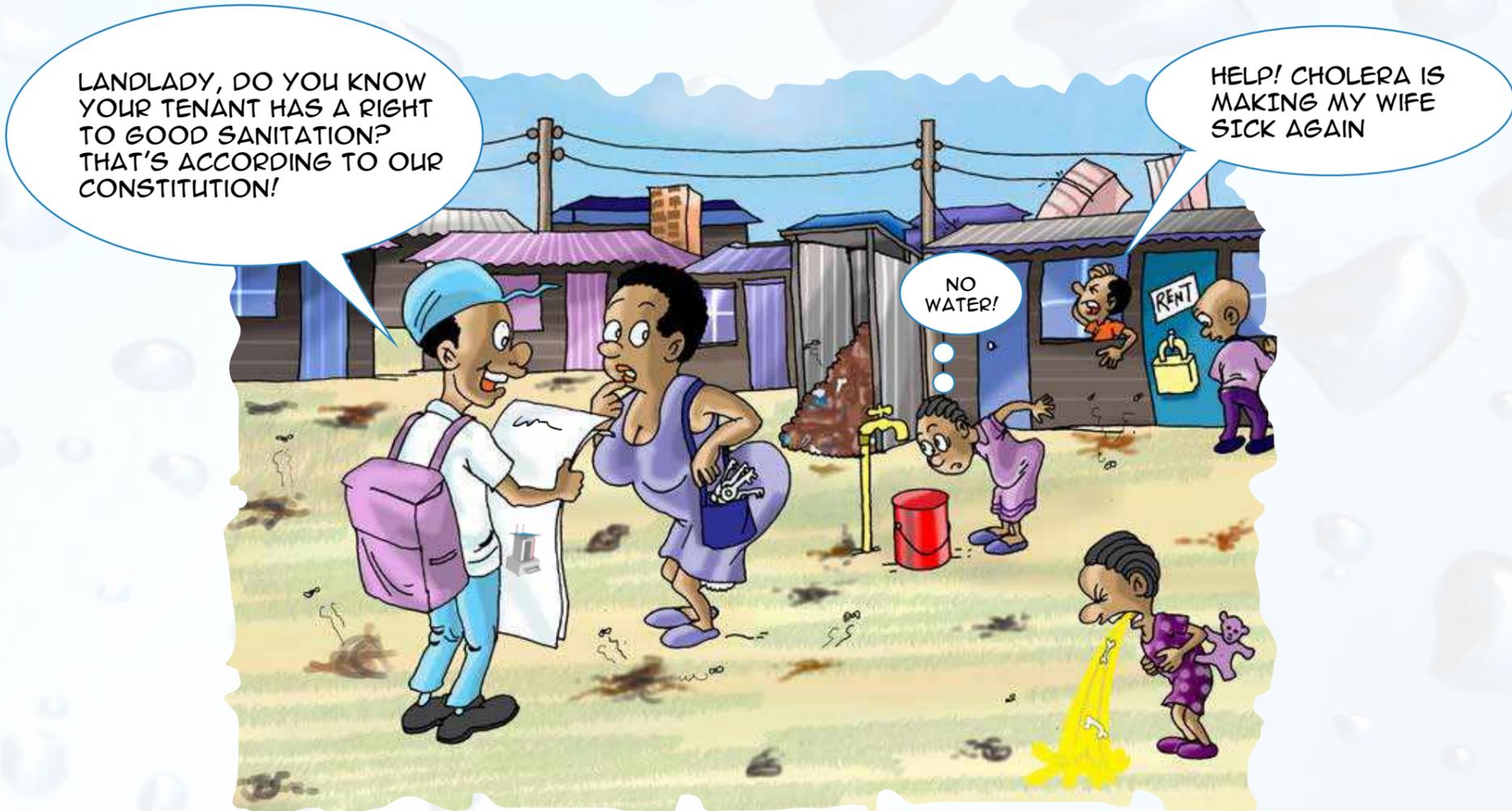
Please pay extra attention to landlords and tenants by pointing out that:

- ⇒ Under the new Constitution sanitation is a human right! (show the page from the new Constitution in **Appendix 1**)
- ⇒ Improving sanitation for all is part of Vision 2030 (*see Appendix 2*)
- ⇒ According to the Public Health Act..... (*see Appendix 3*)
- ⇒ If applicable: refer to local by-laws that contains requirements and procedures relating to sanitation standards & requirements

Investing in better sanitation (i.e. better toilets) is becoming a trend. Also point out to landlords & landladies that investing in a SafiSan Toilet:

- ⇒ Will earn them the respect of their tenants and others
- ⇒ Will make it easier to collect monthly rents as tenants appreciate a caring landlord/landlady and a higher service level

It's all about healthier people. Investing in better sanitation is investing in better health!!





TOOL 7: The current sanitation situation (*within the yard*)

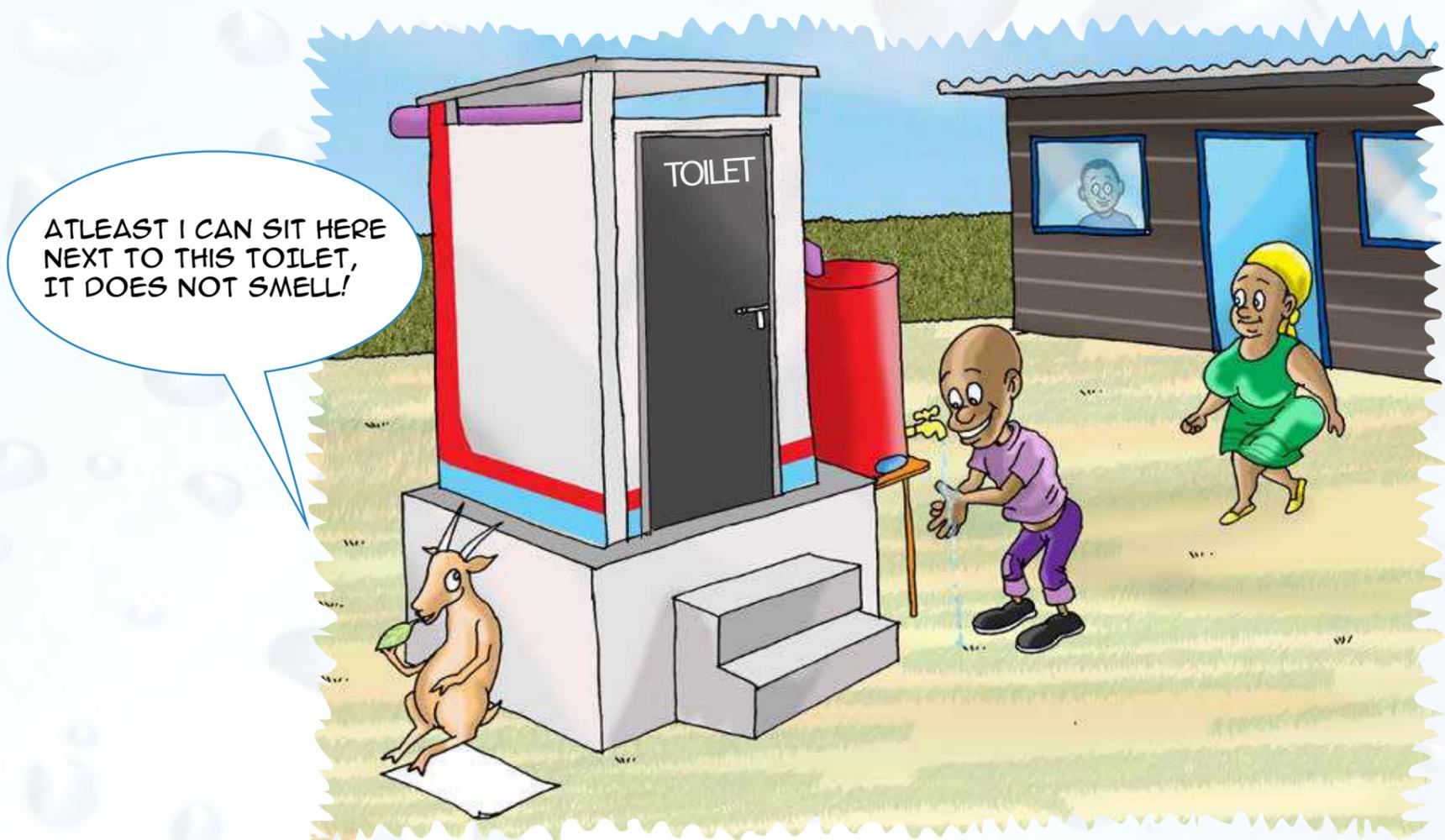
No.	Current sanitation situation within the yard	Remarks:
1	<p>ASK:</p> <ul style="list-style-type: none"> ⇒ How is the current sanitation situation within your yard? ⇒ Which type of toilet(s) is (are) found within the yard? ⇒ Is the number of toilets sufficient? ⇒ Are you happy with the toilet(s) you are using? ⇒ What are the main <u>advantages</u> of your toilet(s)? ⇒ What are the main <u>disadvantages</u> of your toilet(s)? 	<ul style="list-style-type: none"> ⇒ Perhaps you can visit the toilet together ⇒ You may wish to record some of the answers given by your customers
2	<p>ASK:</p> <p><u>Your toilets:</u></p> <ul style="list-style-type: none"> ○ Are they clean? ○ Can they be kept clean easily? ○ Do they have a bad smell? ○ Are they safe? ○ Do they offer enough privacy? ○ Do you think you need (a) better toilet(s)? ○ If yes (see previous question), why? 	<p>The purpose of these questions is to create <u>awareness</u> among the people living on the plot with regard to the <u>current sanitation (toilet) situation</u>and, if possible, trigger discussions among your potential customers</p>
3	<p>NOTE:</p> <p>If all people living on the plot are happy with the current situation you may wish to end your visit!!</p>	





TOOL 8: What does the SafiSan toilet offer? (main advantages)

No.	What a good toilet offers	Explanation:
1	What does the SafiSan toilet offer?	<ul style="list-style-type: none"> ⇒ A better user-experience (user-friendly and more comfortable) ⇒ A clean and healthier environment ⇒ More privacy ⇒ No bad smell ⇒ Enough light ⇒ No disease spreading flies and other insects
2	What does the SafiSan toilet offer?	<p>Using better toilets mean reducing the risk of contracting a large number of water and sanitation-related diseases such as:</p> <ul style="list-style-type: none"> ⇒ Diarrhoea, typhoid fever and cholera ⇒ Skin diseases and worm infections
3	What does the SafiSan toilet offer?	<p>The content of the septic tank or the UDDT vault once handled safely and treated can be reused in the environment</p> <ul style="list-style-type: none"> ⇒ The content of the UDDT vault gradually becomes dry and, therefore, the vault (chamber) can be emptied easily ⇒ There is no need to build a new pit every time the toilet is full ⇒ The SafiSan UDDT toilet is the answer for areas with a very <u>high water table</u> or for areas with <u>sandy</u> or <u>rocky</u> soils
4	What does a good toilet offer?	Having a beautiful & clean toilet in your yard earns you the respect of your tenants, your neighbours, your relatives and others





TOOL 9: The SafiSan toilet itself is a better solution for every yard

No.	What are the Advantages of the SafiSan Toilet?	Additional information
1	An affordable toilet because of a cost effective design and a subsidy	The cost depends on the type of toilet constructed
2	Has no pit; a solution for areas with collapsible soils, high water table & hard surfaces (e.g. rocky soils): UDDT toilets	
3	No need of digging a pit every time the toilet is full	The UDDT toilet has 2 vaults. The flush toilets have septic tanks or connections to the sewer
4	Space efficient. Economical use of land	A good solution for “crowded” yards/plots
5	No environmental or health hazard. A SafiSan Toilet can be placed near the well	Minimal groundwater contamination
6a	Easy & quick assembly	Prefabricated toilets only
6b	Can be built in 3 weeks	Insitu toilet only
7	Multiple units can be placed next to each other (space efficient)	One unit can be used by a 10 persons (max.)
8	No need to construct new latrine when old is full, you only need to empty it!	Either by an exhauster or sanitation teams
9	Easy to empty & safe disposable waste	Waste can be used as fertiliser or compost once treated
10	Safe and offers privacy	The toilet has a strong & lockable door
11	Equipped with a hand washing facility	A requirement for PCI payment
12	Easy to keep clean & maintain	The toilet comes with a laminated manual
13	Beautiful & cool	See the pictures!
14	Strong & durable	Using only the best materials
15	Termite proof	Termite proof: One of the design criteria
16	SafiSan Toilets have been designed with everybody in mind ; the elderly, adults, children, Muslims, Christians, women, men, etc.	

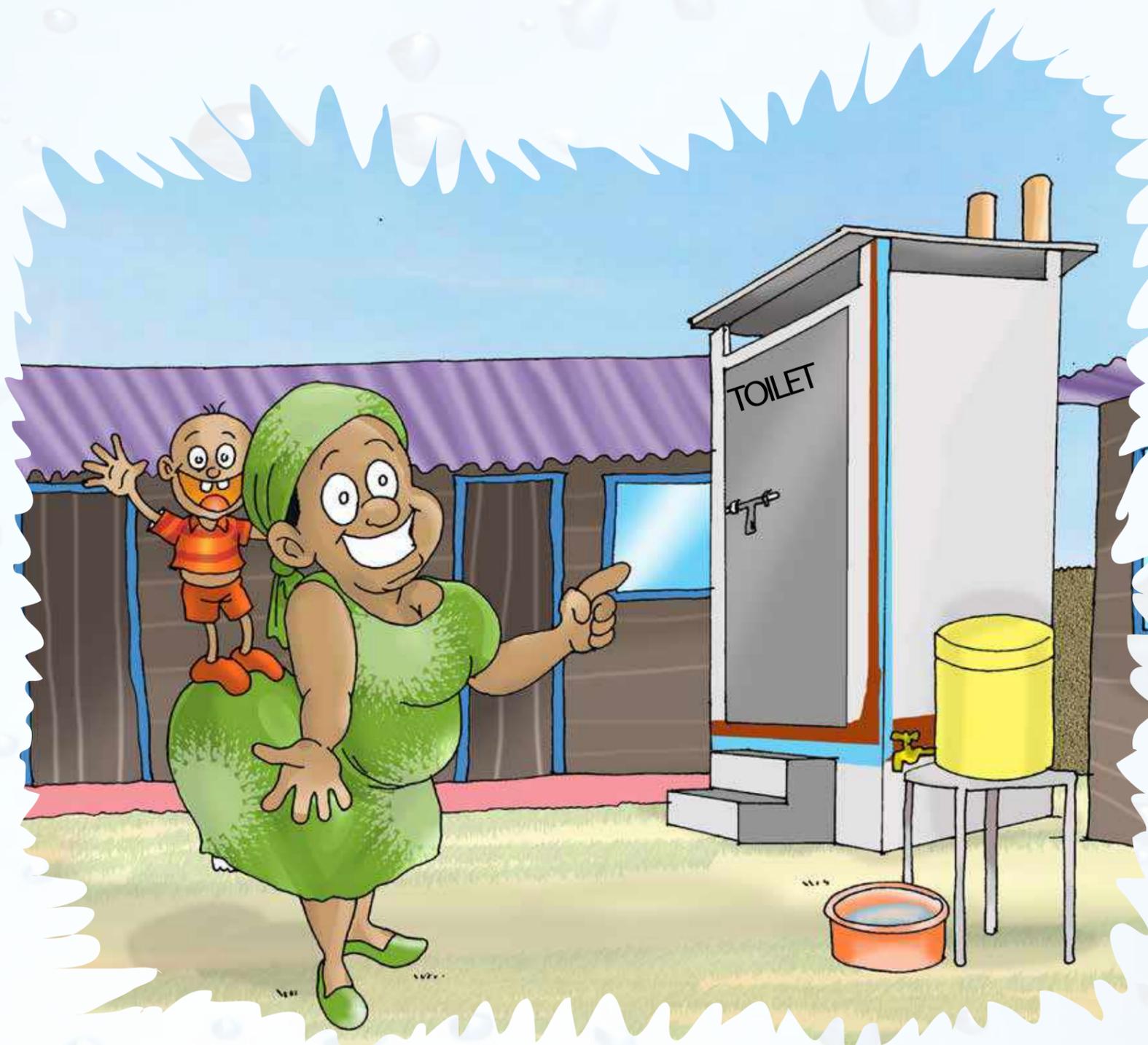
1): The price does not consider the PCI. The customer, therefore, pays less





TOOL 10: Using the SafiSan toilet has its advantages

No.	What are the Advantages of the SafiSan Toilet?	Additional information
1	It's a better and cleaner toilet for better health	Poor sanitation is a proven health risk
2	No bad smell	Provided the toilet is used and cleaned properly
3	Enough light	Enough light: one of the design criteria
4	User-friendly (easy to use and safe)	Designed by experts together with customers
5	Once you know how to use it ... it's really easy	The toilet comes with a laminated manual
6	Easy to keep clean	The toilet comes with a laminated manual
7	Equipped with a hand washing facility	<i>A requirement before PCI is paid out!</i>
8	SafiSan Toilets have been designed with everybody in mind ; the elderly, adults, children, Muslims, Christians, women, men, etc.	
9	SafiSan Toilets: Special adaptations can be made for the physically challenged	
10	Sanitation is a human right! (see <i>Appendices 1& 2</i>)	





TOOL 11: What about maintenance and repair?

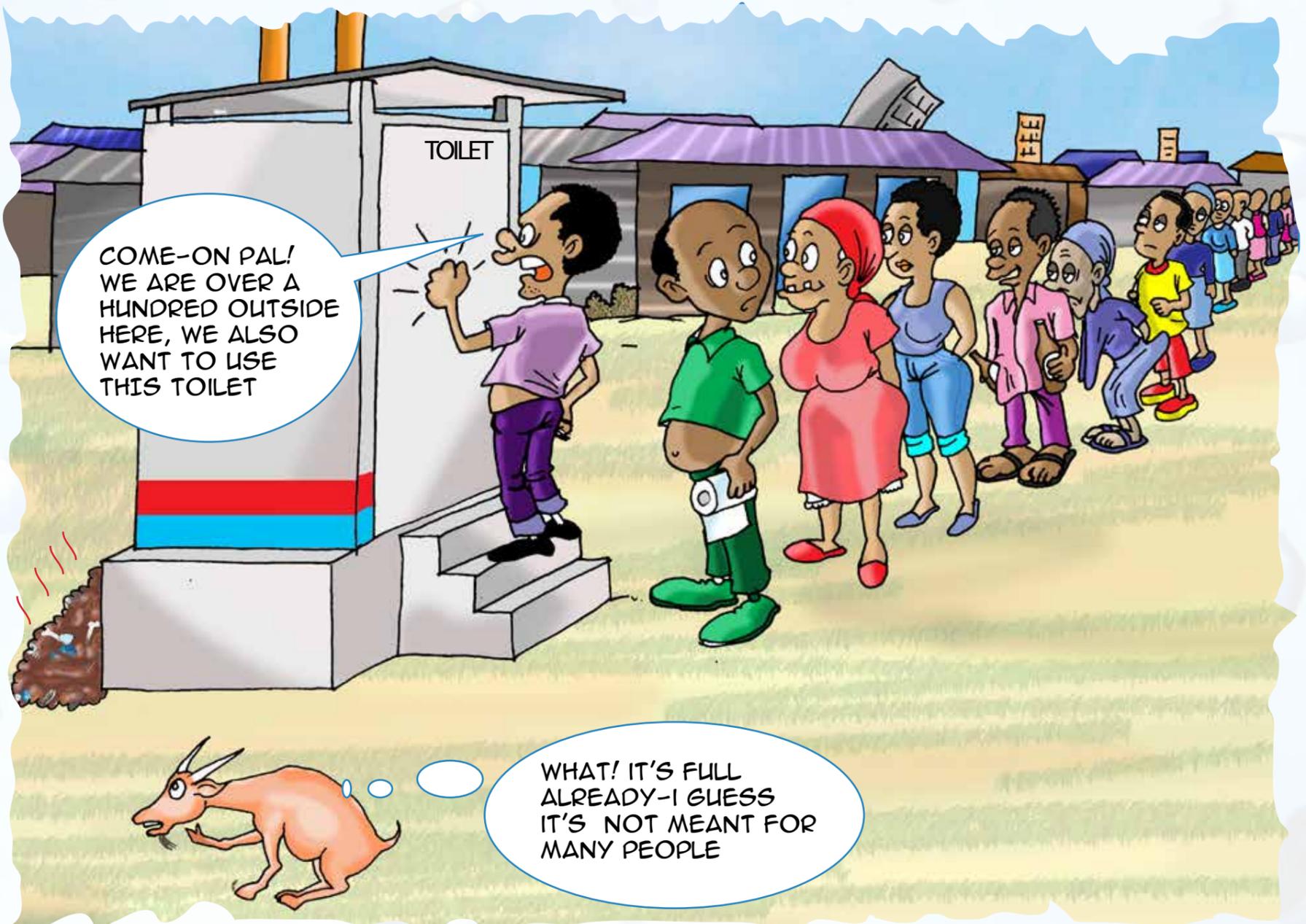
No.	What are the Advantages of the SafiSan Toilet?	Additional information
1	Easy to maintain	The toilet comes with a laminated manual
2	Easy to empty	Emptying: done preferably by a trained emptier
3	Waste is dry, safe and easy to handle	Treated waste can be used as fertiliser or compost
4	Dry waste can be collected by a Sanitation Team for further treatment	<i>If applicable</i>
5	No environmental hazard. A SafiSan Toilet can be placed near the well	Minimal ground water contamination)
6	Waste can be used as fertiliser or compost	<i>If applicable</i>
7	Termite proof	Termite proof: One of the design criteria
8	Strong & durable.... And, therefore, no need for frequent repairs	Only the best materials are used
9	There are qualified artisans who can carry out repairs	Trained by the SafiSan Programme
10	But... the toilet has a simple design and most repair works can be done by you	A simple user-friendly design
11	SafiSan Toilets have been designed with everybody in mind; users, owners and emptiers	





TOOL 12: SafiSan toilets; Tips, do's & don'ts

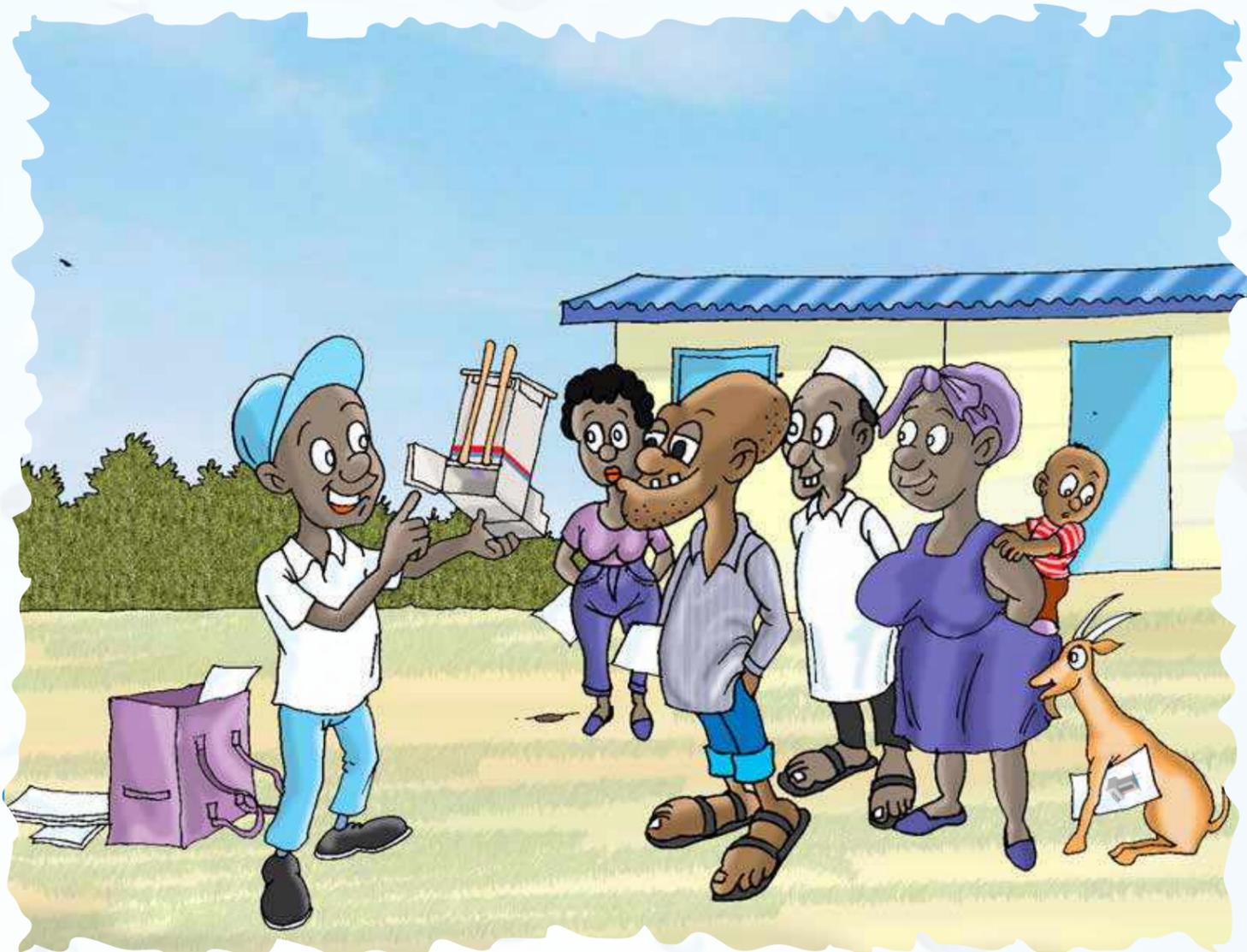
No.	What are the Do's and Don'ts of the SafiSan Toilet?	Additional information
1	A toilet should be cleaned at least once a day	The toilet comes with a laminated user manual
2	A SafiSan unit should not be used by more than 10 persons	Otherwise the vault/ septic tank fills up faster than it should requiring frequent emptying
3	A UDDT vault fills up in approximately 6 months	Provided the toilet is not used by more than 10 persons
4	Preferably a toilet should be emptied by a Sanitation Team	After having rested, the vault should be emptied
5	Always wash your hands after using the toilet!!!	Hand washing prevents diseases and illnesses
6	If the toilet needs to be repaired, please have it repaired	The toilet is your property, your responsibility
7	SafiSan Toilets have been designed with everybody in mind; users, owners and emptiers	





TOOL 13: Using the scale models

No.	Using the SafiSan scale model:	
1	When to use it	<ul style="list-style-type: none"> ⇒ Use the scale model after you have mentioned and shown the various types of SafiSan toilets ⇒ Ask the participants if you can use a table to assemble the SafiSan toilet scale model ⇒ Explain why you want to show a scale model of the SafiSan toilet
2	How to use it	<ul style="list-style-type: none"> ⇒ Ensure before the visit that your scale model is complete and in good order (clean, etc.) ⇒ Make sure you assemble your scale model on a stable surface and ensure that it is very visible ⇒ Take your time to assemble your scale model so you have time to explain the key features of the toilet ⇒ Once you have assembled the scale model make sure you turn it around (360 degrees) so everybody can see every side of the toilet
3	What to tell	<ul style="list-style-type: none"> ⇒ Take your time to explain in detail the various features of the toilet ⇒ Explain how the toilet has to be <u>used</u> ⇒ Explain how the toilet has to be <u>maintained</u> ⇒ Explain how the toilet has to be <u>emptied</u> ⇒ If necessary you have to open the toilet so people can look inside ⇒ Give your hosts the opportunity to ask questions and take your time to answer each question
4	Remarks	The assembly of the scale model is an important activity. It gives you the opportunity to show how the toilet looks like, what its features are and how it has to be used, maintained and emptied





TOOL 14a: The SafiSan brochure & flyer

SafiSan Brochure

&

Flyer

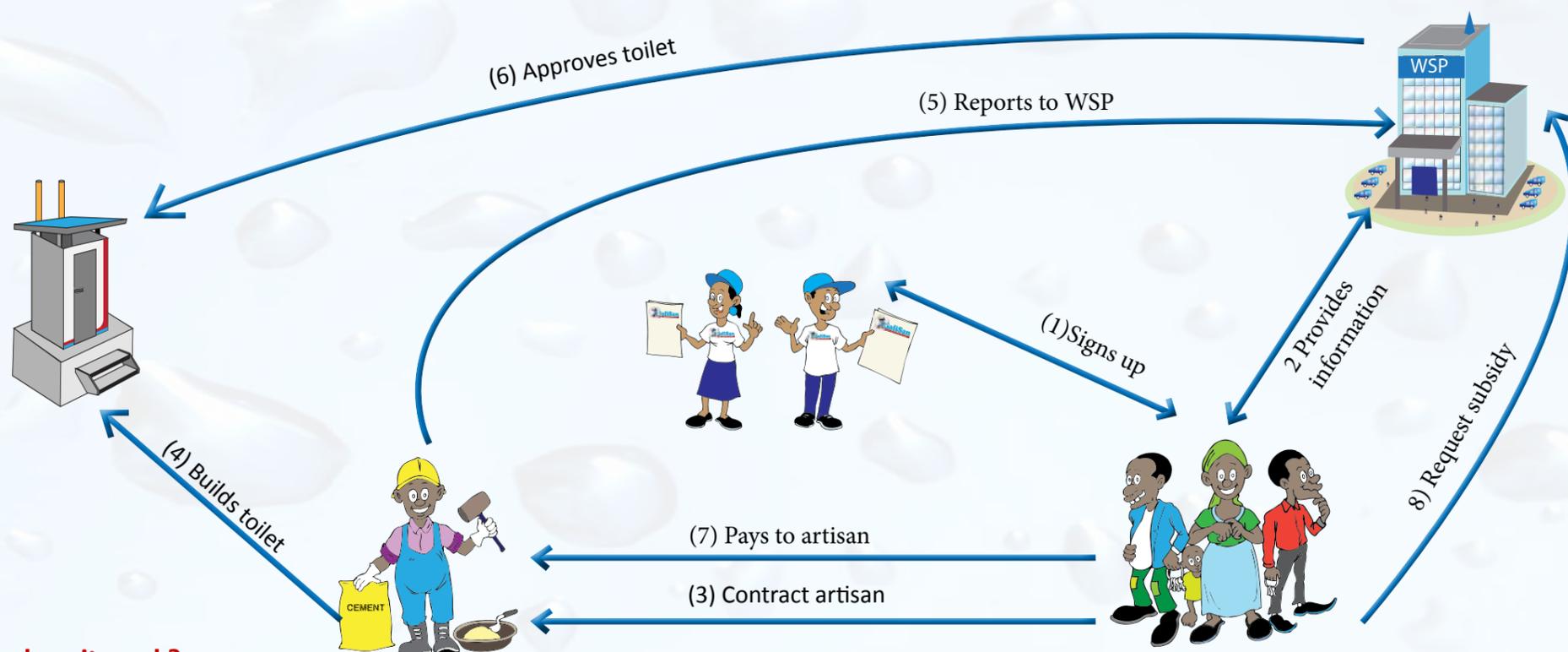
- ⇒ Please use the SafiSan brochure and flyer during your social marketing sessions
- ⇒ Only give them out to persons who show a genuine interest in the SafiSan Programme and its toilets
- ⇒ Always make sure you carry sufficient copies!!





No. 14b: How to get a SafiSan Toilet (procedure & duration)

The figure below shows the general procedure that has to be followed to obtain a SafiSan toilet



So how does it work?

The table below shows the various steps that have to be followed by the social animator, the customer, the local artisan and the Water Service Provider (Water Company) to obtain SafiSan toilet

No.	Step:
1	The (new) customer registers for a SafiSan toilet with the Sanitation Marketer (Social Animator) or with the Water Service Provider (water company). This is done by filling in the information in the SafisApp
2	The customers receives the following information from the Social Animator of the water company: <ul style="list-style-type: none"> a. A list with licensed local artisans or contractors and their contact details b. A brochure on the toilet (<u>specifying the suggested selling price of the toilet</u>, materials used, prefabrication of construction on site, main advantages, disadvantages, emptying and treatment) c. A list with licensed emptiers and their contact details
3	The customer contacts the artisan or contractor. The customer is expected to negotiate the following with the local artisan or contractor: <ul style="list-style-type: none"> a. The price of the toilet (based on the recommended selling price) b. The payment modalities (at once or in instalments) c. The site and its accessibility d. The starting date of the construction works e. The duration of the construction works
4	The local artisan or contractor builds or assembles the toilet NOTE: The local artisan/contractor also ensures that all manuals are transferred to the customers
5	When the construction or assembly is complete the local artisan or contractor reports his work to the water company
6	A staff member of the water company inspects the toilet and only approves it if it meets the required quality standard. Both the artisan/contractor and the customer receive a copy of the signed checklist/toilet certificate
7	The customer can now pay the local artisan or contractor (the final payment)
8	The landlord/landlady can now request for the payment of the PCI from the water company
9	The water company, after verification, pays the PCI to the landlord/landlady



URINE DIVERTING DRY TOILET (UDDT)

ADVANTAGES OF THE UDDT

1. Durable and strong
2. Safe to use
3. Termite proof
4. The toilet is beautiful
5. Provides sufficient privacy
6. Good ventilation (fresh air) and therefore, no bad smells!
7. Easy to keep clean
8. Little maintenance needed
9. All construction materials are readily and locally available
10. Easy to construct

YOU SPEND BETWEEN

↓

Ksh. 35,000/= AND Ksh. 50,000/=

You Get A Post Construction Incentive of

↙

Ksh. 20,000/=



TWIGA

With a mabati super structure and a concrete sub-structure



CHUI

With a mabati super structure and concrete under ground sub-structure



KIFARU

With a stone super structure and sub-structure



Sanitation is a Human Right!!



EMPTYING YOUR UDDT/DRY TOILET

- ▶ Once your vault is full please cover it to compost for a minimum period of 6 months
- ▶ No one should use the full vault during the treatment period
- ▶ Trained registered emptiers/Sanitation Teams will empty your UDDT/ dry toilet
- ▶ A list of all registered and trained SafiSan Sanitation Teams will be provided to you by your Water Service Provider
- ▶ Price of emptying will vary according to how well the UDDT/dry toilet has been used by you
- ▶ The Sanitation Teams are provided with protective equipment and transportation carts (SaniGo) for the emptying of your toilet



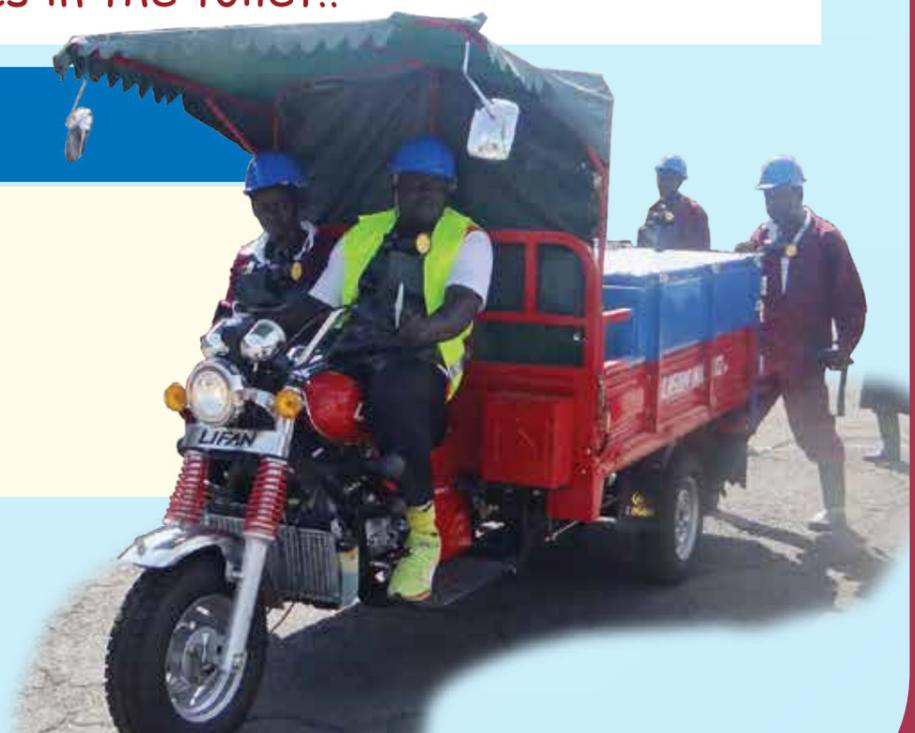
Please ensure that you don't dump solid waste such as diapers and plastics in the toilet!!

Any questions?

- ▶ Please contact your Water Service Provider company



Sanitation is a Human Right!!



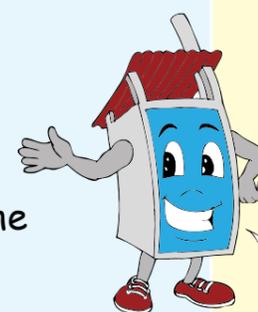


SafiSan Flush Toilet



ADVANTAGES OF THE FLUSH TOILET

1. An affordable toilet..... because of a cost effective design and a Post Construction Incentive (Ksh 20,000)
2. Doesn't smell
3. No environmental or health hazard. A SafiSan flush toilet can be placed near the well
4. Space efficient and economical use of land. Multiple units can be placed next to each other
5. No need to construct new latrine when the septic/conservancy tank is full. You only empty the septic tank/conservancy tank
6. Safe to use and offers privacy
7. Easy to keep clean and maintain
8. Strong and durable and..... termite proof
9. Less risk of dumping of unsafe waste into the environment
10. The toilet floor slab is not high so it can easily be used by the elderly, persons with disabilities or children
11. Beautiful and cool



USING THE TOILET SHOULD BE A PLEASANT EXPERIENCE!

USING THE TOILET SHOULD NOT MAKE YOU AND YOUR FAMILY SICK!

What can you do?

1 keep your toilet clean!

- Why?** A dirty toilet can make you sick with diseases like diarrhoea!
- How?** Clean your toilet using (tissue) paper, ashes or a brush
- When?** Before and after every use
- Who?** All users of your toilet should keep the toilet clean
- Let's** Make sure to leave Your toilet cleaner than you found it!

2 Clean your toilet every day!

- Why** A clean toilet keeps you and your family healthier
- How** Clean your toilet with water, a brush, ashes or a detergent
- When?** Once a day. It only takes less than 5 minutes!
- Who?** That is up to the users. As long as some people are responsible

How much does it cost?



- A durable toilet brush costs KSh 250**
- A bottle of detergent that lasts 2 months costs KSh 200**

Tips

- Gentlemen, if you need to stand, please aim! Yes you can!
- If someone messes the toilet...Please tell him or her
- Make sure you clean the toilet brush using JIK or a detergent
- Check the toilet after your child has used it

Leave the toilet the way you want to find it!



Sanitation is a Human Right!!

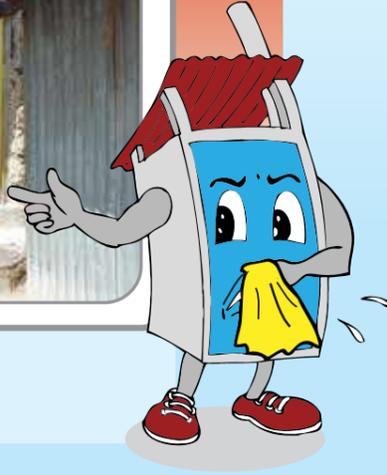
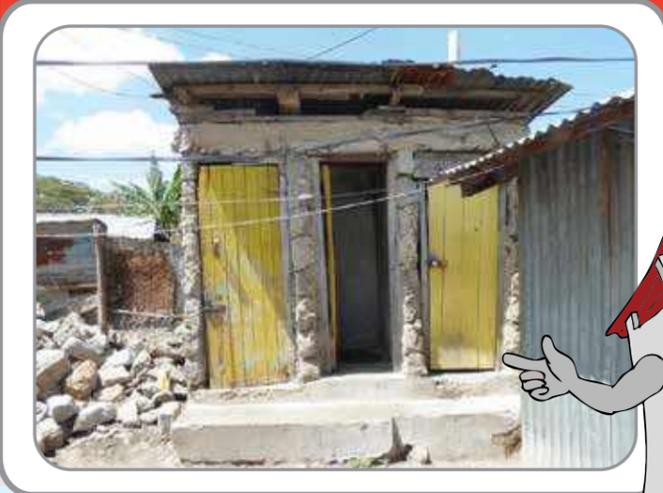


REHABILITATE YOUR TOILET!

TOILET "A" BEFORE REHABILITATION



TOILET "B" BEFORE REHABILITATION



IS THIS YOUR TOILET?

TOILET "A" AFTER REHABILITATION



TOILET "B" AFTER REHABILITATION



WITH **SafiSan**, WE CAN HELP YOU TRANSFORM TO THIS!!

Rehabilitate your toilet and receive a Post Construction Incentive of Ksh 15,000/=

VISIT YOUR WATER SERVICE PROVIDER FOR MORE INFORMATION



Sanitation is a Human Right!!



TOOL 16a: Marketing the SafiSan toilets

Guideline The SafiSan Programme puts much emphasis on the promotion of improved toilets. What is the area of focus for the programme?

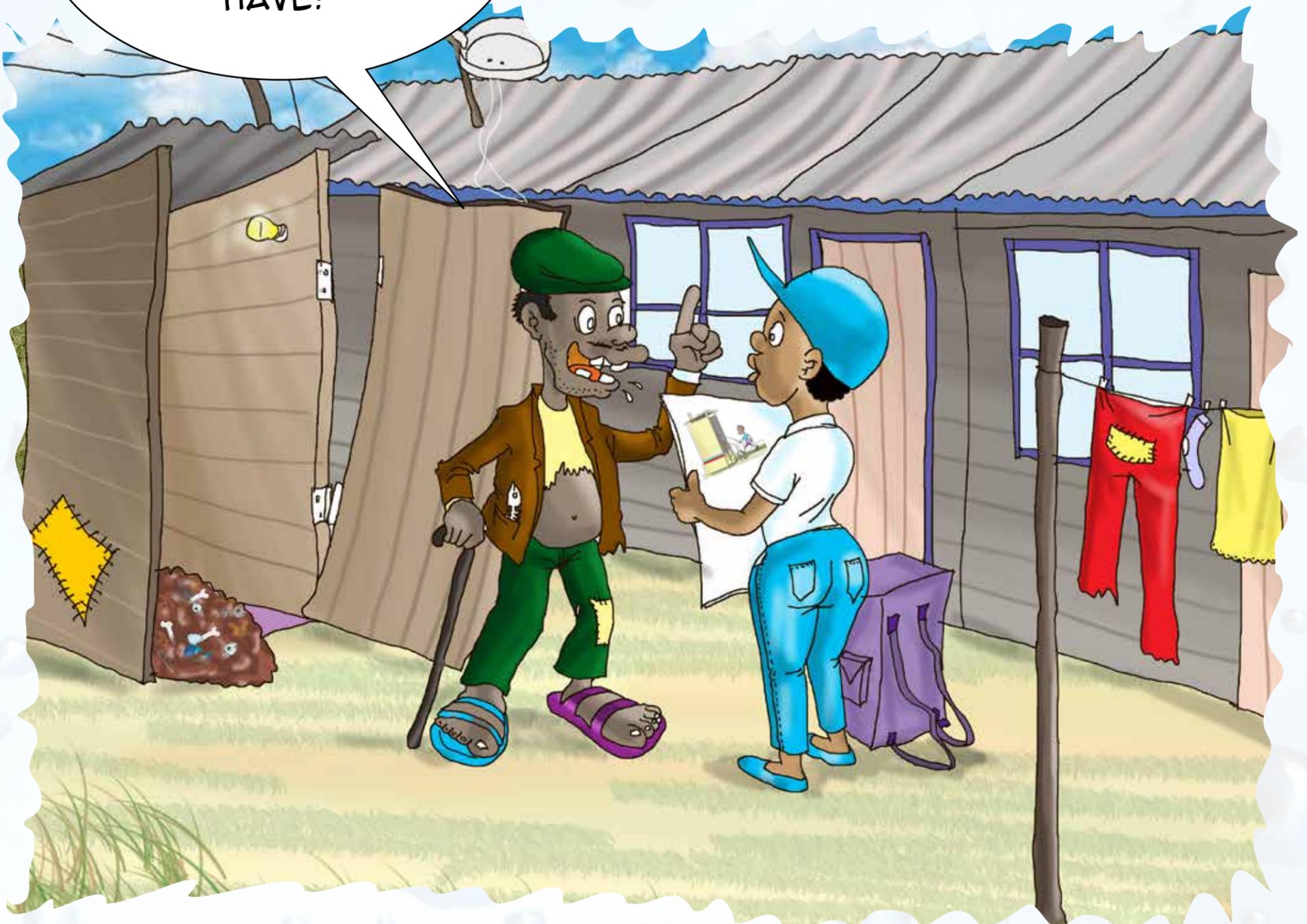
No.	SafiSan Activity	Remarks
1	Designing of a set of improved and affordable (prefabricated and insitu) toilets	Designed together with users
2	Promotion of improved toilets	On-going social marketing
3	PCI for improved toilets	KSh 20,000 per toilet for every new toilet constructed and Ksh 15,000 for every pre-fabricated toilet
4	Training & licensing of local artisans enabling them to construct and assemble toilets	To ensure good quality toilets
5	Training and licensing of Sanitation Teams	To ensure emptying is done well
6	Training of exhauster operators	To ensure emptying is done well
7	Sensitization on the use of the DTF	To create awareness



TOOL 16b: Other improved toilets promoted by the SafiSan Programme

Guideline	In addition to the toilets that were designed by the SafiSan team, the programme will give an incentive on the construction or assembly of a number of other types of toilets:	
No.	Improved toilets that can be incentivised by the SafiSan Programme	Remarks
1	Ecosan toilets (single and double vault)	Provided the content of these toilets can be treated in a public health- and environment friendly manner
2	Pour flush toilets linked to a (septic) tank	
3	Flush toilets that are connected to an existing sewer	The sewer line must already exist

DO YOU HAVE A BETTER TOILET OPTION THAN THE ONE I ALREADY HAVE?





TOOL 16c: The SafiSan Programme and the sanitation value chain

Guideline The SafiSan Programme does not only promote and give an incentive to improved toilets. The programme also aims to improve the transport and treatment of the contents of toilets. In other words, SafiSan considers the entire sanitation value chain. That is why the SafiSan Programme also supports and funds:

No.	SafiSan facility or activity	Remarks
1	Decentralised Treatment Facilities (DTF)	Decentralised treatment is the treatment of the content of various types of toilets within or near the low income area itself. This is done to reduce distances & costs
2	Training of operators of DTFs	
3	Licensing of operators of DTFs	
4	The operation of the DTFs	
5	Promotion of using treated waste as soil conditioner or fertiliser	





TOOL 17: The yard visit

Guideline

The yard visit is an important part of the social marketing programme. What are the main objectives of the yard visit?

- ⇒ To look at the current toilet and to convince your hosts that the SafiSan toilet is definitely the better option
- ⇒ To identify one or more potential sites for the SafiSan toilet
- ⇒ To convince the landlord and the tenants that a SafiSan toilet can really be theirs

How to go about it?

- ⇒ The yard visit should come at the end of your visit
- ⇒ Please make sure that your hosts accompany you during the yard visit
- ⇒ Although a SafiSan toilet is likely to be better than the toilet people are currently using do not ridicule or insult your hosts. Always be polite and respectful

What is a good site for a SafiSan toilet?

- ⇒ All the users should have easy access to the new SafiSan toilet
 - ⇒ Sanitation Teams should be able to empty the toilet and remove the waste from the property
 - ⇒ Sanitation Teams should be able to park their SaniGo next to the vault door
 - ⇒ Exhauster operators should be able to access the septic tanks
-
- ⇒ **A SafiSan toilet does not contaminate groundwater so it can be placed near a well but there should be a distance between the well and the toilet of at least 10 metres**
 - ⇒ **A SafiSan toilet can also be near a kitchen but the distance between the toilet and the kitchen should be at least 3 metres**



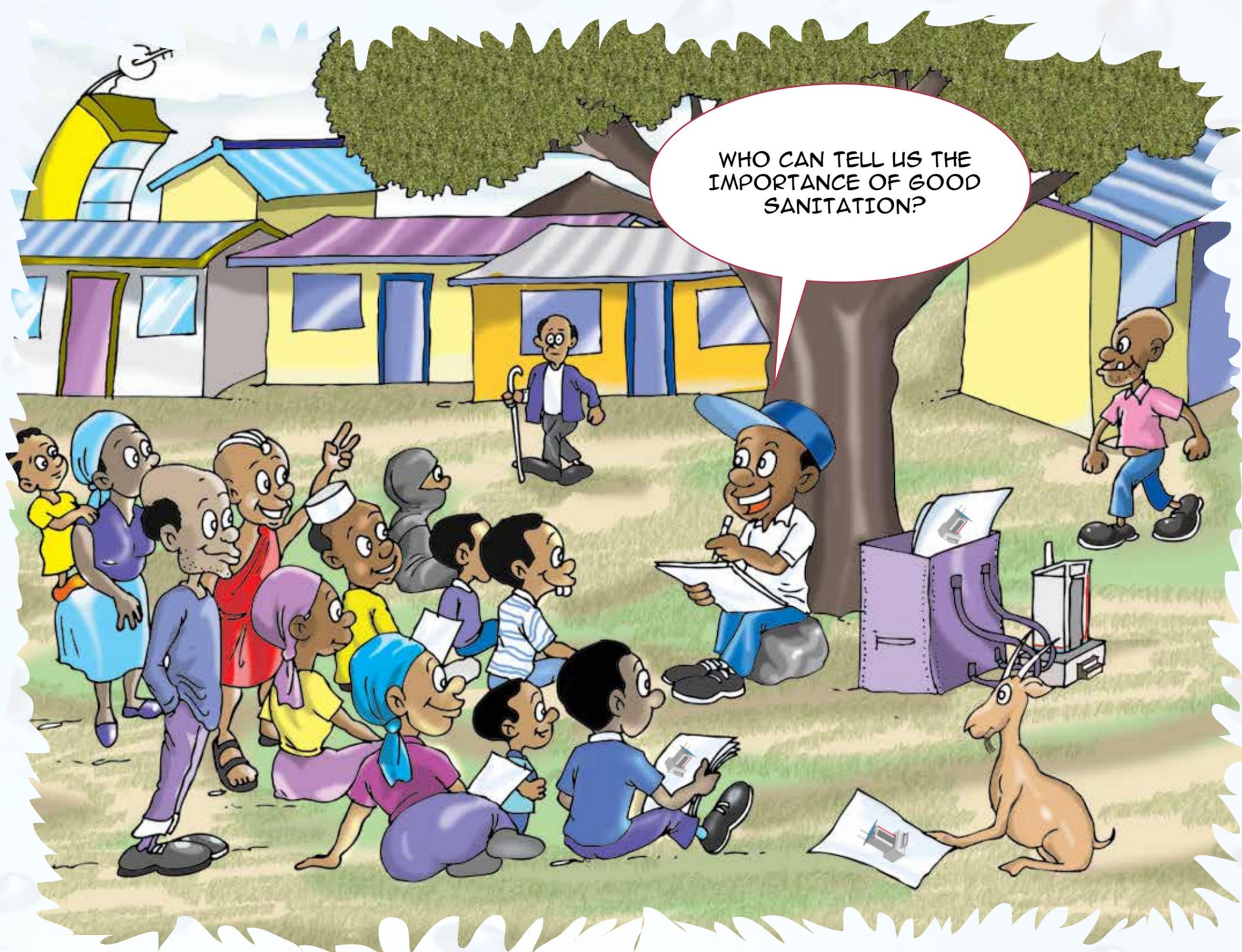
ALTHOUGH A SAFISAN TOILET IS LIKELY TO BE BETTER THAN THE TOILET PEOPLE ARE CURRENTLY USING, DO NOT RIDICULE OR INSULT YOUR HOSTS. ALWAYS BE POLITE AND RESPECTFUL

SOCIAL MARKETING OF SAFISAN TOILETS





1. Community mobilisation





No. 1: What is community mobilisation?

Community Mobilisation		Implications for SafiSan:
<p>Definition</p> <p>Community mobilization is a capacity-building process through which community individuals, groups, or organizations plan, carry out, and evaluate activities on a <u>participatory and sustained basis</u> to improve their health and other needs, either on their own initiative or stimulated by others</p> <p>(Source: Wikipedia, search; “community mobilisation”)</p>	<ul style="list-style-type: none"> ⇒ The success of a project or programme depends on the <u>knowledge</u> community members have (e.g. with regard to hygiene practices) and on their demand (for toilets) ⇒ There is need to ensure that all community-level activities (e.g. <i>barazas</i>) are adequately prepared and information disseminated on their roles and participation in the SafiSan Programme ⇒ The Social Animator should always remember that for community mobilization to be effective and successful, energy and momentum (e.g. coordination and cooperation) is key otherwise <u>people’s morale</u> & participation will decline as time goes on 	

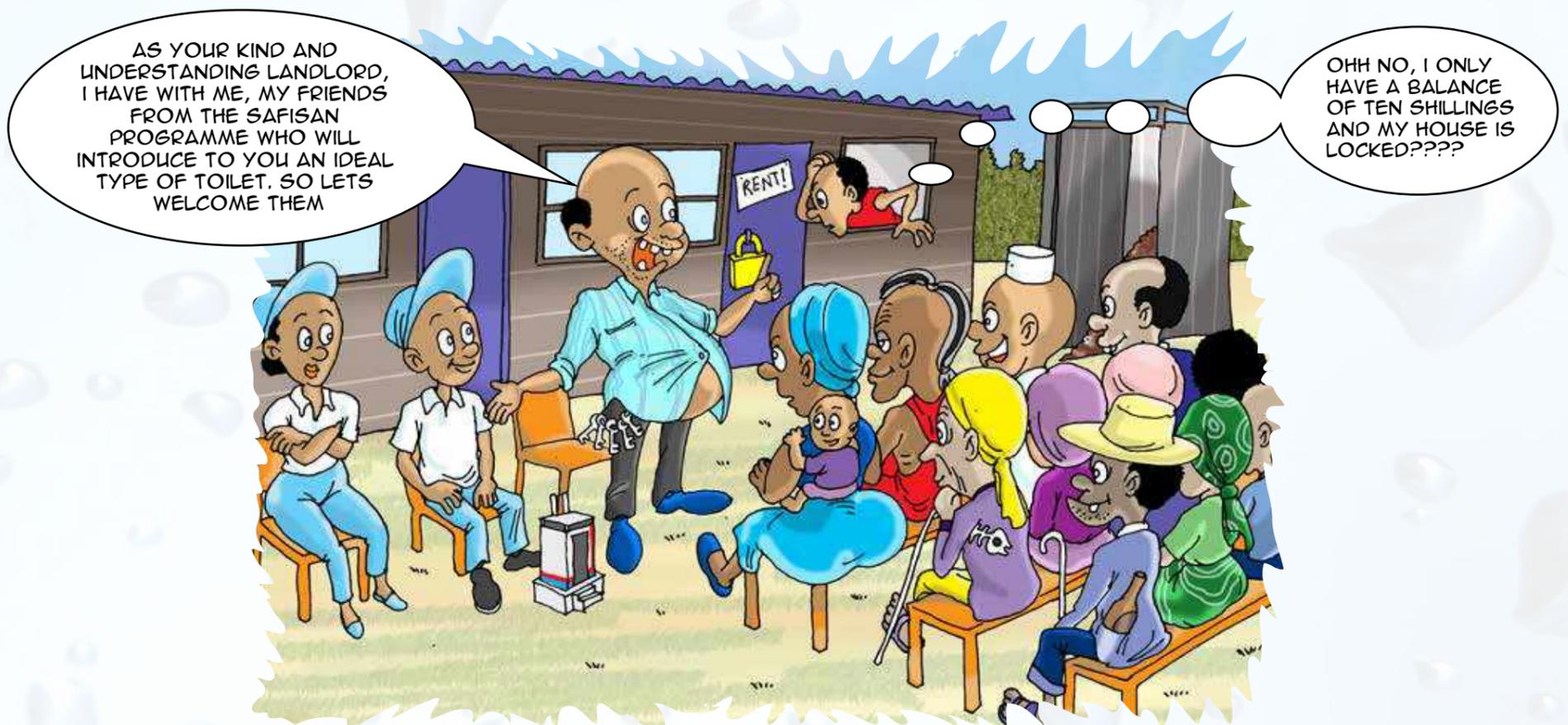




No. 2a: SafiSan's community mobilisation & sensitisation activities

In order to organise community mobilisation in a systematic way the following STEPS are important:

1	Planning for community mobilisation	<p>Ensure that all the relevant stakeholders are informed and mobilised to inform the residents about planned activities (<i>barazas</i>, meetings, social marketing sessions) to promote:</p> <ul style="list-style-type: none"> ⇒ (1) <u>Improved Sanitation</u> (the SafiSan toilet and facilities for improved treatment of sludge) ⇒ (2) <u>Good hand washing practices</u>
2	<p>(1) Raising awareness &</p> <p>(2) Selling toilets</p>	<p>The SafiSan project should undertake a community assessment (<u>prepare an Area Based Advice</u>) that will help determine the <u>organisations</u> and <u>individuals</u> that should be contacted <u>and the best social marketing activities to be used</u>. The awareness & social marketing approach includes:</p> <ul style="list-style-type: none"> ⇒ <u>Interpersonal communication training</u>: Strengthening the ability of fieldworkers belonging to CBOs, FBOs and NGOs (e.g. animators) to reach potential customers (landlords & household owners) for improved toilets and to sensitise ALL residents on the importance of hand washing and good hygiene ⇒ <u>Mass media</u>: Use existing media houses (Kameme, Inooro, Citizen) and others to inform and strengthen stakeholders (WSP, CBOs, FBOs, churches, landlords & household owners) and to create & increase the demand for the SafiSan toilets ⇒ <u>Print media</u>: Promotion and dissemination of a clearly defined SafiSan Programme to create awareness (e.g. using billboards, posters, brochures, manuals, programme guidelines and other learning materials) with regard to the SafiSan Programme ⇒ <u>Community-based media</u>: Use local-level media (e.g. public address systems) and employ traditional, community-based entertainment artists (e.g. popular folk singers and dramatists) and use their talents to <u>create awareness on the SafiSan Programme</u> and to <u>generate & increase the sale of the SafiSan toilets</u> ⇒ <u>Opinion leaders/partners</u>: Approaching community leaders representing different interest groups & organisations (Schools, churches, mosques, youth groups, women groups, landlords associations, etc.) is important if we want to create awareness on the SafiSan Programme and if we want to sell SafiSan toilets (see next page >>





No. 2b: SafiSan's community mobilisation activities

In order to organise community mobilisation in a systematic way the following STEPS are important:

<p>3 Working with local groups & organisations</p>	<p>The Social Animator should establish a working relationship with area residents and local institutions to support the objectives of the SafiSan Programme. Such local partners include:</p> <ul style="list-style-type: none"> ⇒ The Chief's office ⇒ Community-based organisations (CBOs & NGOs) ⇒ Local churches ⇒ Schools ⇒ Women groups ⇒ Youth groups ⇒ Local health centres (clinics, hospitals) ⇒ The Public Health Officer (PHO) ⇒ Community Health Extension Workers (CHEWS)
<p>4 Area assessment</p>	<ul style="list-style-type: none"> ⇒ The Social Animators should familiarise themselves with their areas of operation, for example, through transect walks and interviews with residents, local elders and opinion leaders ⇒ This is important in order to achieve a better understanding of area institutions ⇒ This approach will also guide the identification and selection of good locations to hold mini fairs ⇒ If a <i>baraza</i> needs to be organised the Area Chief can assist in finding the appropriate locations
<p>5 Monitoring mobilisation activities</p>	<p>Monitoring the impact of mobilisation activities is an important responsibility of the Social Animator. How residents respond in terms of the number of applications for new toilets will tell the overall success of the approach. If the approach is not successful, it has to be adapted or changed</p>





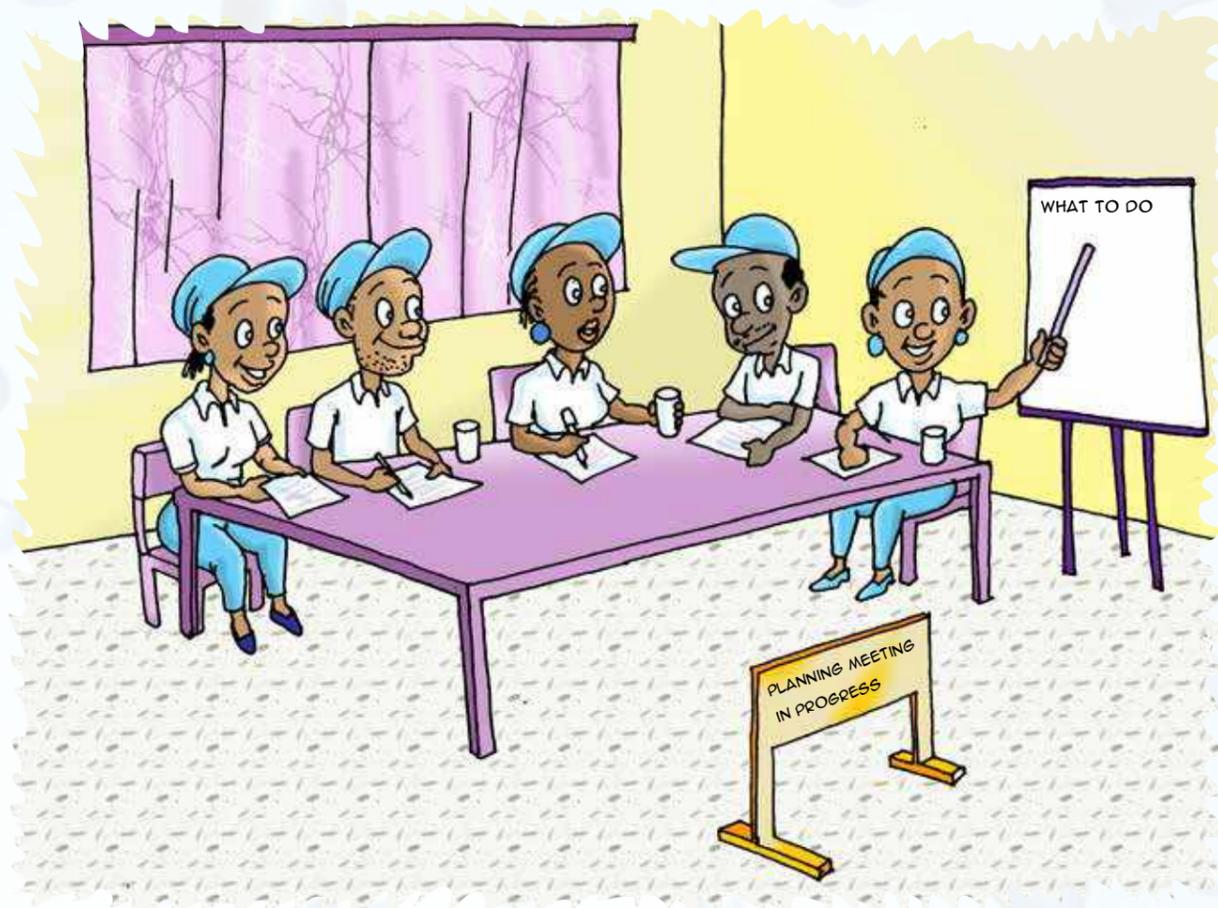
No. 3: Objectives of the SafiSan community mobilisation activities?

No.	Objectives	Explanation:
	Key objectives: (1) Creating demand for improved sanitation (2) Promoting good hand washing & hygiene practices	Using <u>behaviour change communication</u> (BCC) strategies to reach SafiSan target audience and <u>create demand for the SafiSan toilets</u> and to <u>promote good hand washing and hygiene practices</u>
These key objectives can be achieved by:		
1	Addressing the underlying causes of poor sanitation: lack of knowledge , attitude towards sanitation issues, poor sanitation practices (KAP)	1. Ensure that barriers to improved sanitation and good hygiene & hand washing practices are identified & addressed through appropriate communication strategies (e.g. radio, posters, bill boards) 2. Ensure that residents understand and see the importance of improved sanitation, good hygiene and hand washing practices
2	Strengthening community involvement and local partnership in adopting and implementing locally relevant sanitation technologies (toilets and decentralised treatment facilities) and enhance the promotion of the SafiSan toilets	Ensure that the community is adequately involved in the implementation of the SafiSan Programme through information distribution and establishment of area and town/city-based Project Task Teams
3	Increasing access to improved sanitation through awareness creation on existing SafiSan toilets	Informing the residents (landlords, tenants and the general public) on where and how to obtain a SafiSan toilet through the Water Service Provider, licensed local artisans, etc.
4	Scaling-up the SafiSan Programme to underserved areas by expanding and promoting the use of SafiSan toilets and hand washing practices	To increase sanitation coverage and good hand washing practices through sustainable communication and engagement with the target beneficiaries (landlords & household owners)



No. 4: Organisation of Community Mobilisation: Important Activities

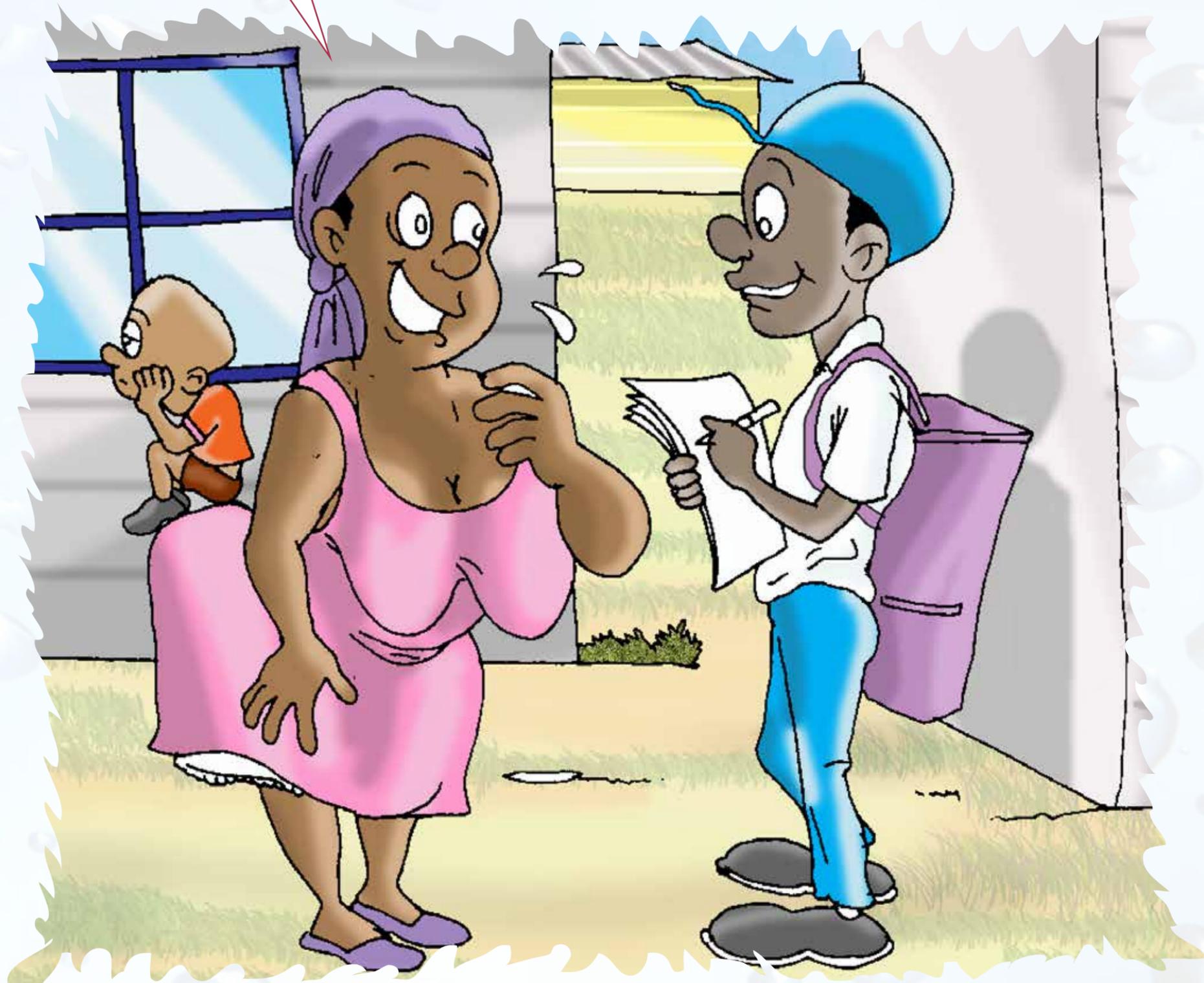
No.	Objectives	Explanation:
1	Knowing your target community	<p>⇒ As a Social Animator, you must know as much as possible about the community's social organization, leadership pattern, social orientation, cultures and traditions, health issues, water supply and sanitation service levels, education, languages, political situation and the main problems faced</p> <p>⇒ This information can be obtained through formal or informal interviews with members of the community but it is also important to interview the Area Chief, the PHO, etc.</p>
2	Identifying partners	Identify, through the <u>Project Task Team</u> , other community- and (professional) networks (e.g. churches, mosques, schools, CBOs and NGOs) that can participate in the <u>up-scaling of improved sanitation</u> and the <u>promotion of good hand washing practices</u>
3	Developing a <u>work plan</u>	Develop a <u>work plan</u> based on an area(s) need assessment carried. The work plan should include specific steps (activities), a timeline & a list of required resources & inputs
4	Organising a Project Task Team <u>planning meeting</u>	Invite all task team members and other stakeholders to a planning meeting
5	Preparing and training respective interest groups (stakeholders)	<p>⇒ Prepare and train respective interest groups such as the community- and faith-based organisations, youth groups, women groups, landlords associations, the PHOs, The county government, church leaders and heads of schools</p> <p>⇒ Stakeholders can become advocates or volunteer agents for the SafiSan Programme focusing on improved sanitation and good hand washing & hygiene practices</p> <p>⇒ The SafiSan Programme should develop an on-going and sustainable dialogue about the SafiSan Programme with other key stakeholders and partners</p>
6	Public announcements (e.g. using a megaphone)	The public announcement should have key messages such as the attributes of the SafiSan toilet that will solve sanitation challenges in the area and the upcoming <i>baraza's</i> venue and time
7	Develop background materials for stakeholders	Develop background materials on the SafiSan Programme for local stakeholders such as the PHO and the Chief (e.g. a script for the <i>baraza</i>)





2. Social marketing sessions at plot & household level

THE LANDLADY DOES NOT STAY HERE, I AM THE CARETAKER, BUT I CAN TELL HER ABOUT YOUR NEW TOILETS!





No. 1: Planning your visiting programme & schedule

Getting Ready

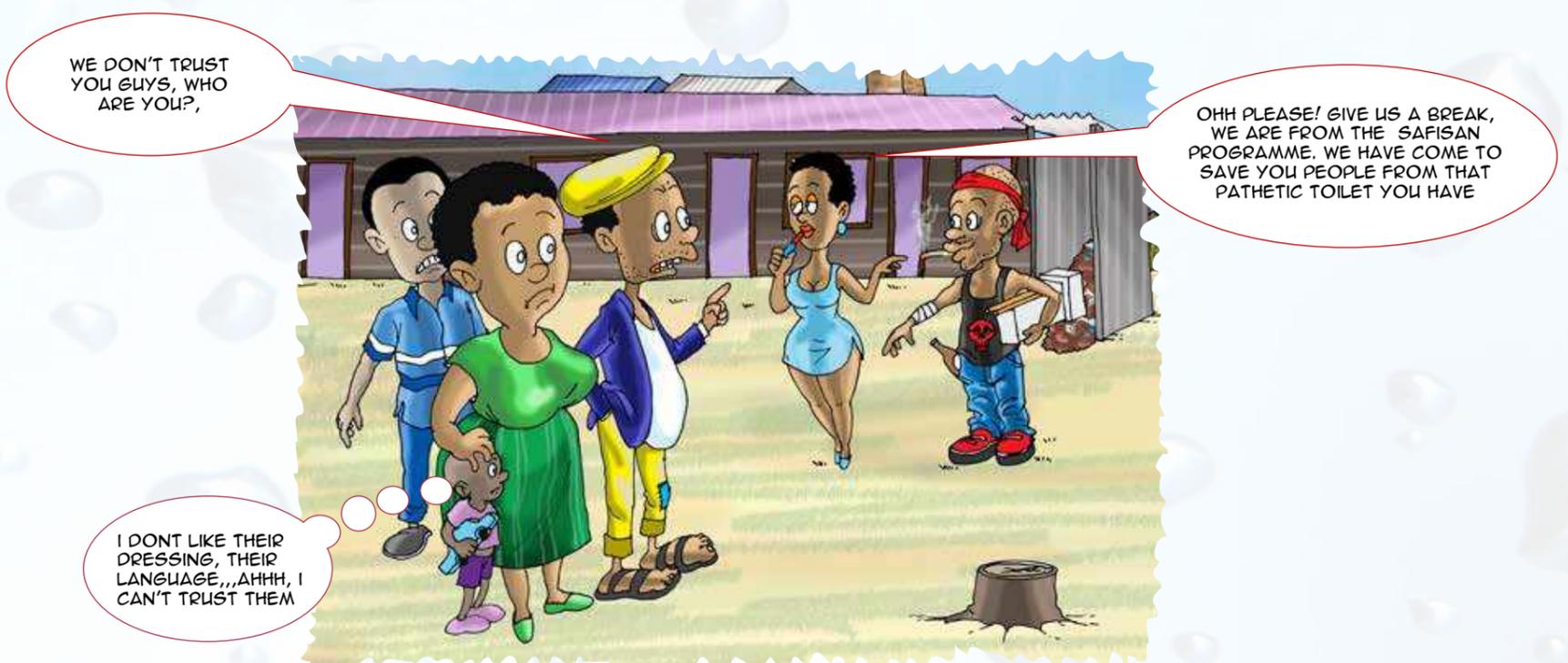
No.	Step-by step	Explanation:
1	Preparing your Tool Box	Make sure you have all you need to do your work properly
2	Getting your dress code right	<ul style="list-style-type: none"> ⇒ Make sure that you show respect to the people you visit, through your behaviour but also through <u>the way you are dressed</u> ⇒ Also make sure that you carry the SafiSan branding materials
3	Make sure you are ALWAYS ON TIME!!!	This is very important. Why should people wait for you? After all its you who wants to sell an improved toilet to your hosts
4	Always keep in mind that the customer always comes first!!	<ul style="list-style-type: none"> ⇒ Be in a good mood, polite and friendly ⇒ Monday is not good for me. Make sure you are customer-focussed





No. 2: SafiSan dress code

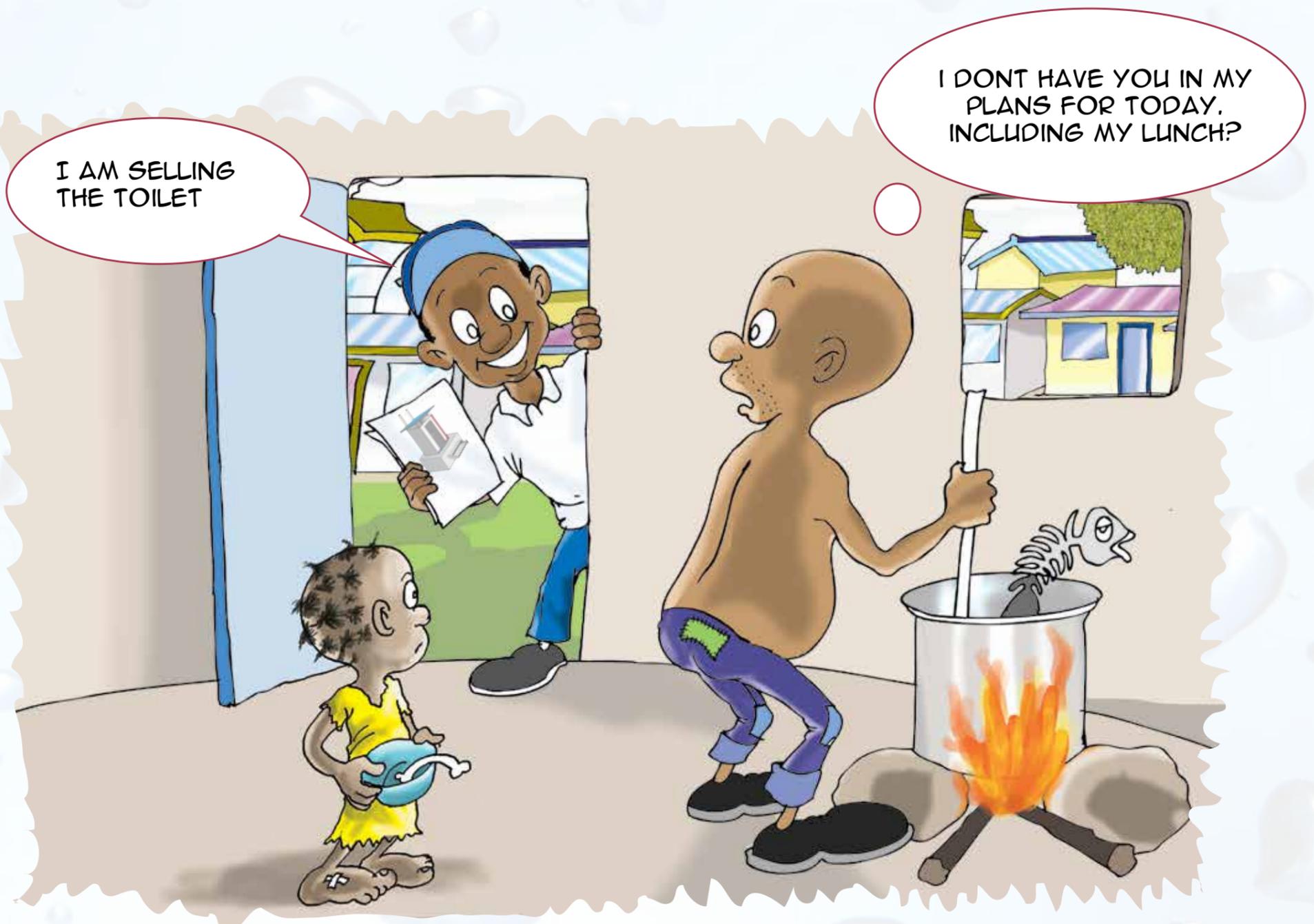
Dress		Description
1	Clothes	<ul style="list-style-type: none"> ⇒ You should wear clothes that you are comfortable with (i.e. have comfortable pants or trousers for easy manoeuvring) ⇒ Make sure the clothes are neat as this brings out a good first impression ⇒ A SafiSan labelled t-shirt will be provided to assist in advancing identification and marketing <p>Avoid:</p> <ul style="list-style-type: none"> ⇒ Clothes that are too tight ⇒ Clothes that are revealing as these may be considered inappropriate ⇒ Clothes branded with other known products. (e.g. branded t-shirts of other NGO campaigns)
2	Head gear	<p>Use the SafiSan branded caps issued to you as this will also be a form of marketing</p> <p>Avoid:</p> <ul style="list-style-type: none"> ⇒ Bright coloured caps ⇒ Unfinished designs of caps as they look shabby
3	Shoes	<p>Closed comfortable shoes are recommended</p> <p>Avoid:</p> <ul style="list-style-type: none"> ⇒ Open shoes as they may be uncomfortable and you may get injured in the process of doing visits ⇒ High heels as the job entails a lot of movement from place to place
4	Make-up	<p>Maintain a professional look that is not extravagant</p> <p>Avoid:</p> <ul style="list-style-type: none"> ⇒ Too much make-up ⇒ Applying too much perfume





No. 3a: Making appointments (1)

No.	Making & recording appointments	Explanation:
1	Making appointments and preparing a visiting schedule	Before you visit plots and households for a marketing session, it may be wise to make an appointment first as many people are busy and/or prefer to be visited on the basis of an appointment
2	Be efficient: Make sure you target one (1) low income area at a time	This is more efficient than having to walk from one area to the other
3	Never make appointments for the same time and leave sufficient time between appointments	If your appointment schedule is too tight you can easily end up having problems. If something goes wrong with one appointment all subsequent appointments will go wrong as well
4	When making an appointment try to motivate your respondents to participate in the planned marketing session	Tell the residents of the plot or the members of the household that it is important that as many people as possible take part in the planned marketing session
5	Record all your appointments carefully in your appointment book	Record: names, telephone numbers, location, date, hour ... and any other information you may need for a successful marketing visit (see next page)





No. 3b: Making appointments (2)

Advantages of making an appointment

Instead of just trying your luck by approaching residents and asking them to participate in your SafiSan social marketing session it is preferable to work through making appointments. Indeed, effective social marketing starts with showing respect for the members of your target community

Making an appointment has a number of advantages:

- ⇒ Your hosts know why you are coming and have an idea with regard to the duration of your visit
- ⇒ If you work through appointments your hosts will have more time for you
- ⇒ More people are likely to attend your social marketing session as a result of local mobilisation
- ⇒ Your hosts can prepare themselves for your visit by having some questions ready
- ⇒ **And ...You are likely to reach people who otherwise would not have attended (women, the landlord, landlady, etc.)**

Make sure that when you make an appointment you record the following information in your diary:

No.	Information	Remark
1	Name of your contact person	Please record the full name
2	Telephone number of your contact person	Also give your telephone number to the contact person
3	Location of the plot	Area, village, section, etc.
4	Address	Including plot number, etc.
5	A nearby landmark	E.g. a church , a shop, a community hall
6	The precise time and date of your appointment	For effective planning
7	Any other relevant information	E.g. the colour of the gate



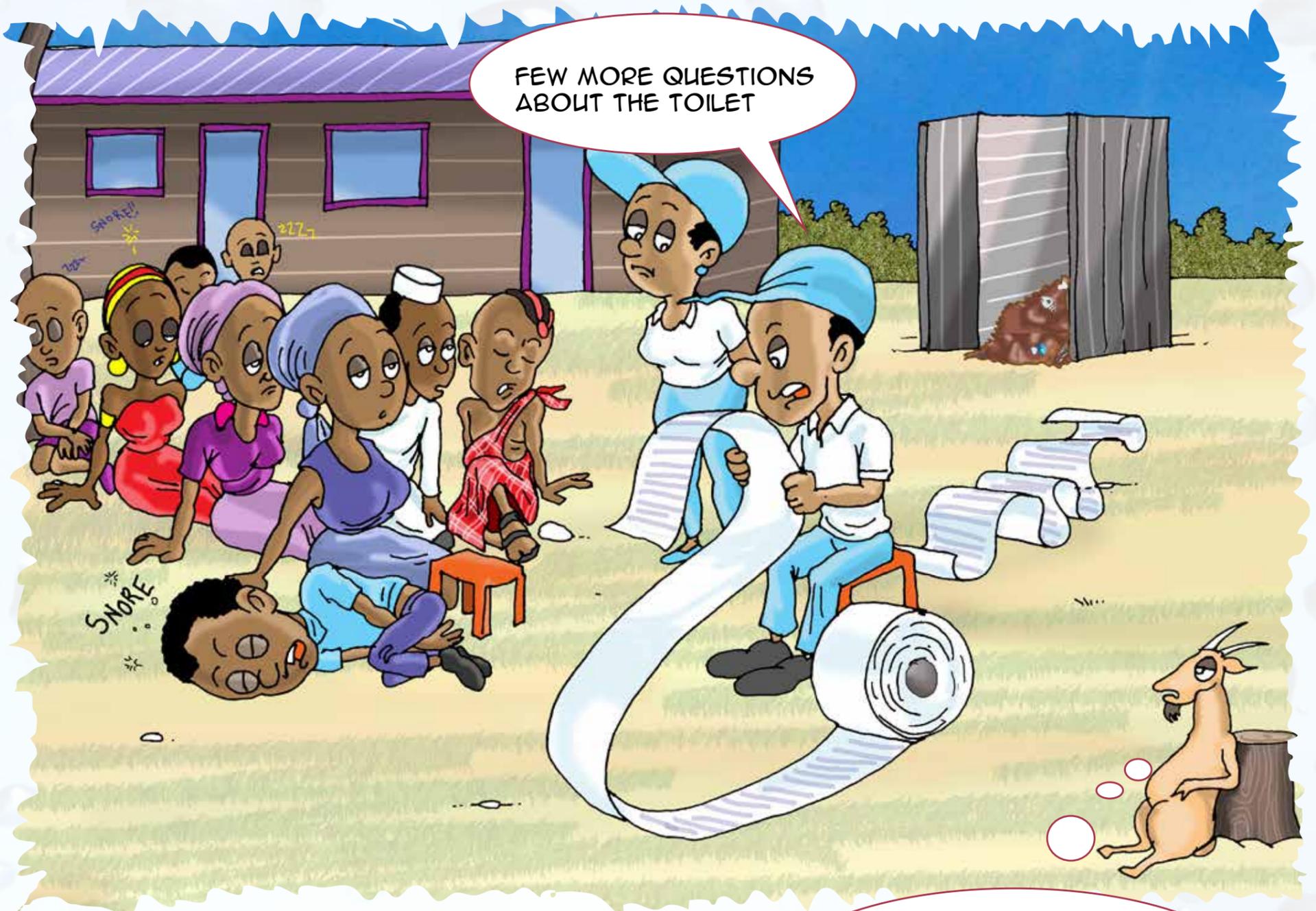
No. 4: Duration of SafiSan marketing sessions

How long should a SafiSan social marketing session last?

During daytime and even during evenings people are usually busy. Having made an appointment does not mean your SafiSan social marketing session can last for hours

Ideally a SafiSan social marketing session should not take more than 1.5 hours (90 minutes)!!

Things are different, of course, if your hosts are keen to get more information from you or if they ask many questions



YOU HAVE BEEN SAYING THAT FOR THE PAST TEN HOURS, PFFFFFFFFFF!!!!!!



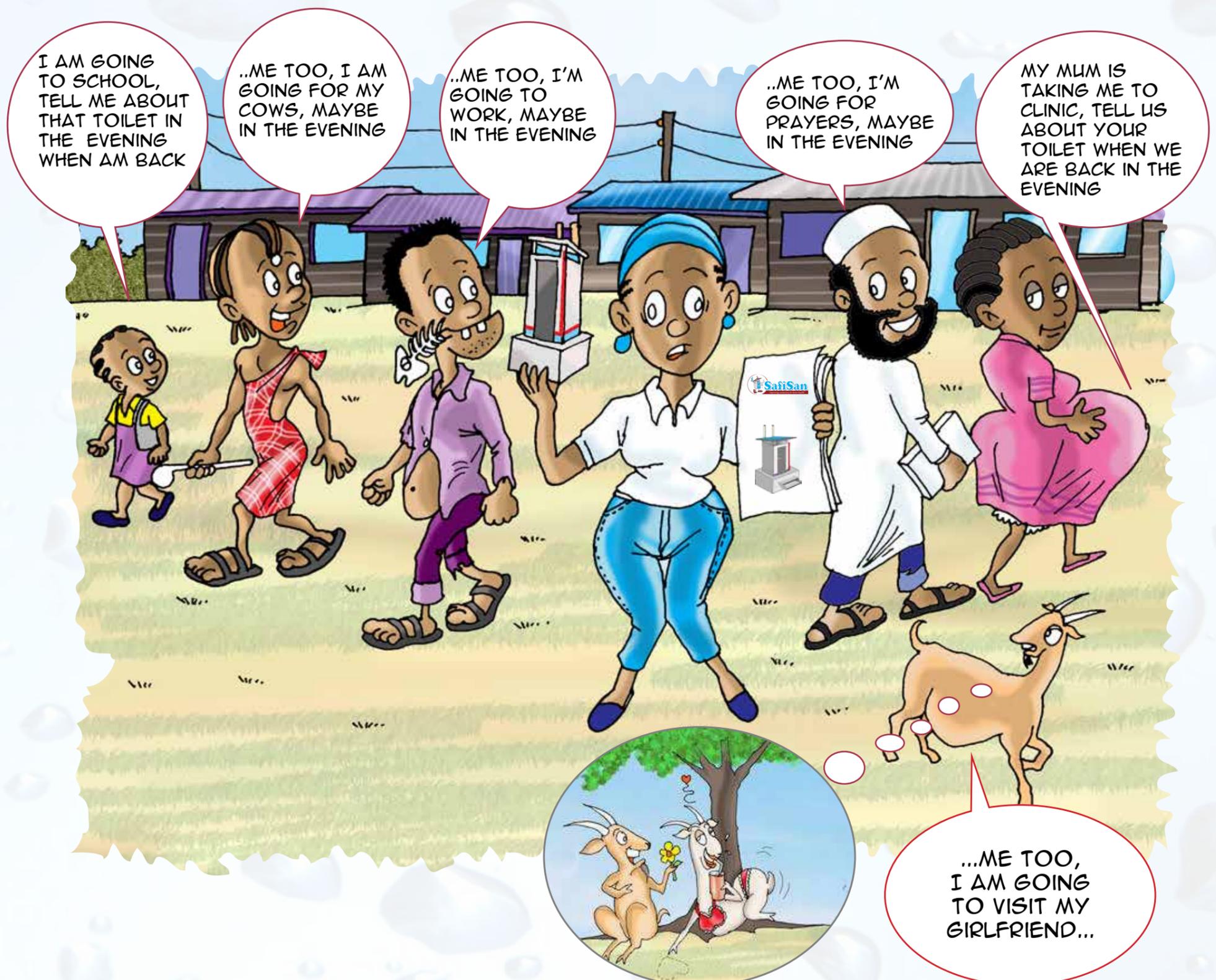
No. 5: Planning your day

Plan your work: Number of sessions per day

If it takes between one (1) hour and two (2) hours to conduct a SafiSan social marketing session, you will be able to conduct approximately 3 to 5 sessions per day. Why?Because you will need time for the following activities:

- ⇒ Making appointments
- ⇒ Walking from one plot to the other
- ⇒ Ensuring that everything is ready for your session (preparatory activities such as ensuring that all participants have a seat and do not have to sit in the hot sun)

Moreover, some sessions will take longer than expected, simply because some people arrive late or because participants ask many questions





No. 6: The work schedule of a Social Animator (sample)

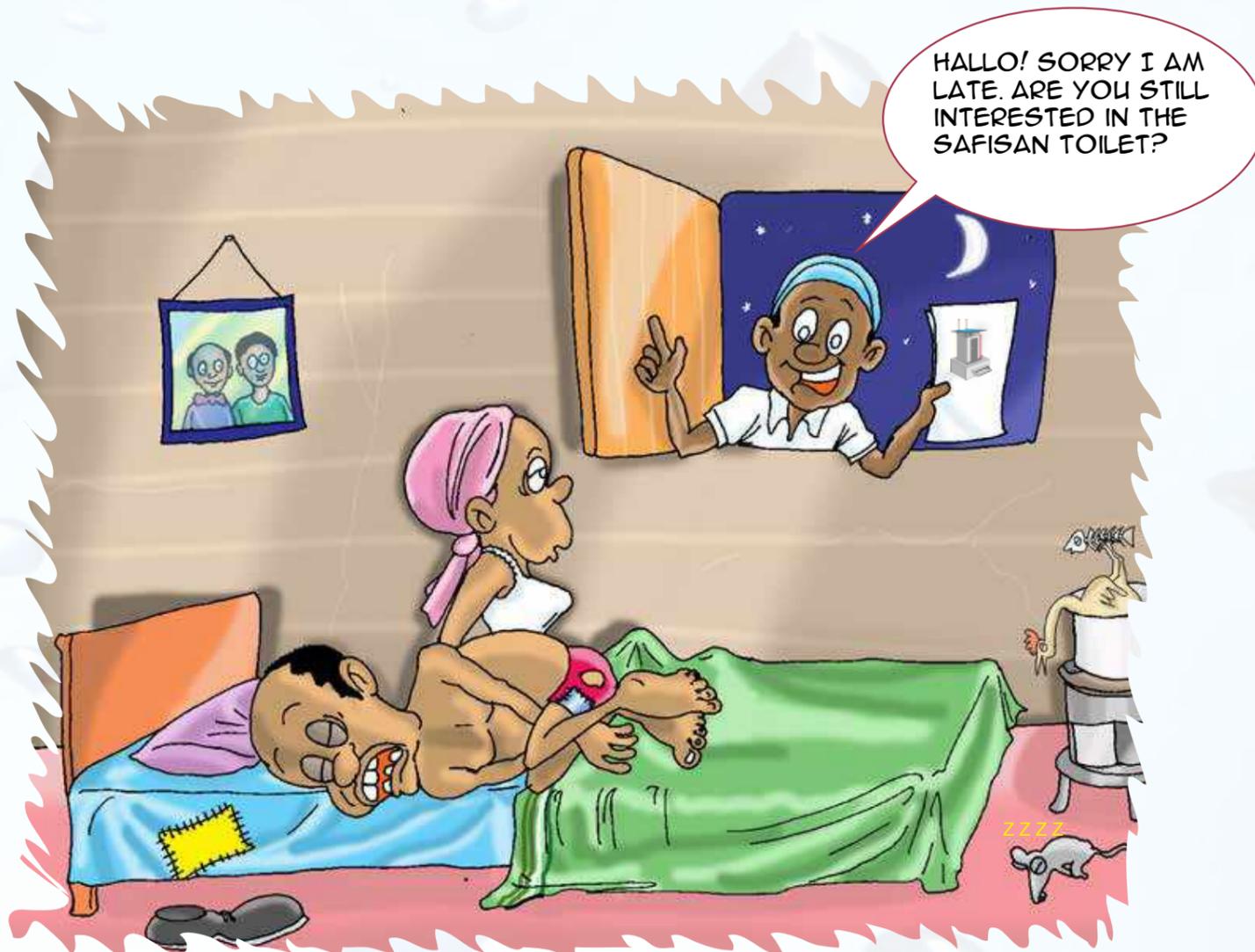
The table below shows your appointment list for one week

Date	Time	Activity	Remarks	
21 April 2013	Sunday	9:00hrs 12:30hrs – 14:30hrs 15:30hrs 18:30hrs	Go to church Conduct SafiSan <i>Baraza</i> Show Watch Man. United game with John Confirm appointments for tomorrow Call Mary of Oloolaiser	
22	Monday	8:00hrs – 12:00hrs 12:00hrs – 13:00hrs 13:15hrs – 14:45hrs 15:00hrs – 16:15hrs 16:30hrs – 17:45hrs 18:00hrs	Make appointments in London area Lunch SafiSan social marketing session in Kware (follow-up visit) SafiSan social marketing session in Kware SafiSan social marketing session in Tschuki-Tschuki Confirm tomorrow's appointments Together with Mary of Oloolaiser John Mutini, Plot 324, tel. 078 56789 Felistas Tomboni, near Catholic church, tel. 075-23348 Java Dormans, near the Kabino Tombani market, tel. 079-34569	
23	Tuesday	8:00hrs – 9:00hrs 9:30hrs – 10:45hrs 11:00hrs – 12:00hrs 12:00hrs – 13:00hrs 13:15hrs – 14:30hrs 15:00hrs – 16:15hrs 16:30hrs – 17:45hrs 19:00hrs	Meeting with Customer Care section of Oloolaiser SafiSan social marketing session in London area SafiSan social marketing session in Tschuki-Tschuki (follow-up) Lunch with Damaris & confirm tomorrow's appointments SafiSan social marketing session in London SafiSan social marketing session in London SafiSan social marketing session in London Table tennis game with John and Linda Call Mary to check if the meeting will take place Raila Kenyatta, plot 114a, tel. 075-44456 Uhuru Odinga, plot near community hall, tel. 073-2231 Desmond Tuttifrutti, plot 56b, tel. 075-9876 John (?), plot next to the mosque, tel. 078-4567 Abdul Mohammed, plot near CARE hand pump, no phone Abdallah Suleiman, plot 34, tel. 078-3579	
24	Wednesday	8:00hrs – 12:00hrs 12:00hrs – 13:00hrs 13:30hrs – 17:00hrs 17:00hrs	Planning meeting with all other Social Animators & the WSP Lunch with Jacqueline Making appointments in Kambani Fly-Over area Confirm appointments for tomorrow Call Sheillah, Eden and John Coordinate with Sheillah	
25	Thursday	8:00hrs – 9:00hrs 9:30hrs – 10:45hrs 11:00hrs – 12:00hrs 12:00hrs – 13:00hrs 13:15hrs – 14:30hrs 15:00hrs – 16:15hrs 16:30hrs – 17:45hrs 18:00hrs – 18:45hrs 19:00hrs	Preparation of the baraza in Kambani Fly-Over SafiSan social marketing session in Tombani area SafiSan social marketing session in Tombani (follow-up) Lunch with Damaris & confirm tomorrow's appointments SafiSan social marketing session in Tombani area SafiSan social marketing session in Gazkuni SafiSan social marketing session in Gazkuni Confirm appointments for tomorrow Table tennis game with John and Linda Call Mary and John to ask for the site Kamuzu Banda, near the St. Mary's Catholic Church, no phone Kenneth Chiluba Sata, tel. 075-456782 (ask for the shortcut to the plot) Call Abdel to ask for the Tombai > Gzkuni shortcut (is it blocked?) John Moroje, tel. 074-67892 Abdel Rahman, plot 344, no phone Saituni Lamacheck, plot 3a (??), tel. 078-848382 Check with Mary	
26	Friday	Etc.	Etc.	Etc.
27	Saturday	Etc.	Etc.	Etc.



No. 7: Following your visiting schedule

No.	How to plan your plot and household visits	Explanation:
1	Always try to be punctual (on time)!!!!	It's better to be (a bit) early than too late!
2	If one of your appointments is delayed, make a new one	If you have a delay which is caused by you or by the people you are visiting, it's advisable to skip this marketing session instead of being late at all the other appointments you made for the day. Make sure, however, that you make a new appointment
3	TIP: You can give the people you have planned to visit a phone call to remind them about the SafiSan marketing visit	When you give them a call, tell your respondents when you expect to arrive
4	In case you are late: ⇒ Apologise and explain your delay ⇒ If necessary make a new appointment	Always be friendly. Apologise if you do something wrong
5	In case your respondents are late or not ready to receive you, you are advised to make a new appointment	Make sure you look for a free slot in your appointment schedule
6	If you feel you will be late for an appointment, or if you are unable to make it to the next appointment, always inform the people you have made an appointment with	Don't hesitate.... Always communicate!





No. 8a: Being efficient, being effective... means being on time

ONCE MORE: Always try to be on time. Social marketing does not work well if you arrive late only to find that people have been waiting for you. If you really can't make it on time make sure you inform (call) your contact person

No. 8b: Working mornings, evenings & weekends

As a social marketer you want something from others, you want to sell a product! This also means that you have to be flexible. It is not up to you to tell the members of your target community when you are ready to meet them. On the contrary, you should adapt yourself to your target community. If residents are not at home during daytime you should be ready to visit them during evenings or weekends, if that's what they prefer





No. 9: Preparing your household & plot-level social marketing sessions

No.	What is in your Tool Box?	Explanation:
1	Your copy of the <u>Social Animators handbook</u>	You need it for your work, never leave home without it!
2	Visiting schedule, appointment list	You need to plan your visits well...and remember always be on time!!
3	Registration form, posters, brochures, etc.	Make sure you have sufficient copies of these documents...and use them. They contain the information on the people you are trying to convince to adopt a better toilet
4	Scale model of toilets	Carry your scale model andmake sure all pieces are there
5	Backpack, baseball cap, polo shirt	In addition to being dressed in a respectful way you should carry (wear) some of the SafiSan promotional items such as the baseball cap or the polo shirt
6	The android tablet	This is used to record all the information and also register a client who is interested in the SafiSan toilet
7	Relevant literature	Mainly focussing on the linkages between sanitation and health





No. 10: Your plot & household visit: Step-by step

Example of a programme of a SafiSan Social Marketing Session

The table below shows the programme of one SafiSan social marketing session/meeting and its proposed duration

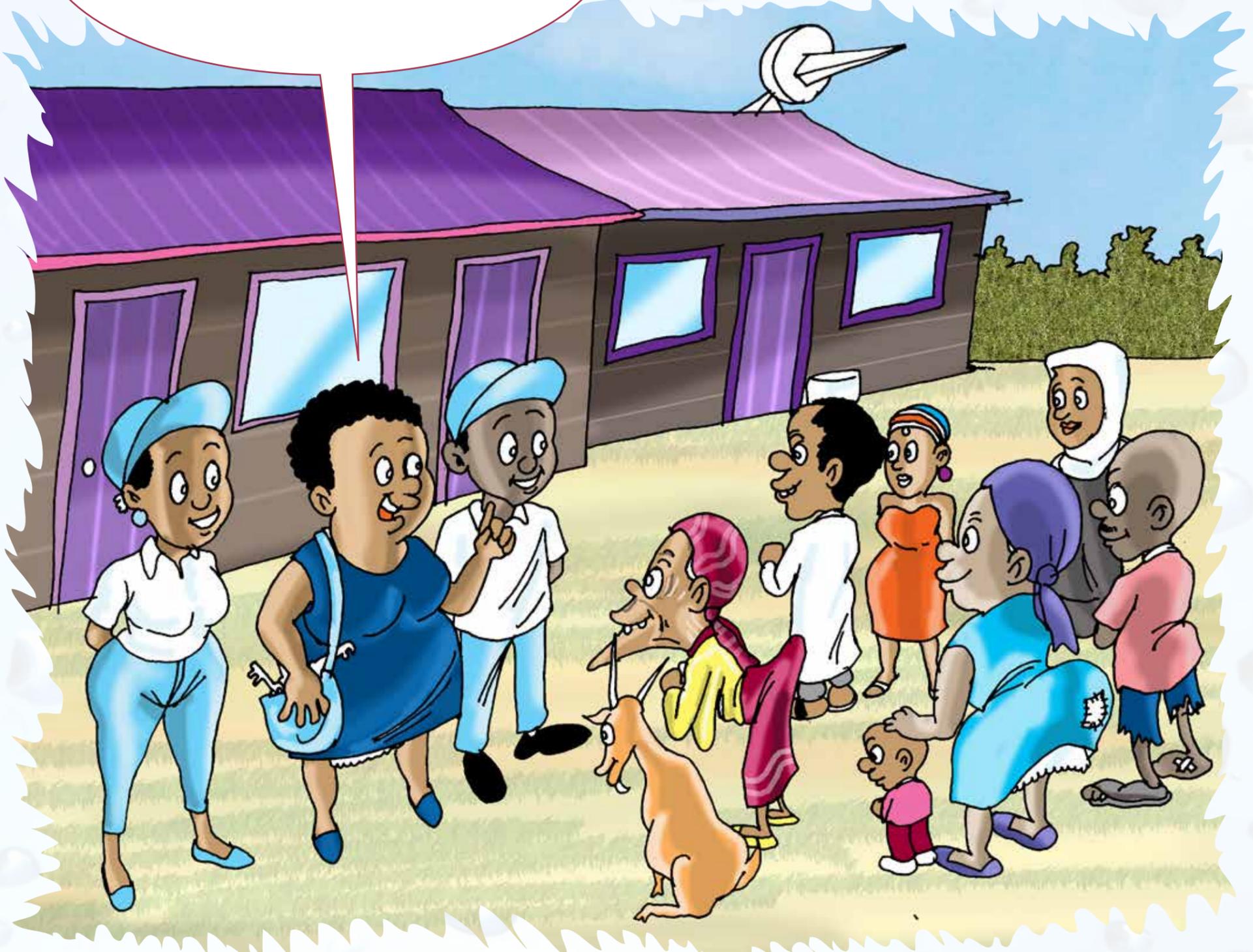
No.	Activity	Tool(s)	Recommended duration	Remark
1	Setting up the session		5 minutes <i>(ideally this activities takes place prior to the meeting)</i>	⇒ Make sure everybody has a seat and that there is a table that can be used to display the SafiSan information and the scale model ⇒ Make sure everybody is able to see the scale model!!
2	Introductions		2 minutes	Introduce yourself, the WSP and the SafiSan Programme organisation you are working for and ask other participants (including the women and the children) to introduce themselves
3	Explain the purpose of your visit		3 minutes	⇒ Explain why you have approached your hosts for a social marketing session ⇒ You want to talk about the advantages of improved sanitation and show what the SafiSan Programme does
4	Provide an outline of the session (see this programme)		5 minutes	Explain to the participants what they can expect (the main elements of the session) and also indicate how long the session is likely to take
5	Sanitation in Kenya	4 & 7	5 minutes	With special emphasis on the urban low income areas
6	Why good sanitation is so important	4 & 7	5 minutes	Describe in some detail the public health-related dangers of poor sanitation
7	Sanitation is a human right!	6a & 6b	5 minutes	According to the Constitution and Vision 2030!
8	Ask about the sanitation situation on the plot	7	10 minutes	Please make your own observations and tell your respondents, without insulting them, what you think
9	Introduce the SafiSan Programme	3	5 minutes	⇒ Explain the purpose of the programme and emphasize the role of the water company (WSP) ⇒ Explain the role of the Water Services Trust Fund (being the funder of the sanitation projects which are implemented locally by licensed Water Service Providers) ⇒ Mention the donors (the Government of Kenya, the Bill & Melinda Gates Foundation and the German Development Bank)
10	Presenting the various SafiSan toilets and other options (buying a vault only) (see Tool 5, Tool 9 and Tool 15)	5, 9, 15	5 minutes	⇒ Use the laminated SafiSan toilet types sheets (Tool 15) ⇒ Use the scale model(s)
11	SafiSan toilets: cost & subsidy	15	5 minutes	Also mention the available brochure
12	How to use a SafiSan toilet	1a & 10b	5 minutes	Urine diversion. What's a dry toilet?
13	SafiSan: compost & emptying	11 & **	5 minutes	The content of the toilet & the role of Sanitation Teams
14	SafiSan & the sanitation value chain	16c	8 minutes	⇒ SafiSan, more than just a toilet ⇒ What is the SafiSan sanitation value chain?
15	How to get a SafiSan toilet?	**	10 minutes	⇒ Explain the procedure ⇒ Give copies of the flyer/brochure
16	Questions & answers		10 minutes	Ensure that also the women & children participate
17	Yard visit	17	8 minutes	Ensure that your participants walk with you
18	Distribute flyers/brochures, etc.		2 minutes	Do not give out too many brochures and flyers
19	Record data on your hosts		2 minutes	Select the appropriate SafiSan Form(s)
	Total recommended duration		105 minutes	= 1 hour and 45 minutes



No. 11: Who chairs the social marketing session?

In most cases you will chair the meeting (marketing session). However, there may be cases that the landlord or landlady wishes to chair the session. That's perfectly all right. After all you, the Social Animator, are a guest!

AS YOUR LANDLADY, I HAVE WITH ME, MY FRIENDS FROM THE SAFISAN PROGRAMME WHO WILL INTRODUCE TO YOU AN IDEAL TYPE OF TOILET, SO LETS WELCOME THEM.





No. 12: Introducing Yourself and the SafiSan Programme

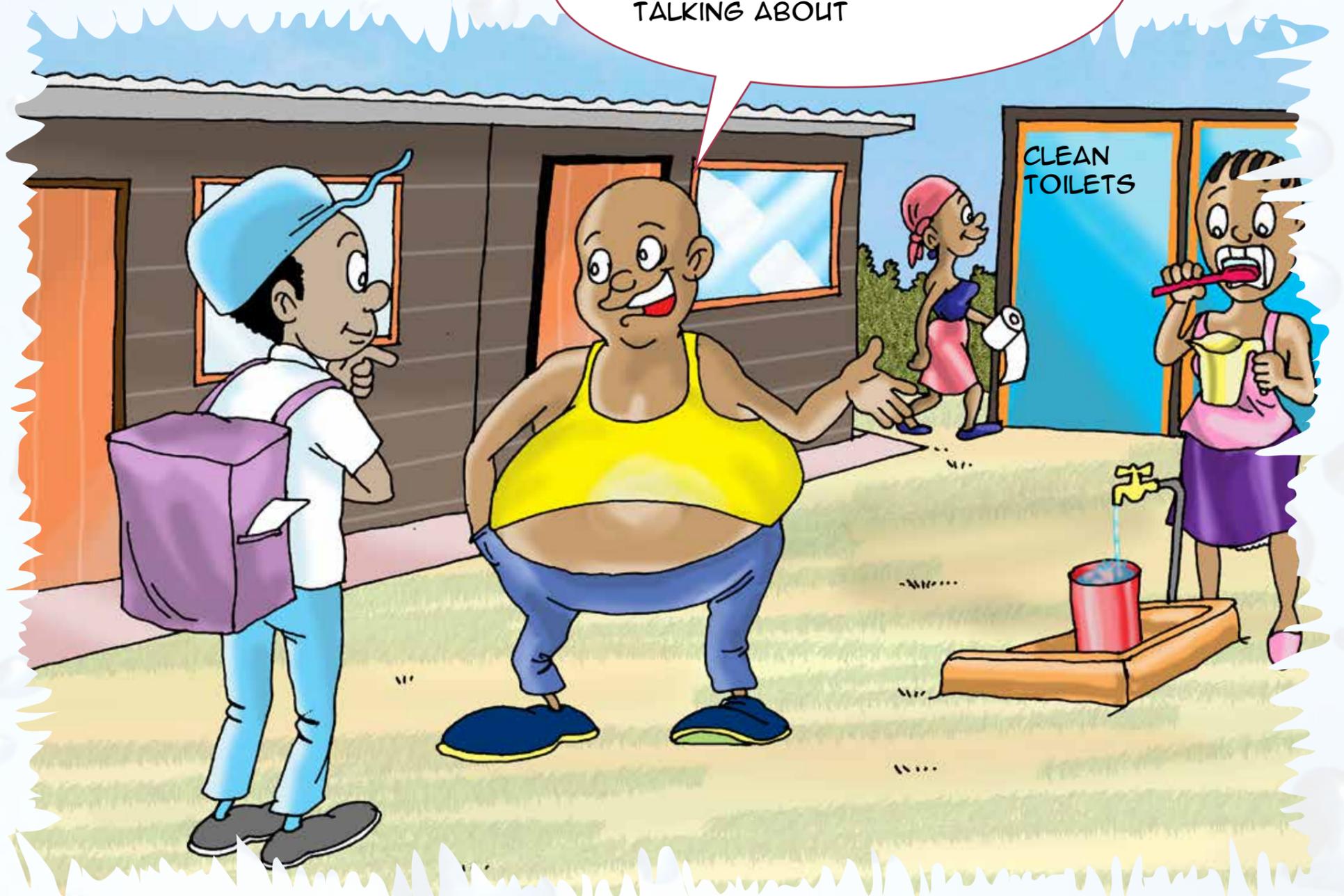
No.	Step-by-step	Explanation:
1	<u>First</u> of all you should introduce yourself	Providing your name is usually enough
2	<u>Secondly</u> , you should quickly introduce the SafiSan Programme	<p><u>Communicate the following (be brief and to the point):</u></p> <ul style="list-style-type: none"> ⇒ The name of the programme; SafiSan ⇒ The organisations that are implementing the SafiSan Programme: the WSP and WSTF⁴ ⇒ SafiSan is a national programme implemented by the Water Service Providers ⇒ The organisation supporting the SafiSan Programme: KfW, BMGF ⇒ The key objectives of the programme: Improving public health by promoting improved sanitation
3	<u>Thirdly</u> , you should explain the purpose of your visit	<p><u>Explain the following (be brief and to the point):</u></p> <ul style="list-style-type: none"> ⇒ You are here to promote good sanitation >> the importance of better toilets ⇒ You want to explain what SafiSan can do to improve the sanitation on the plot ⇒ You want to introduce a number of toilet types ⇒ You could say something about the expected duration of your visit
4	<u>Fourthly</u> , You ask your respondents if you can start with the SafiSan promotion	<ul style="list-style-type: none"> ⇒ Ask if all plot residents and/or household members who wish to participate are present ⇒ Motivate the women to participate in the SafiSan promotion activity
5	TIP: make sure that the place (within the plot) where you are conducting the promotion activities is comfortable	<ul style="list-style-type: none"> ⇒ Is there enough shade, protection against the rain? (etc.) ⇒ Is everybody (including yourself) seated comfortably? ⇒ Is there a table you can use for putting your materials and for using the scale model?



No. 14: Concluding your visit

No.	Your conclusion	Action
1	Your hosts (family, household, tenants ,landlord, etc.) are NOT interested in having a SafiSan toilet	No further action but leave the flyer and/or brochure
2	Your hosts are interested in having a SafiSan toilet but do not want to buy one right now	Propose a <u>follow-up visit</u> & leave the brochure
3	Your hosts are interested in having a SafiSan toilet but need more time to decide	Propose a <u>follow-up visit</u> & leave the brochure
4	Your hosts want you to come back another time	Decide on a time and date
5	Your hosts want to buy a SafiSan toilet (as soon as possible)	Register & explain procedure
6	Other	Please take an informed decision

AS YOU CAN SEE, WE ARE VERY ORGANISED HERE, SO WE MAY NOT NEED THAT TOILET YOU ARE TALKING ABOUT





No. 15a: Recording the output of a household & plot visit/session (1)

1. Your hosts are NOT interested in a SafiSan toilet

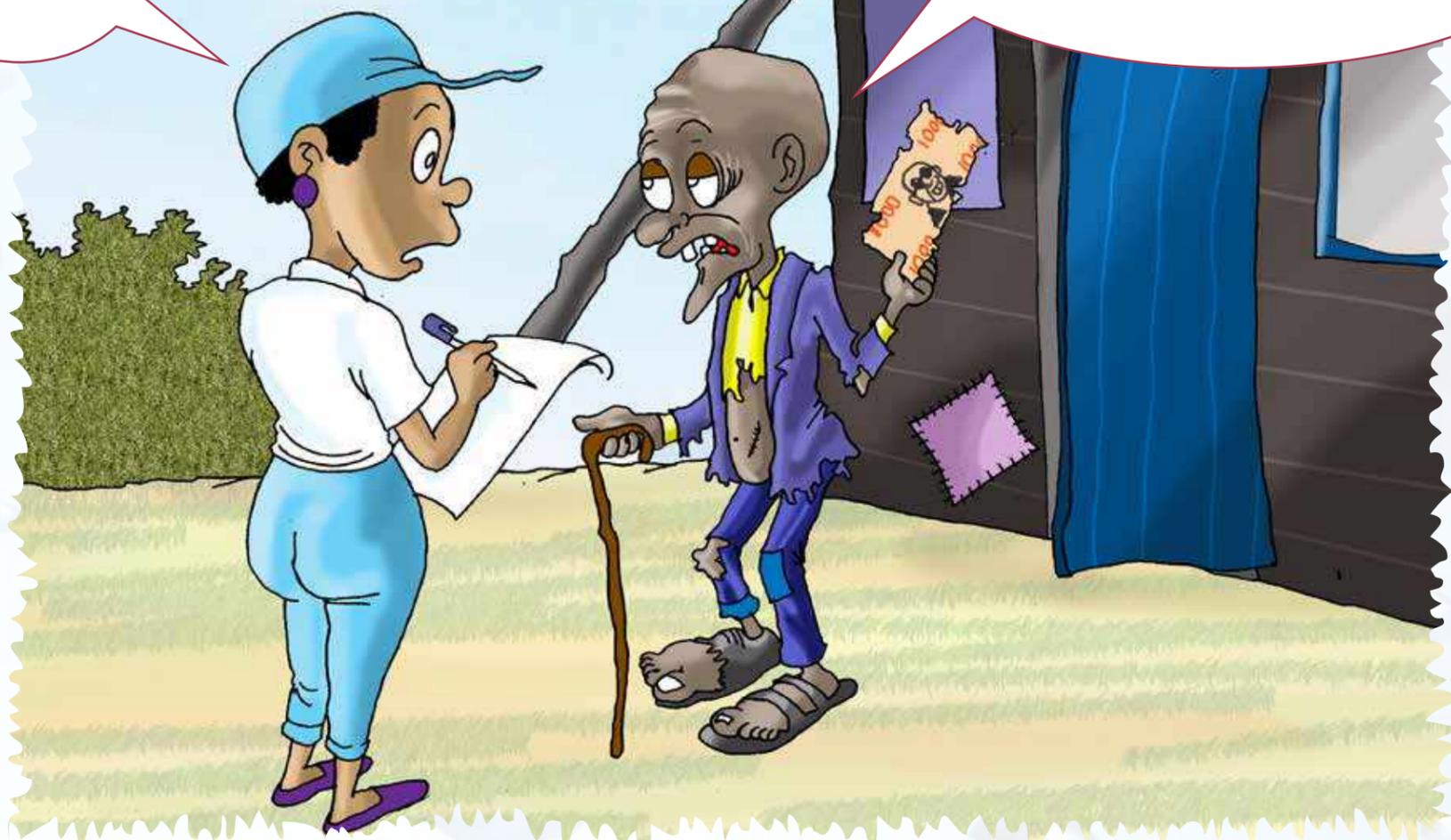
If your hosts are, for whatever reason, NOT interested in a SafiSan toilet you have to respect their decision. Your hosts may already have a good toilet or they may not want to spend money on buying a SafiSan toilet. Perhaps they prefer another type of toilet.

If your hosts are not interested please do the following:

- ⇒ Explain that even if people are not interested in buying a SafiSan toilet we would like to know the reason or reasons people have
- ⇒ Ask your hosts if – before you leave – you can ask them a few questions that can help the Water Services Trust Fund to improve the SafiSan Programme
- ⇒ You should handover any useful information received in the field to the WSP member of staff who is responsible for the SafiSan Programme
- ⇒ All information recorded will be analysed (what are the main reasons why some residents of low income areas are not interested in our toilets?)
- ⇒ All data will be sent to the WSTF and analysed. This will assist the WSTF to improve the SafiSan Programme and to inform the donors who have invested in the programme

?!

THIS IS THE ONLY MONEY I HAVE SAVED ALL MY LIFE, IF YOU ARE SELLING YOUR TOILET MORE THAN A THOUSAND SHILLINGS, THEN I AM SORRY I CAN'T AFFORD IT





No. 15b: Recording the output of a household & plot visit/session (2)

2. Your hosts are interested in a SafiSan toilet but do not, or cannot, make a decision right now

If your hosts are interested but cannot or do not want to make a decision right now, the procedure is as follows:

- ⇒ Ask them if it is a good idea for you to come back another time to give more explanations (a follow-up visit)
- ⇒ If your hosts are in favour of such a visit please schedule an appointment with them for when it is convenient
- ⇒ Tell your hosts that you are very much willing to visit them again
- ⇒ All information recorded will be analysed
- ⇒ All data will be sent to the WSTF and analysed. This will assist the WSTF to improve the SafiSan programme



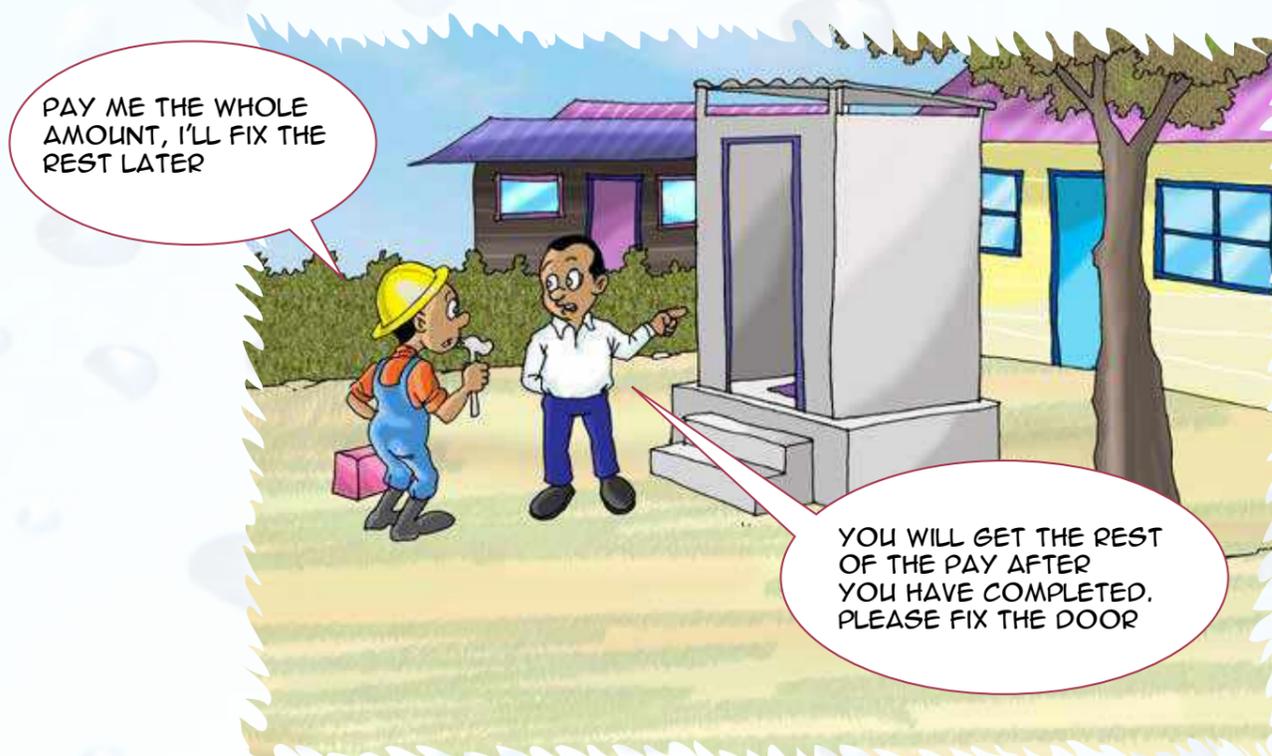


No. 15c: Recording the output of a household & plot visit/session (3)

3. Your hosts are interested and want to buy a SafiSan toilet (as soon as possible)

Your hosts are interested in the SafiSan toilet and want to buy one (perhaps even as soon as possible). If this is the case, please follow the procedure:

- ⇒ Ask your hosts if they want to register.
- ⇒ If the answer is yes: please fill in the **information in the SafisApp**
- ⇒ Explain that the information captured will assist in the follow-up and construction of the SafiSan toilet and enable the landlord/landlady/ house owner to receive the PCI.
- ⇒ Explain the procedure further:
 1. The interested landlord/landlady/house owner is registered by the Social Animators.
 2. The customer also receives from the WSP:
 - A list of technical options available (with prices and PCI mentioned)
 - A list of licensed local artisans
 - A package on the available micro-credit products which are on offer locally (provided by banks such as K-Rep Bank)- if applicable.
 - The customer can contact the local artisan and make payment arrangements and agree on an initial payment
 3. Customers can pay the whole amount or agree on payments in instalments. It is important to make sure that the artisan receives the last payment AFTER the completion of work and after the inspection
 4. The artisan visits the customer (plot/yard) and identifies the site for the toilet (assesses the site identified during the Social Animator's yard visit). During this visit the artisan and the customer agree on a date for the start of the construction or assembly of the SafiSan toilet





No. 15d: Recording the output of a household & plot visit/session (4)

1. Your hosts are interested and want to buy a SafiSan toilet as soon as possible (continued)

1. **IMPORTANT:** The PCI is only paid after the inspection of the new toilet by the water company
2. The artisan informs the customer about the start of the construction/assembly works
3. The local artisan constructs/assembles the SafiSan toilet
4. After the completion of the works (including landscaping and toilet beautification) the toilet is inspected by a staff member of the water company (WSP). The WSP staff member takes a geo-referenced picture of the facility and makes notes regarding the quality of the works
5. Only after this inspection will the PCI be paid
6. After the inspection the customer can pay the outstanding amount to the local artisan
7. If the customer has any complaints about the procedure, delays, construction works or the toilet itself, he or she can always contact the water company (WSP)
8. The water company has a customer complaints procedure and will treat all complaints urgently and with utmost care

⇒ Handwashing is considered a critical aspect in sanitation. Please ensure that you emphasize: No PCI will be paid until the handwashing equipment has been installed





No. 17: Data management

SafisApp

- ⇒ SafisApp is a mobile application utilized to collect information on the plot- level sanitation infrastructures.
- ⇒ It simplifies the task of the Social Animators by reporting real-time data on plot registrations and toilet application in the online dashboard; This includes geo-referenced pictures
- ⇒ The app also captures technical appraisal data to help the finance team of the WSP in the payment of the PCI

Approach

Due to required remote transfer of implementation information from the field, Social Animators must submit data online. The mobile application has been designed to work off-line but access to internet is a condition that has to be met so as to remotely send reports using the application.

Tablets have been provided by the programme in order to assist in capturing information while in the field.

Data analysis

The WSTF will be implementing SafiSan sanitation projects all over Kenya. Since the data that is recorded in the app is real time, staff at WSTF will be able to access the information when need arises. The app information will be linked to MajiData and any necessary management information system: An analysis can be done which will focus on the following among other questions:

- ⇒ Why some residents of low income areas not interested in investing in SafiSan toilets?
- ⇒ The proportion (%) of residents who are not interested in investing in SafiSan toilets
- ⇒ The proportion (%) of residents who are not able to invest in SafiSan toilets



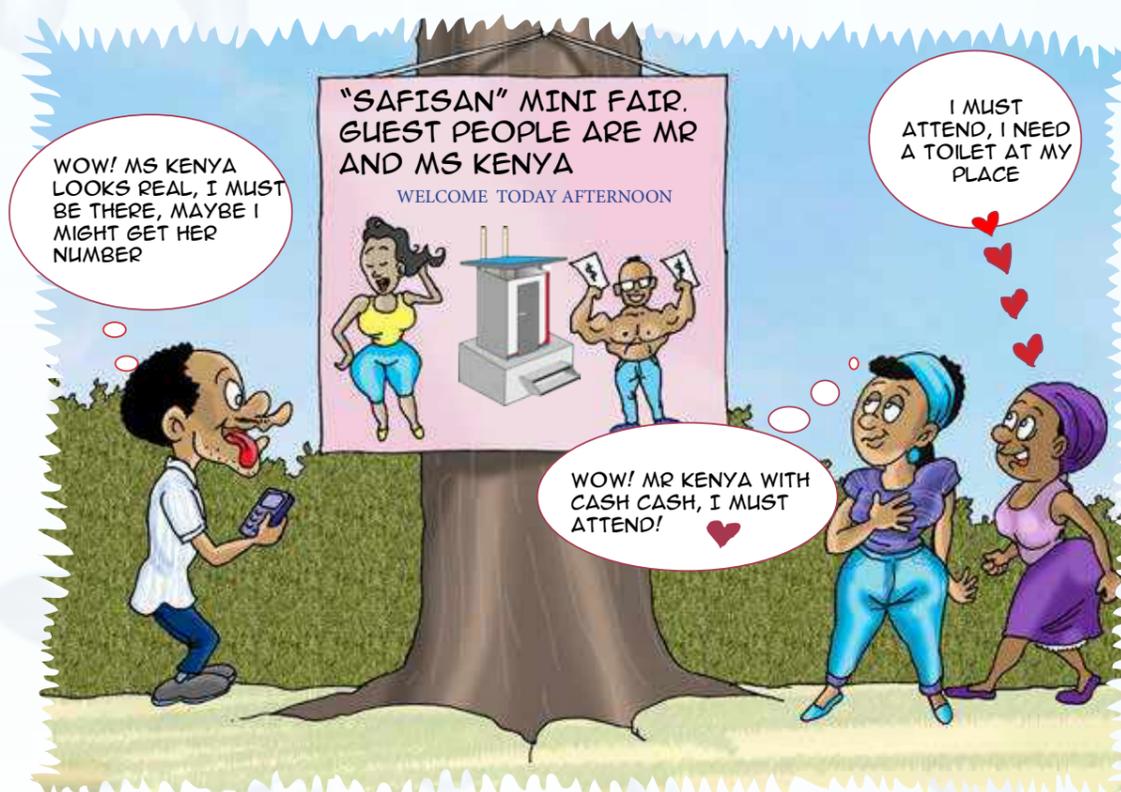
3. The safisan mini fairs





No. 1: What are SafiSan Mini Fairs?

Description	Explanation:
<p>SafiSan Mini Fairs are public shows held at designated (central) locations where SafiSan toilets and SafiSan information (poster, brochures, flyers) are displayed for purposes of promoting sales</p>	<p>SafiSan Mini Fairs:</p> <ul style="list-style-type: none"> ⇒ Are announced a few days before hand using posters and megaphone, or even mass media announcements ⇒ Are colourful events (showing the SafiSan corporate colours) ⇒ Should be attended by various stakeholders ⇒ Are “energized activities” that create a lot of interest with regard to sanitation and SafiSan within urban communities ⇒ Provide a platform for providing detailed explanations (with regard to the SafiSan toilets and the programme), demonstrations (using a demonstration toilet), distribution of information materials, and sanitation-related performances (by performing artists such as comedians, dancers, disc-jockeys)
<p>With the Mini Fairs the SafiSan Programme <u>targets the following population categories, groups and individuals:</u></p> <ul style="list-style-type: none"> ⇒ Residents of the urban low income areas ⇒ Landlords and landladies (the sanitation decision makers) ⇒ Householders ⇒ Tenants ⇒ Women and children ⇒ Local opinion leaders (e.g. church leaders) ⇒ Other local stakeholders (e.g. the Area Chief) 	<ul style="list-style-type: none"> ⇒ For many residents of urban low income areas the SafiSan Mini Fair and the SafiSan <i>Baraza</i> (Shows) will be the first time they obtain (detailed) information on the programme and on the SafiSan toilets ⇒ The SafiSan Mini Fairs, like the SafiSan <i>Baraza</i> Shows, act as an introduction to the household & plot-level visits (the door-to-door visits). The Mini Fairs and the SafiSan <i>Barazas</i> are events where people come to hear about SafiSan (often for the first time), where appointments are made and even initial demand is created





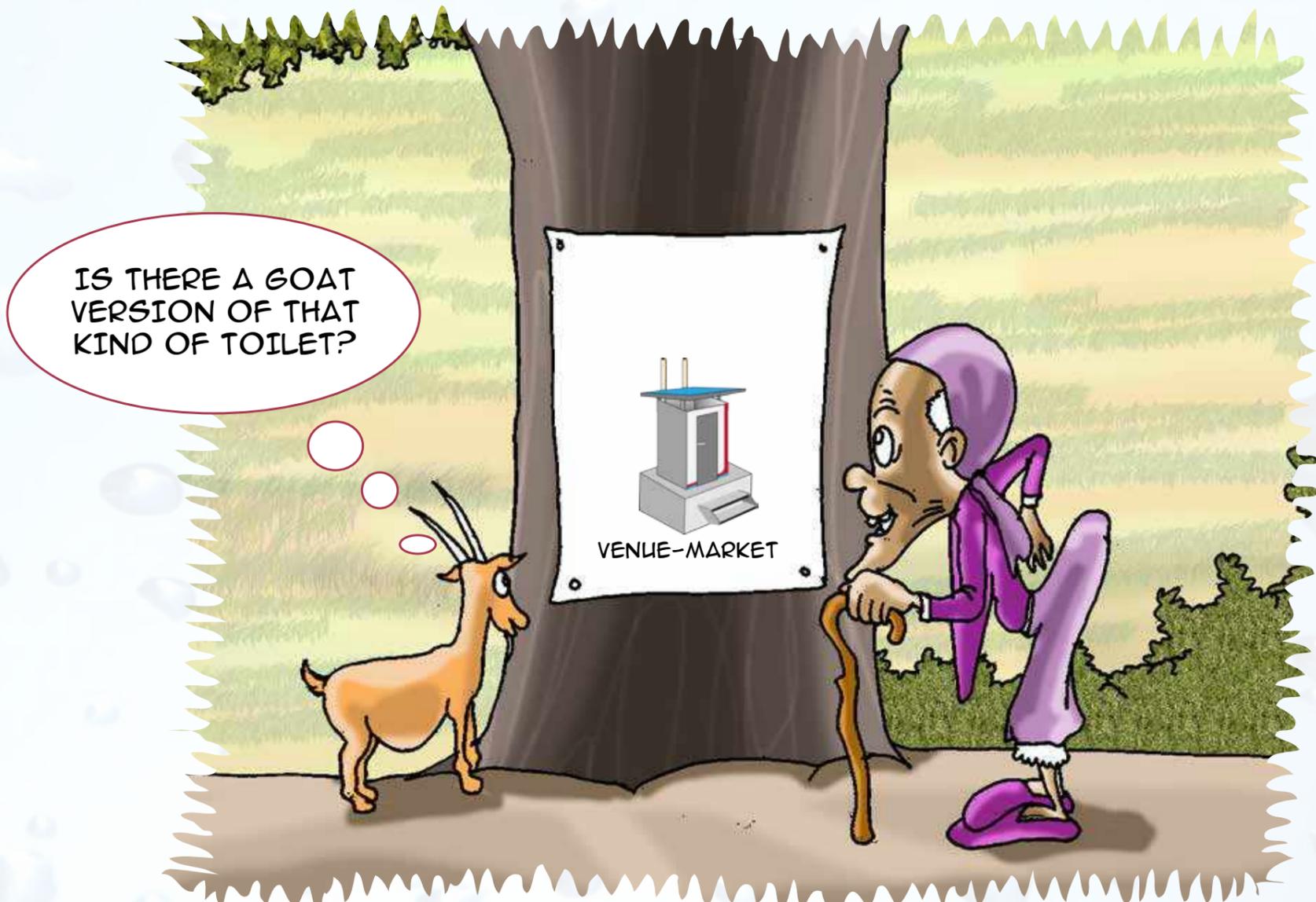
No. 2: Objectives of the SafiSan Mini Fairs

No.	Objectives & messages of the SafiSan Mini Fairs	Explanation:
1	Bringing together key stakeholders and residents of the urban low income areas in particular to participate in the launch of the SafiSan Programme and toilet (a new product in the market)	Reaching the population of one or more urban low income areas by organising a sanitation event which is informative, interesting and entertaining areas
2	Provide a platform for local stakeholders to sensitise the community on the need for adopting improved sanitation & hygiene practices and better toilets	For example, the WSP, the Area Chief, the County representative, the PHO and local opinion leaders are given a forum to explain to the community the attributes and benefits of improved sanitation practices
3	<ul style="list-style-type: none"> ⇒ Sensitising residents on the advantages of adopting improved sanitation and good hand washing practices (one should not go without the other) ⇒ Informing residents (awareness creation) on the SafiSan Programme and the toilets (i.e. the attributes of the SafiSan toilet) ⇒ Informing residents on all relevant SafiSan related procedures (how to get a toilet) 	<ul style="list-style-type: none"> ⇒ The target community should be able to get to know the benefits/attributes of the SafiSan toilets ⇒ Proper hygienic & sanitation practices should be explained by relevant professionals (e.g. the PHO) ⇒ Indeed, the importance of good hand washing practices should be emphasised ⇒ Improved sanitation also means sensitisation on the SafiSan sanitation value chain
4	Explain the Financing options (PCI) of the SafiSan toilet available	<ul style="list-style-type: none"> ⇒ Explain the incentive component of the SafiSan toilet in detail. ⇒ Explain the various financing options e.g. paying in cash, instalment or get a loan from a micro-finance
5	Create a large (as large as possible) group of early adopters	<ul style="list-style-type: none"> ⇒ Interested households and landlords can register and appointments can be made for follow-up visits ⇒ To speed up the adoption of improved toilets the creation of a significant group or early adopters is important
6	Assess the acceptability of the product (features, price, etc.)	The SafiSan Mini Fairs provide the opportunity to make an early assessment of customer response
7	Demonstrate the SafiSan Toilets and showcase the scale models	The community will be able to view and sample the different types/design of toilets available with different prices
8	Sensitize the target public on availability and accessibility of the SafiSan toilets (how, when, where, how much)	<ul style="list-style-type: none"> ⇒ Inform the public where to get the SafiSan toilet ⇒ Introduce the WSP's representative ⇒ Explain the procedures involved in the registration
9	Providing a <u>platform</u> for the Social Animators to establish contacts in the low income area(s) and to make appointments with landlords/landladies and householders	<ul style="list-style-type: none"> ⇒ Social Animators are part of the team that organises the SafiSan Mini Fairs ⇒ The Social Animators will also be acting as Mini Fair hosts engaging directly with the public (visitors) in place for demonstration



No. 3a: Organisation of the SafiSan Mini Fairs (1)

No.	Organisation of Mini Fairs	Explanation:
1	Preliminary planning meeting with key stakeholders organised by the <u>Project Task Team</u>	<ul style="list-style-type: none"> ⇒ This meeting is preferably attended by the entire Project Task Team, relevant WSP staff, the PHO, the Area Chief, County & Council representatives, local church ministers, heads of local school, women leaders, youth leaders, etc. ⇒ If necessary a special Mini Fair planning committee can be created during this preliminary meeting. This committee can be made responsible for the organisation of the Mini Fairs, SafiSan <i>Barazas</i>, etc.
2	Identification of key organisers and other participants	Key organisers/participants are: the WSP, the WSTF, the PHO, the Area Chief, County and Council representatives, local church leaders, opinion leaders, landlords, women & youth leaders
3	Selection of the date and suitable venue	<ul style="list-style-type: none"> ⇒ As deemed appropriate by the planning committee ⇒ The venue should be affordable, known and accessible to all stakeholders
4	Development of a detailed programme for the one or more SafiSan Mini Fairs and/or SafiSan <i>barazas</i>	<ul style="list-style-type: none"> ⇒ The programme should show all key activities, timetable, maximum duration of activities, persons responsible (key speakers, etc.) and any other relevant information ⇒ Each activity should be accompanied by a summary description of all activities, a detailed lists of required materials and a detailed list of all important contacts





No. 3b: Organisation of the SafiSan Mini Fairs (2)

No.	Organisation of Mini Fairs	Explanation:
5	<ul style="list-style-type: none"> ⇒ Each Mini Fair should be publicly announced 1-3 days before the event takes place ⇒ These announcements should reach the key target participants 	<p>The public announcement can be done:</p> <ul style="list-style-type: none"> ⇒ Invitation letters key opinion leaders, women leaders (etc.) ⇒ During a Chief's baraza ⇒ By putting up posters and/or banners at strategic locations 5 – 2 days before the event (please respect all local by-laws) ⇒ By a local radio station ⇒ By using a PA system (e.g. a megaphone). Preferably this is done the evening before the event is supposed to take place
6	<p>The Project Task Team or the Mini Fair planning committee should make sure that the right team is in place and that this team has the right equipment and persons (Social Animators, disc-jockey, artists, etc.) are in place</p>	<p>A few items that may appear on the equipment list:</p> <ul style="list-style-type: none"> ⇒ - 2 or 3 (tarpaulin) party tents <ul style="list-style-type: none"> - A large tent with chairs where stakeholders can sit - One or two other tents for displaying SafiSan publications and for registration ⇒ A demonstration SafiSan toilet ⇒ A pick-up van with a mounted megaphone for announcements ⇒ A hand-held megaphone ⇒ A generator <p>If a disc-jockey is asked to liven up the Mini Fair he/she should bring his/her own equipment</p>
8	<p>The venue should be colourfully decorated</p>	<ul style="list-style-type: none"> ⇒ The venue should be adorned with the SafiSan Programme colours ⇒ The SafiSan team should be wearing their SafiSan visibility gear (baseball caps, polo-shirts, etc.)



4. *Barazas* and *baraza* shows





No. 1: SafiSan Baraza Shows: Description and key objectives

No.	Objectives	What is a <i>baraza</i> ?
1	<p>The SafiSan <i>Barazas</i>:</p> <ul style="list-style-type: none"> ⇒ Gather residents and experts around an important theme; sanitation ⇒ Provide information to residents on the SafiSan Programme and its activities ⇒ Provide an opportunity to inform the residents of low income areas about the SafiSan products (toilets) ⇒ To create awareness about the importance of hand washing and other hygiene practices including toilet cleanliness ⇒ Bring together residents (tenants, landlords, women, children, etc.), experts and other stakeholders 	<p>⇒ A baraza is a community gathering, that is often organized by the Area Chief and which takes place at a specific well-known location.</p> <p>⇒ A baraza brings people together and allows them to deliberate on specific key issues in the society</p> <p>⇒ During <i>barazas</i> participants (attendees) are, in most cases, given the opportunity to ask questions, raise concerns, make suggestions and express their own views</p> <p>⇒ The SafiSan baraza shows are gatherings during which the participants will deliberate on community-level sanitation issues in and discuss the for adequate (improved) sanitation</p>
	<p>During the SafiSan <i>Barazas</i> the following sanitation-related issues have to be addressed:</p> <ul style="list-style-type: none"> ⇒ Why good sanitation means better health ⇒ Good sanitation is a human right ⇒ Good sanitation and the Constitution ⇒ Good sanitation and Vision 2030 ⇒ Landlords have the obligation to provide good sanitation to their tenants ⇒ By-laws that address sanitation 	<p>The promotion of good sanitation (improved toilets) requires the use of carrots and sticks</p>



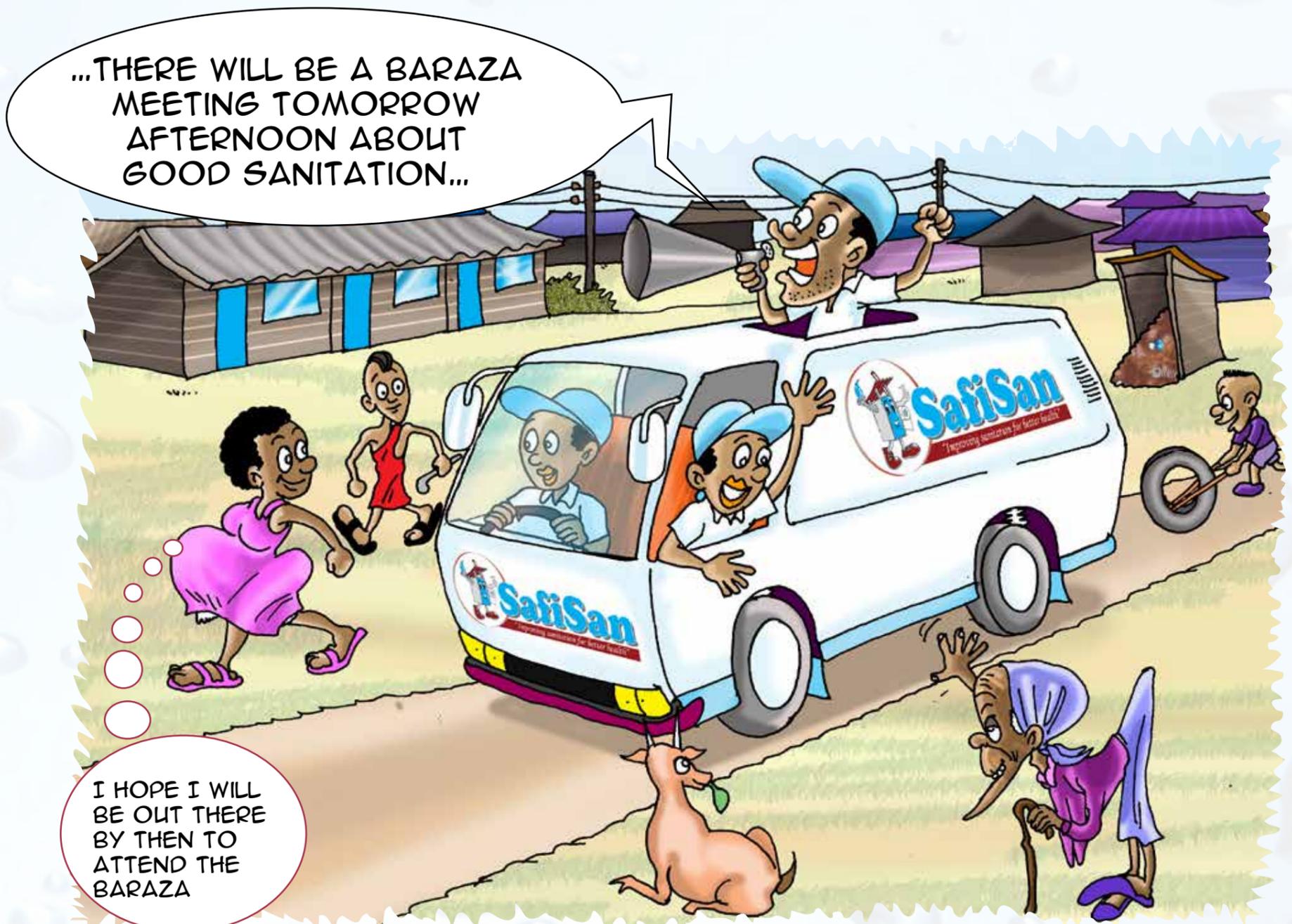
No. 2: Main Objectives of the Baraza Shows

No.	Objective	Explanation:
1	Create awareness regarding the need for improved and adequate sanitation	Participants should know the importance (and advantages) of improved sanitation. There is need to emphasise the health impact
2	Create awareness with regard to sanitation being a human right. Landlords and landladies, therefore, have to provide their tenants with a sufficient number of adequate sanitation facilities	Refer to Vision 2030, and the Constitution (see Appendices 1 & 2)
3	Introduce and create awareness about the SafiSan Programme and toilets (this can be done by having a demonstration toilet or a number of scale models on site)	Enable the attendees to know more about the SafiSan Programme and about the SafiSan toilets: <ul style="list-style-type: none"> ⇒ How do the SafiSan toilets look like? ⇒ How to use and maintain a SafiSan toilet? ⇒ What are their advantages? ⇒ How much do they cost? ⇒ How much PCI is provided? ⇒ How to get a SafiSan toilet?
4	Emphasise the importance of hand washing, other hygiene practices and the need to keep toilets clean	Emphasise that a SafiSan toilet can be equipped with a hand washing facility (at an added cost)



No. 3a: Organisation of the SafiSan Barazas and Baraza Shows(1)

No.	Organisation of the Mini Fairs	Explanation:
1	Preliminary planning meeting with key stakeholders organised by the <u>Project Task Team</u>	<ul style="list-style-type: none"> ⇒ This meeting is preferably attended by the entire Project Task Team, relevant WSP staff, the PHO, the Area Chief, County & Council representatives, local church ministers, heads of local school, women leaders, youth leaders, etc. ⇒ If necessary a special <i>Baraza Show</i> planning committee can be created during this preliminary meeting. This committee can be made responsible for the organisation of several Mini Fairs, SafiSan <i>Baraza Shows</i>, etc.
2	Identification of key organisers and other participants	Key organisers/participants are: the WSP, the WSTF, the PHO, the Area Chief, County and Council representatives, local church leaders, opinion leaders, landlords, women & youth leaders
3	Selection of the date and suitable venue	<ul style="list-style-type: none"> ⇒ As deemed appropriate by the planning committee ⇒ The venue should be affordable, known and accessible to all stakeholders
4	Development of a detailed programme for the one or more SafiSan Mini Fairs and/or SafiSan <i>Baraza Shows</i>	<ul style="list-style-type: none"> ⇒ The programme should show all key activities, timetable, maximum duration of activities, persons responsible (key speakers, etc.) and any other relevant information ⇒ Each activity should be accompanied by a summary description of all activities, a detailed lists of required materials and a detailed list of all important contacts





No. 3b: Organisation of SafiSan Baraza Shows

Organisation of <i>Baraza</i> Shows		Explanation:		
Organising a public baraza is a step-by-step process.		The SafiSan <i>Barazas</i> are organized in the form of an activity sheet showing which activity will be carried out at what time, who will be in charge of the activity and the key message of the activity		
Activities preceding the Baraza				
No.	Activity	Timing	Person (s) responsible	Message (s)
1	Public announcements through the church, Chief's <i>Baraza</i> , village elders and local media	One (1) week before the <i>baraza</i>	Opinion leaders, the Chief, church ministers	Awareness on the importance of the <i>baraza</i> , the objectives and key messages of the <i>baraza</i> , who are expected to attend, venue and time
2	Posters at all public and strategic places (Chief's Camp, churches, shops, DC's Office, health centres, markets, public toilets, places where public gatherings take place)	Three (3) days before the <i>baraza</i>	Customer Services Assistant of the WSP, Social Animator	Awareness on the importance of the <i>baraza</i> , message of the <i>baraza</i> , who are expected to attend (guests and target groups), venue and time
3	Planning preliminary meetings with key stakeholders: WSP staff, the Chief's office, heads of local schools, church ministers, women groups, youth groups, CBOS, NGOs, The Local Authority, the County	1.5 days	Social Animator, CSA/WSP	All stakeholders are responsible to jointly organise SafiSan Programme meetings (e.g. SafiSan <i>Baraza</i> Shows)
4	Megaphone announcements mounted on a pick-up van	One (1) day before the <i>baraza</i> , preferably in the early afternoon	WSP-Customer Services Assistant Social Animator	Awareness on the importance of the <i>baraza</i> , message of the <i>baraza</i> , who are expected to attend, venue and time



No. 4: Example of a Baraza Show Programme

No.	Activity	Duration (in minutes)	Person (s) Responsible	Message (s)
1	Waiting for crowd to gather	60	Task Team/Drama Group	Music and a song
2	Start of the <i>baraza</i>	2	Chief	Asking for everybody's attention
3	Word of prayer	3	Appointed by Chief	--
4	Introductions	5	Chief	Chief introduces WSP and SafiSan Programme
5	Explain the <i>baraza's</i> objectives	5	Project Task Team	Explain the SafiSan Programme to the residents
6	Overview of the programme	5	Project Task Team	SafiSan Programme & attributes of the SafiSan toilets
7	Presentation by WSP	10	Managing Director	Introduce the SafiSan Programme
8	Presentation by the Council	5	Council representative	Support provided by the Council on sanitation issues
9	Skit on health & hygiene	15	Drama group/choir/poet	Advantages of safe sanitation
10	Health & hygiene presentation	10	Public Health Officer	Safe sanitation and the Public Health Act
11	Importance of community participation	10	Project Task Team/village/women's group/youth rep.	How the community is involved in the SafiSan Programme
12	Skit, poem, song, etc.	15	Drama group/choir	Community participation
13	Q&A	15	SafiSan Project Task Team	All queries & ideas are taken addressed by the SafiSan Team
14	Closing the <i>baraza</i>	5	Chief	Thanking participants/announce plot & household visits
Expected duration of the <i>baraza</i>:		105	<< Excluding the time needed for the crowd to gather	



No. 5a: Roles of the Social Animators (1)

No.	Role of the Social Animators	Explanation:
1	Become a member of the Project Task Team and participate in the preparation of the overall work plan (programme)	<p>⇒ Social Animators perform an important role within the SafiSan Programme</p> <p>⇒ Without awareness creation and social marketing of SafiSan products the programme is unlikely to be successful</p>
2	Participate in SafiSan planning meetings	Planning meetings for specific activities such as the plot & household visits, the SafiSan Mini Fairs and the SafiSan <i>Baraza</i> Shows
3	Organise public meetings	This includes inviting all relevant stakeholders to SafiSan public meetings (e.g. SafiSan Mini Fairs and <i>Baraza</i> Shows)
4	Run the SafiSan demonstration toilet & sanitation tent during SafiSan <i>Baraza</i> Shows and Mini Fairs	For example, the Social Animators will be responsible for ensuring that the tent has all the information materials required and that any potential customer making inquiries is attended to
5	Assist in creating awareness about the SafiSan Programme	Put emphasis on what the SafiSan Programme is all about and marketing the SafiSan toilets- the attributes and the benefits
6	Invite opinion leaders to SafiSan Programme activities in consultation with the Project Task Team	Inviting all stakeholders to SafiSan Programme meetings
7	Facilitate discussion forums for opinion leaders and initiating a community mobilization process on the SafiSan Programme and activities with reference to promotional activities to improve sales of the SafiSan Toilet	Promoting all SafiSan activities and the sale of SafiSan toilets

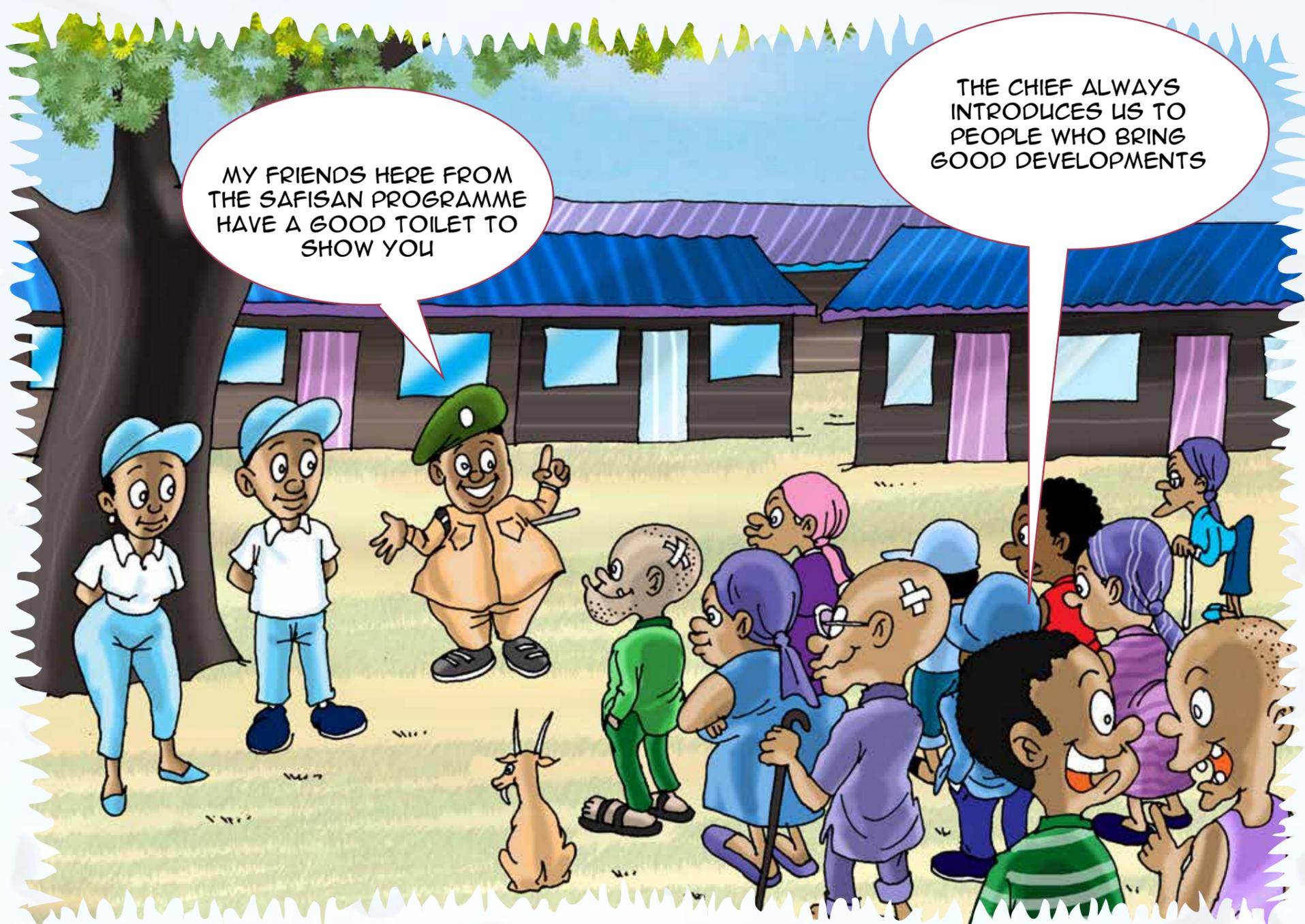


No. 5b: Roles of the Social Animators (2)

8	Collect data on project areas and on (potential) customers	<ul style="list-style-type: none"> ⇒ Assess the current sanitation situation ⇒ Assess demand for SafiSan toilets
9	Carry out the announcements (e.g. using a megaphone)	Create awareness about the social marketing activities the SafiSan Programme is planning. For example <i>barazas</i> and door to door visits
10	Carry out the plot & households visits programme & participate in the implementation of the town and area-level activities	Town and area-level activities such as the SafiSan Mini Fairs and the SafiSan <i>Baraza Shows</i>
11	Market the SafiSan products (e.g. the toilets, hand washing facilities, laminated posters, etc.) This is the main role of the Social Animators!	<ul style="list-style-type: none"> ⇒ Sensitizing the residents on the importance of accessing adequate and improved sanitation with regard to the constitution, health benefits, etc. ⇒ Emphasize the need, for landlords, landladies and householders, to invest in improved sanitation ⇒ Convince residents by explaining the attributes of the SafiSan toilets and the (public health and environmental) advantages of the SafiSan sanitation value chain
12	Register potential and new customers	For example, residents willing and able to buy a SafiSan toilet can register themselves immediately after a plot visit or a baraza
13	Capacity building and training	Offering supportive and appropriate trainings/information (advice) to <u>customers</u> before and after sale of the SafiSan toilet
14	Report challenges faced and making suggestions	<ul style="list-style-type: none"> ⇒ The Social Animators are also expected to contribute to the improvement of the SafiSan Programme ⇒ Social Animators will acquire a detailed knowledge with regard to the localities they work in and with regard to the social marketing programme, its effectiveness and efficiency



5. Involving opinion leaders





No. 1: Why the SafiSan Programme is involving local opinion leaders?

Objectives	Explanation:
<p>⇒ General: Opinion leaders are influential and respected members of a community, group or society to whom others turn for advice, opinion and views. They are often a minority, early adopters, who pass information on new products to not so well informed segments of the population. Opinion leaders can be: politicians, the Chief, church leaders, school teachers, village elders etc. (<i>Business Dictionary</i>)</p> <p>⇒ Promotion and sale of the SafiSan toilet must concentrate on the <u>primary users</u> and on those who <u>influence</u> them in the family circle or the wider community social structures</p>	<p>The role of opinion leaders within the SafiSan Programme can be summarised as follows:</p> <ul style="list-style-type: none"> ⇒ To inform the public on the SafiSan Programme ⇒ To promote the <u>sale of SafiSan toilets</u> particularly in public forums (e.g. church services, public community-level meetings) ⇒ To emphasise the rights and responsibilities of community members, landlords, landladies, tenants, etc. ⇒ To promote good hand washing and hygiene practices (e.g. keeping toilets clean) <p>NOTE: <u>Opinion Leaders</u> are likely to have a major influence on the credibility of SafiSan Programme and hence will have a bearing on the success or failure of the project</p>



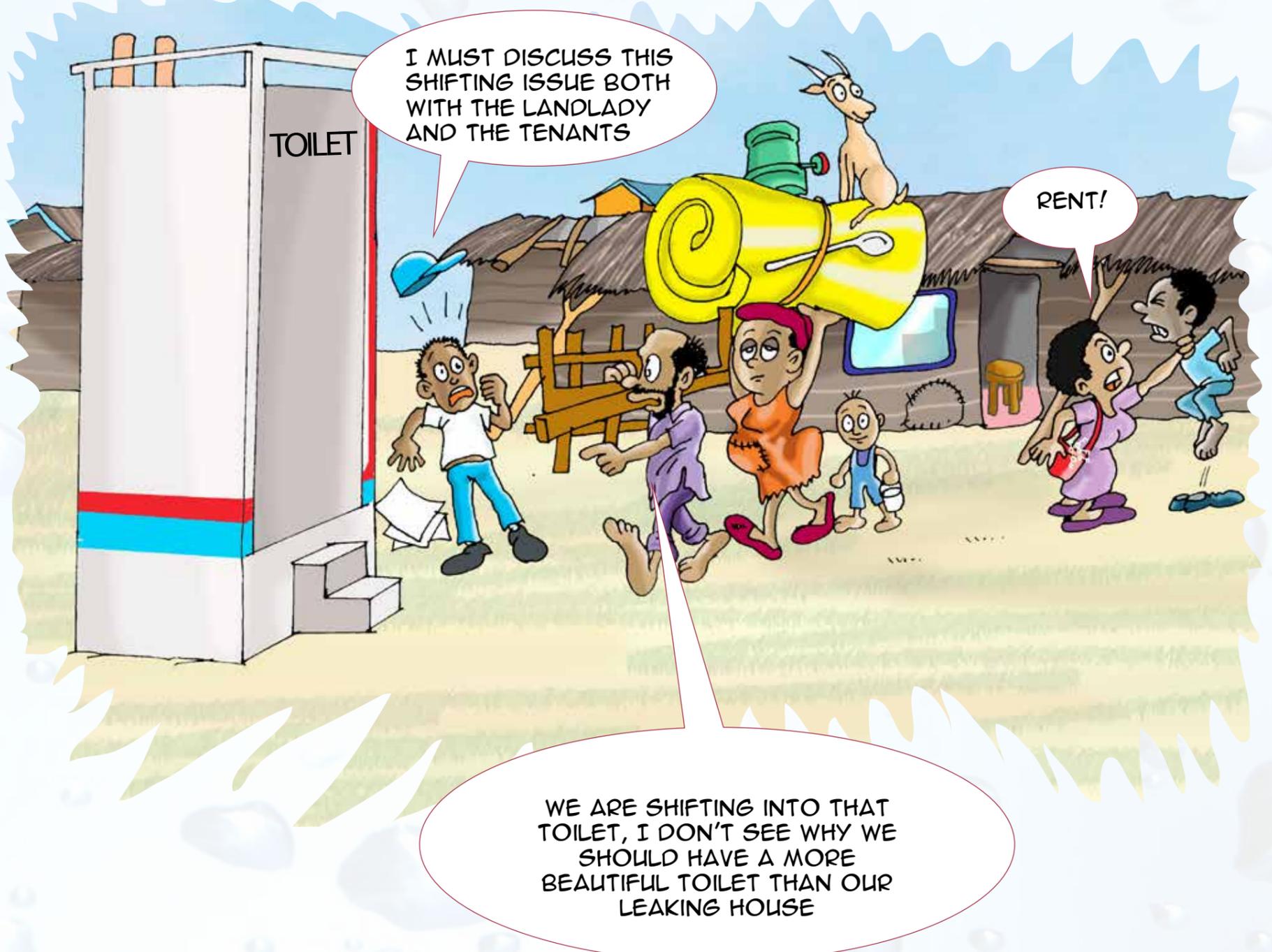
No. 2: Role opinion leaders can play within SafiSan

Role	Explanation:
Convince the main SafiSan target groups (landlords, landladies & householders) to invest in improved sanitation	Sanitation and hygiene improvements require political <u>will and support</u> . The SafiSan Programme will benefit if social, cultural, and political leaders are mobilised, motivated and given an active role to participate to promote the SafiSan Programme and its activities
Convince the main SafiSan target groups (landlords, landladies & householders) to adopt good hand washing and hygiene practices	NOTE: According to the publication <u>Impact of Opinion Leaders</u> : “One influential person’s word of mouth tends to affect the buying attitude of two other people on average and for dissemination of information in the market, <u>opinion leaders are the most important source.</u> ” (Channey M. Isabellah, 2001)
To reach larger proportion of the population of the low income areas	



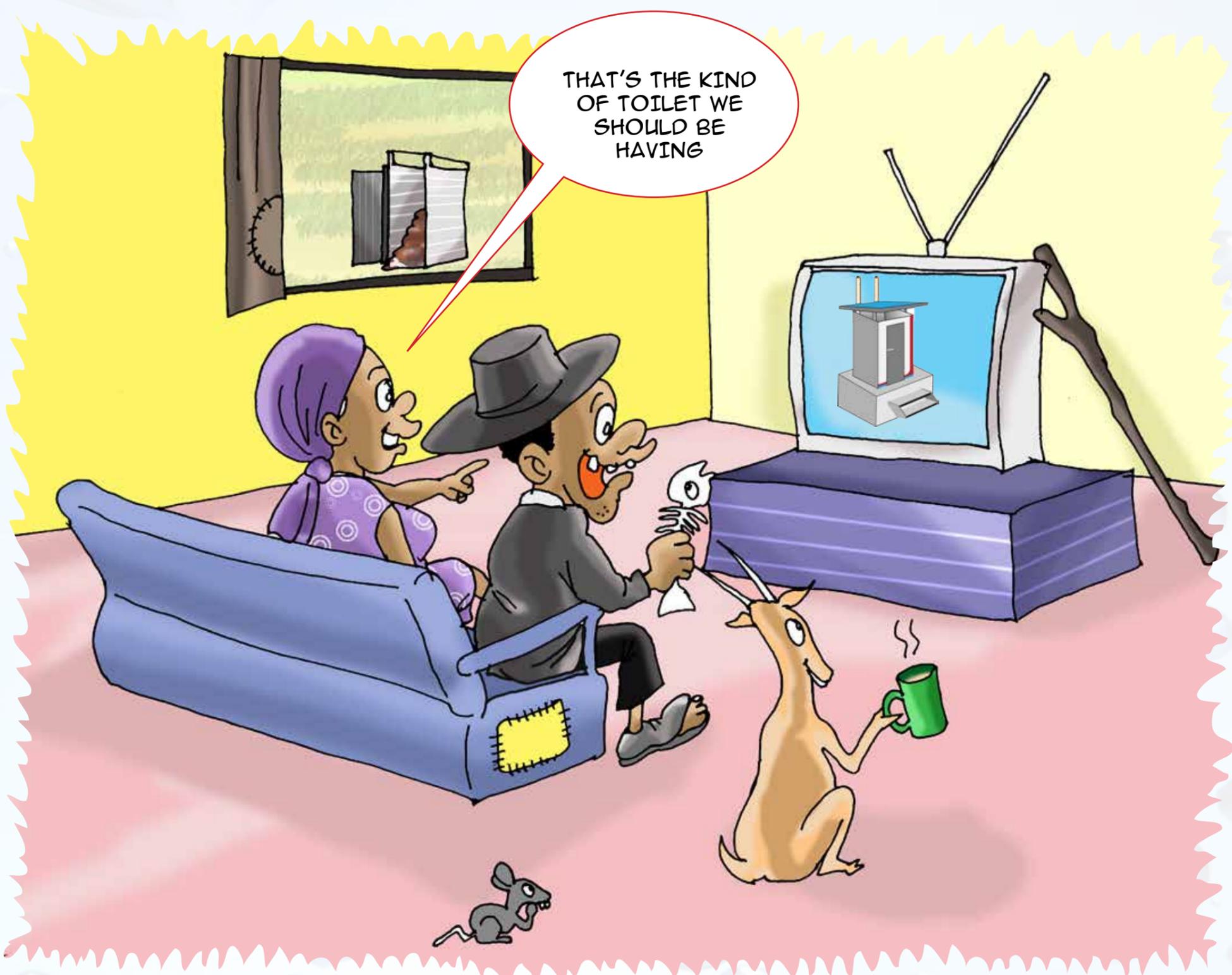
No. 3: Activities that benefit from the contribution made by opinion leaders

No.	Organisation	Explanation:
1	SafiSan toilet promotional campaigns (e.g. SafiSan Mini fairs & Baraza Shows)	<p>Opinion leaders should be invited to SafiSan Programme activities to highlight and promote the programme and the SafiSan toilets</p> <p>Such local opinion leaders include; Village elders, Area Chiefs, DCs, local MPs, women leaders, youth leaders, church ministers, etc. (see the List of Acronyms)</p> <p>NOTE: Inviting guest speakers/experts, such as the PHO, to SafiSan Programme functions will be highly encouraged</p>
2	SafiSan Programme awareness & Sensitisation Workshops	
3	Barazas organised by the Chief	
4	Church services and other church functions	
5	Mass media activities and programmes (TV, radio, and print) can benefit from the participation of- or endorsement given by opinion leaders	





6. Mass media announcements





No. 1: Why the SafiSan Programme is using the mass media?

No.	Why using the mass media?	Explanation:
1	Wide coverage	<ul style="list-style-type: none"> ⇒ Mass media (e.g. local TV and radio stations)⁵ are able to cover a large audience and (in most cases) a wider range of target audiences within a short time span. ⇒ Using the mass media, therefore, can be effective during both; awareness creation <i>and</i> marketing phases. ⇒ Messages diffused through the (local) mass media can have a positive impact upon activities taking place at the area and plot level ⇒ A disadvantage of using mass media; SafiSan also pays for reaching people who do not belong to the target audience (e.g. residents in rural areas)
2	Many people have access to mass media devices (radio, TV and internet on mobile phones)	Residents of urban low income areas are able to get the messages concerning the SafiSan toilet and programme through mass media announcements
3	It is both visual and audio	The target audience can hear (radio & TV) or see (TV) the message that is being passed
4	Mass media announcements can generate awareness, interest and even excitement	<ul style="list-style-type: none"> ⇒ It is advisable to create mass media messages for all ages... in English, Kiswahili... or both? ⇒ Preparing the mass media announcements requires considering the following aspects: Choosing the right language, composing the right message, choosing the right (broadcasting) time, the right persons (opinion leaders) ⇒ It is also crucial to ensure that the mass media announcements are linked to and compatible & coordinated with the other SafiSan (social marketing) activities. This is important in order to achieve impact and synergy



No. 2: Objectives of the mass media announcements

No.	Objectives	Explanation:
1	Generate awareness, interest and even excitement among the target audiences with regard to the (1) importance of good sanitation, (2) the SafiSan Programme and (3) the SafiSan toilets	<ul style="list-style-type: none"> ⇒ Mass media can be effective and efficient tools during awareness creation and marketing ⇒ But in the case of the social marketing of improved toilets mass media announcements & programmes are not sufficient. Area and plot/household-level activities are key to SafiSan's success ⇒ Local activities can, however, greatly benefit from the mass media announcements
2	To create more awareness on the importance of hand washing	With this message the entire population is reached <i>and targeted</i> (e.g. rural and urban areas, school children, the elderly, business men, prisoners, etc.)



No. 3: Organisation of the mass media announcements

No.	Step-by-step	Explanation:
1	Identify popular local TV and Radio stations and key timings for maximum coverage	The Project Task Team (including the customer service- or public relations sections of the WSP) will have to identify popular local radio and TV stations to air the SafiSan announcements
2	Identify the target audience(s)	<ul style="list-style-type: none"> ⇒ TV and radio messages can target a specific audience (e.g. landlords & household owners) but costs (per target audience member) are high if the target audience is just a small proportion of the overall audience ⇒ The general public message should be on good hand washing and hygiene practices
3	Develop the message(s) to be aired	<p>Mass media messages should be:</p> <ul style="list-style-type: none"> ⇒ Able to address (or create) customer needs and preferences ⇒ Offer solutions to local conditions (e.g. a toilet that is adapted to local soil conditions) ⇒ In other words, mass media messages should make sense to the target audiences
4	Review the message to ensure it captures the desired effect	<ul style="list-style-type: none"> ⇒ A message and the diffusion method used by the mass media can be tested at a small-scale (discussing it with a relative small number of people belonging to the target audience) ⇒ In other words, members of the target audience can participate in the development of the mass media announcements
5	Air the message to the intended audiences	Release the message to the intended audience



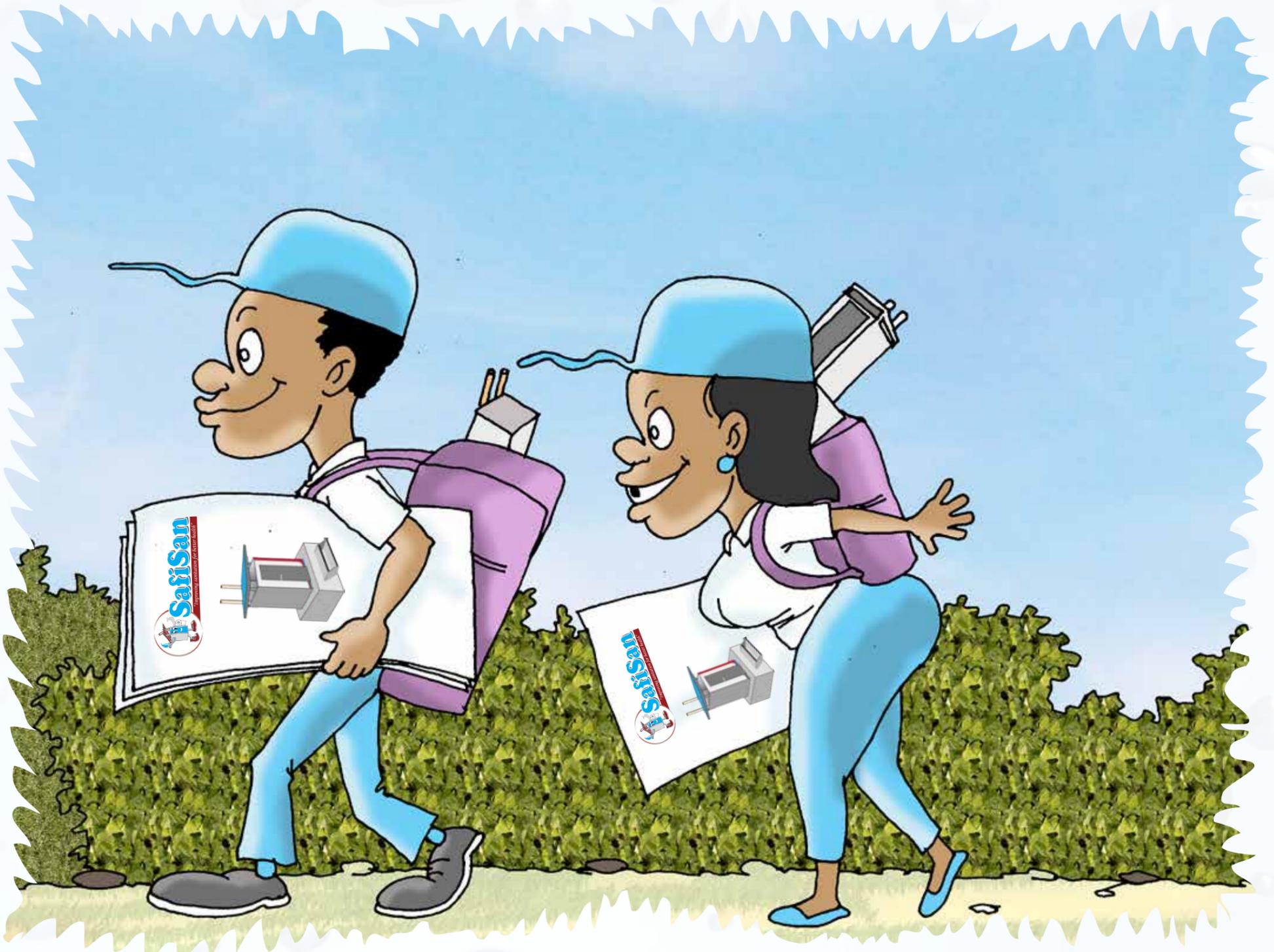
No. 4: Using mass media announcements at area level

No.	Activity	Explanation:
1	Using mass media announcement recordings during area level SafiSan activities using audio or video equipment	For example, during the SafiSan <i>Baraza</i> Shows or Mini Fairs

PART 3

GUIDELINES FOR THE SOCIAL ANIMATOR

Social Marketing of Improved Sanitation





No. 1: The SafiSan Programme

The Programme

Explanation:

What is the SafiSan Programme?

- ⇒ SafiSan is a **Water Services Trust Fund** programme that aims to improve the living conditions of the urban poor in Kenya through enhanced access to basic sanitation and safe water
- ⇒ It targets the population of the urban sanitation hotspots; the informal and formal low income urban settlements. It is supposed to reach 600,000 people with sanitation facilities and up to 200,000 with water service provision in low income urban areas in Kenya
- ⇒ The project should enable the residents to apply sound hygiene practices. The project will achieve these objectives by developing, testing and implementing innovative practical technologies and tested concepts for onsite sanitation systems

NOTE: Sanitation at world level

- ⇒ Currently, the conventional sewer system has left out about 2.6 billion in the world without appropriate sanitation facilities.
- ⇒ The SafiSan Programme is seeking to greatly improve the current sanitation situation in urban Kenya



No. 2: The SafiSan Programme: Stakeholders, their roles and responsibilities

This table shows the main SafiSan stakeholders, their roles and responsibilities

No.	Stakeholder	Roles and responsibilities	Remarks
1	Water Services Trust Fund (WSTF)	Provide support to the WSPs (funding projects, technical support)	Including toilet designs, feedback & data collection ⁽²⁾
2	Water Service Provider (WSP) ⁽¹⁾	Local implementers of the SafiSan Programme	Coordination, inspection of toilets, data collection
3	Licensed local artisans	Construction or assembly of the SafiSan Toilet	Trained by the SafiSan Programme
4	Sanitation Team	Emptying toilets and transporting	Trained by SafiSan Programme. Can also inspect SafiSan and other toilets
5	Local treatment facility operators	Treatment of the contents of improved and unimproved toilets	To reduce public health & environmental risks. A key element in the sanitation value chain
6	Urban communities	Beneficiaries, awareness creation, communicating complaints and ideas to the WSP and SafiSan Programme	The WSP has a customer complaints procedure
7	NGOs & CBOs	Provide support to the WSP and the urban communities	The WSP can seek assistance from NGOs and CBOs
8	The Development Partners ⁽³⁾	Funding of the SafiSan Programme and quality control at all levels	Provide financial and technical support
9	Ministry of Water and Irrigation	Parent ministry of the WSTF and the WSPs	The Ministry is responsible for infrastructure development
10	Ministry of Health	Ministry responsible for sanitation	Emphasis on awareness creation & education
11	Local and County Authorities	The County owns the WSP and sets the development agenda	Support the programme through awareness creation

1): The water company

2); Detailed data will be collected on all toilets built and assembled

3): The Bill & Melinda Gates Foundation and the German Development Bank



No. 3: Key objectives of the SafiSan Programme

No.	Main Goals of the SafiSan Programme	Explanation:
1	<p>The key objective of the SafiSan Programme is:</p> <ul style="list-style-type: none"> ⇒ To support and promote improved access to basic sanitation in urban low income areas through the sale of the incentivised SafiSan toilet to landlords and house owners 	<p>The main goal of the SafiSan Programme is not just to sell the SafiSan toilet, but also to encourage their correct use and maintenance. This can be promoted through use of:</p> <ul style="list-style-type: none"> ⇒ SafiSan toilet user instruction posters ⇒ SafiSan toilet maintenance manual
2	<ul style="list-style-type: none"> ⇒ To support and promote good hand washing and hygiene practices to the target beneficiaries and the general public 	<p>Hand washing posters and manuals prepared by the SafiSan programme should contribute to good hand washing and hygiene practices among the target beneficiaries (<i>landlords, house owners, tenants, school children and the general public</i>)</p>

NOW THAT I HAVE THIS MANUAL ON HOW TO USE AND MAINTAIN THIS TOILET, I WILL MAKE GOOD USE OF IT





No. 4: What is social marketing?

According to Wikipedia:

“**Social marketing** is the systematic application of [marketing](#), along with other concepts and techniques, to achieve specific behavioural goals for a social good. Social marketing can be applied to promote [merit goods](#), or to make a society avoid demerit goods and thus promote society’s wellbeing as a whole. Examples of social marketing include the use of campaigns to encourage people use seat belts, follow speed limits, or not to smoke in public.

Social marketing uses the benefits of doing social good to secure and maintain customer engagement. In social marketing the distinguishing feature is therefore its “primary focus on social good, and it is not a secondary outcome. Not all public sector and not-for-profit marketing is social marketing.”(Source Wikipedia, search; “social marketing”)



No. 5: The 6 key social marketing messages

What are the six (6) key messages you as a Social Animator should communicate to your target audience:

1. Access to adequate sanitation is a human right
2. The benefits of improved sanitation
3. The advantages of the SafiSan toilets
4. The importance of decentralised treatment (if applicable)
5. The importance of hand washing especially after visiting the toilet to kill germs and reduce the risk of diseases
6. The importance of keeping toilets clean and in good condition



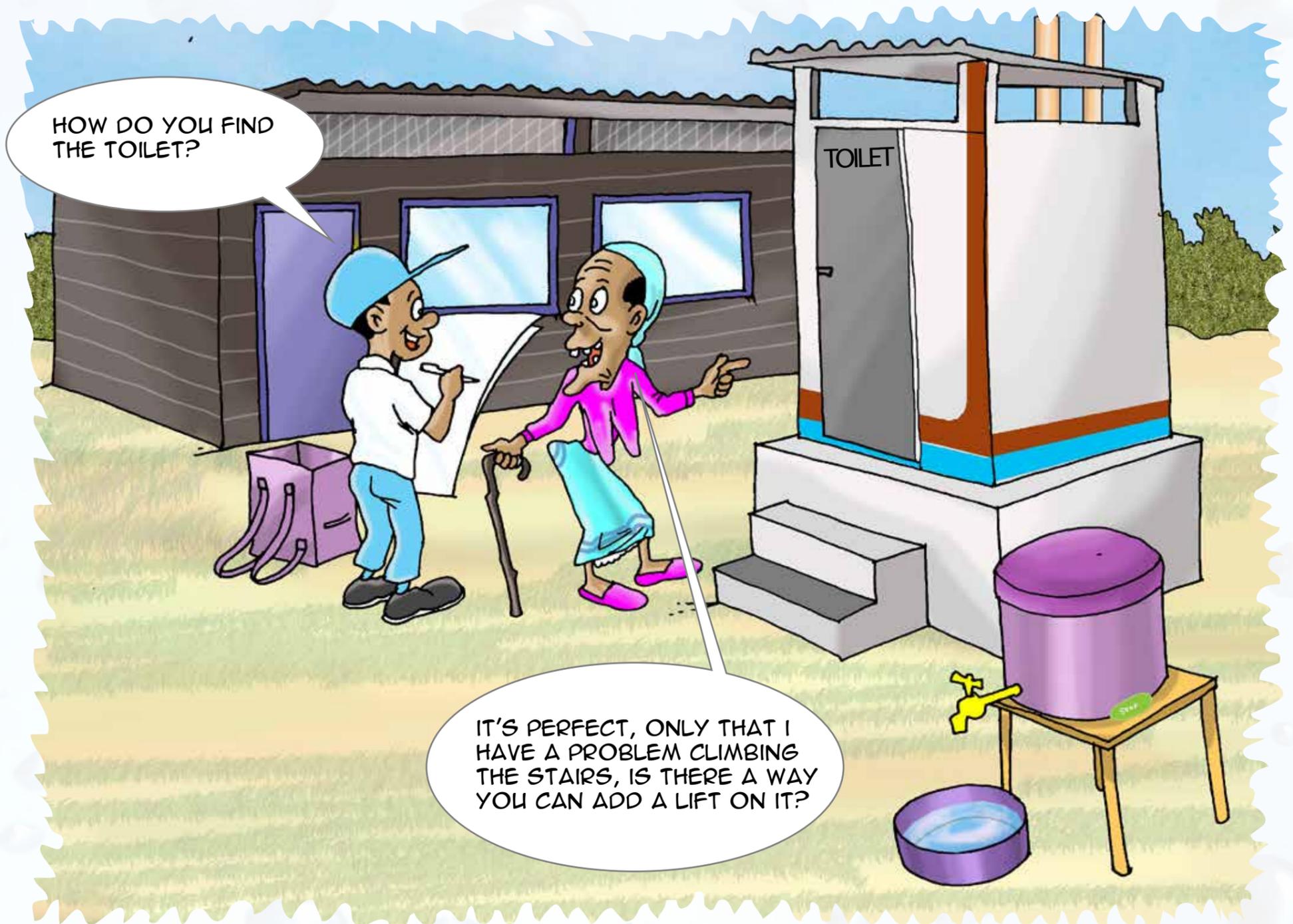
No. 6: What are we marketing?

No.	Marketing	Explanation:
1	<p>SafiSan Programme will market two major components:</p> <p>Improved access to basic sanitation through the sale of the partly incentivised <u>SafiSan toilet</u></p> <p><u>(Target group to invest in improved sanitation)</u></p>	<p>Demand creation is the main aim of social <u>marketing</u>. Social marketing techniques are used to creating demand for <u>SafiSan toilets</u></p> <p>The social marketing offers a staged, customer-focused approach, converting assessed user needs into demand and then providing the means of satisfying the demand.</p> <p>When designing a social marketing approach & strategy the following issues have to be considered:</p> <ul style="list-style-type: none"> ⇒ How many households have inadequate sanitation facilities (potential demand)? ⇒ The SafiSan approach recognises that sanitation investments are determined by decisions at household and plot level (i.e. the landlord or landlady). Therefore, it is important to assess and respond to the sanitation needs as expressed by residents of low income areas ⇒ Sanitation, along with good hygiene, acts as a fundamental ‘primary barrier’ to prevent faecal matter, the source of most diarrheal pathogens, from spreading in the environment & causing diseases <p>Note: It is as important to enable people to change their hygiene behaviour, as it is to provide improved facilities. Practices, which stop faecal material contaminating the domestic environment, are vital, especially for children and the general public</p>
2	<p>Promote good hand washing and hygiene practices to the target beneficiaries and the general public</p>	<p>The priorities in SafiSan marketing for behaviour-change will include <u>hand washing with soap</u> after stool contact and the safe disposal of stools.” According to Almedom et al. (1997), Hand washing with soap and water after contact with faecal material can reduce diarrhoeal diseases by 35 per cent or more and using a clean pit latrine and disposing of children’s faeces in a pit latrine can reduce diarrhoea incidence by 36% or more”</p> <p>Note:</p> <p>“The provision of safe sanitation facilities will only improve people’s health if the sanitation facilities are well maintained and people have good personal hygiene. A latrine provides the primary barrier against the spread of faecal matter. A dirty latrine easily breaches this barrier if hand washing after use does not become normal practice. Promotion of safer practices will best be achieved by new, promotional community based, social marketing approaches that seek out and use the messages that will motivate change. These must be established and used as the starting point to inspire behavioural change.” (Almedom et. al., 1997)</p>



No. 7a: Target groups (1)

- ⇒ When designing messages and marketing or sensitisation programmes it is important to segment the target audience : Men, women, the elderly, teenagers, gang members, landlords and tenants may respond differently to particular approaches
- ⇒ Boffin rightly argues that there is no such thing as selling to the general public, not even when it comes to water or sanitation (Boffin 2001: 58)
- ⇒ Specific methods and techniques should therefore be chosen or developed for specific audiences - groups or categories - within the low income urban areas
- ⇒ In order to reach all members of the overall target audience - the residents of the urban low income areas of Kenya - the social marketing mix and the technical designs (i.e. the toilets) will include elements which have been designed to reach specific categories within the target audience; categories such as women, Muslim women, the youth, etc.





No. 7b: Target groups (2)

Plot level social marketing; Who should attend the sessions?

No.	Plot-level meetings/plots or households	Explanation:
1	House owners and other members of the households	<ul style="list-style-type: none"> ⇒ At the household level, the family members and house-owners are targeted and, therefore, invited to attend SafiSan activities ⇒ <u>Messages</u>: The advantages of investing in improved sanitation and the benefits of adopting good hand washing and hygiene practices ⇒ Especially the heads of households should be invited to SafiSan activities
2	Landlords	<ul style="list-style-type: none"> ⇒ Landlords should be approached and invited to attend the SafiSan meetings and encouraged to invest in improved sanitation ⇒ Training sessions on toilet maintenance and usage
3	Tenants	<ul style="list-style-type: none"> ⇒ Tenants are invited to attend all activities taking place at the level of their plot (marketing, training on use and maintenance) ⇒ Tenants are also invited to attend activities at area level (e.g. <i>Baraza Shows</i>)
4	Schoolchildren	<ul style="list-style-type: none"> ⇒ Schoolchildren attending schools should benefit from the outputs of the SafiSan school programme (posters, comic books etc.)



No. 8: Social marketing techniques, activities & locations

No.	Social marketing techniques, activities & locations
1	<p><u>Using the Ps of social marketing:</u></p> <p>As in commercial marketing, the ‘four Ps’ are the basic characteristics of the social marketing approach. A clear and well-researched background to define each of these characteristics is essential for the success of social marketing:</p> <ul style="list-style-type: none"> ⇒ Product: The Social Animator should promote the sale of the SafiSan toilet. What is the product, its attributes(affordable, is durable, termite proof, easy to maintain and clean) form and presentation in terms of packaging and characteristics and benefits to the consumer ⇒ Price: This accounts for both direct and indirect costs and perceptions of benefits: The Social Animators should make the (<u>SafiSan toilet</u>) product worth getting ⇒ Place: Where will the product be available to consumers, including where it is displayed or demonstrated ⇒ Promotion: This component is about how the consumers will know the product exists, its benefits, costs and where and how to get it. Promotional activities will be done during various events ranging from mass media announcements (including TV and radio talk shows), putting up banners, SafiSan Mini Fairs and <i>Baraza</i> Shows, social marketing sessions at plot level, etc.
2	<p><u>Social marketing activities:</u></p> <ul style="list-style-type: none"> ⇒ Macro level: Awareness campaigns using the national, regional and local media ⇒ Middle level: Awareness & sensitisation programmes at town and area level (e.g. banners, <i>barazas</i>, SafiSan Mini Fairs, SafiSan <i>Baraza</i> Shows, demonstration toilets) ⇒ Micro level: Sensitisation and marketing at plot and household level, targeting landlords, landladies, tenants & householders
3	<p><u>Key social marketing locations:</u></p> <ul style="list-style-type: none"> ⇒ Community social halls, schools, churches, markets, low income residential areas ⇒ Chiefs Camp, health centres, roadsides ⇒ Plots and yards



No. 9a: Awareness creation & social marketing within SafiSan projects

Components of a SafiSan project

The Social Animator does not perform his or her duties in isolation. The work of the Social Animator is part of the larger SafiSan Programme and of a specific SafiSan project implemented by a Water Service Provider (WSP)

The SafiSan Programme and each SafiSan project has technical financial and social components:

- ⇒ **Technical:** The designs, assembly, construction, use, maintenance, repair and emptying of toilets as well as the design, construction, operation, maintenance and repair of decentralised treatment facilities. Also the training of toilet users, local artisans, manual emptiers and WSP staff should to a large extent be seen as being part of the technical component of SafiSan
- ⇒ **Financial:** Disbursements made by the Water Services Trust Fund to the WSPs, subsidies paid to local artisans, accounting for funds, etc.
- ⇒ **Social:** Awareness creation, social marketing activities, sensitisation of school children, training and the emphasis on hygiene practise such as hand washing. Sensitization on the use of the DTF especially in the WSPs where the DTF has been constructed

All activities mentioned have their place within a SafiSan project and within the sanitation value chain!



No. 9b: Awareness creation & social marketing within SafiSan projects

The work of a Social Animator

As a Social Animator you are, together with others (e.g. the other members of the Project Task Team), responsible for the proper organisation and implementation of the following key **awareness creation** and **social marketing** activities:

1. Community awareness creation and mobilisation
2. Public meetings (*barazas*) and SafiSan *Baraza* Shows
3. Involving local opinion leaders
4. SafiSan mini fairs
5. **Household and plot-level social marketing sessions**
6. **Data collection and data transfer to the Water Service Provider (WSP)**

As a Social Animator you are expected to promote the SafiSan Programme and to sell its products



No. 9c: Awareness creation & social marketing within SafiSan projects

The SafiSan Project Task Team

Within the SafiSan project the Social Animator will be part of a team; The **Project Task Team**. This team, which is established by the WSP (if necessary assisted by the County Resident Monitors of the WSTF), usually consists of the following stakeholders:

- ⇒ Relevant WSP staff
- ⇒ The County Resident Monitors of the Water Services Trust Fund
- ⇒ **The Social Animators**
- ⇒ Representatives of the local artisans involved in the project
- ⇒ Representatives of manual emptiers involved in the project
- ⇒ The Public Health Officer (PHO)
- ⇒ The Area Chief and/or County representatives
- ⇒ Opinion leaders
- ⇒ Residents of the project (target) areas

Responsibilities of the SafiSan Project Task Team

The Project Task Team is responsible for the following activities:

- ⇒ Preparation of the detailed project work plan
- ⇒ Implementation of the project
- ⇒ Coordination of technical works and social activities (awareness creation & social marketing)
- ⇒ Progress monitoring
- ⇒ Reporting on progress (The Project Task Team reports to the management of the WSP. The WSP and the County Resident Monitors have the contractual obligation to report to the WSTF)
- ⇒ Reporting on any irregularities



No. 9d: Awareness creation & social marketing within SafiSan projects

From awareness creation to social marketing

All awareness creation and social marketing activities, therefore, are part of the SafiSan Programme. If we consider the social component of a SafiSan project we should conclude that:

- ⇒ There is need to coordinate the social (community and plot level) activities with the technical and financial component. For example, it would be unwise to start marketing toilets if there are no trained artisans who can construct them or if there are no funds available for subsidies.
- ⇒ Awareness creation at national, town or area level should precede the social marketing of toilets at plot and household level. It is not very efficient and effective to market toilets at the level of plots and households *before* the residents of a town or area are informed about the SafiSan Programme and its scope.

Within the framework of the SafiSan Programme moving from awareness creation to social marketing, therefore, means descending from macro-level to middle-level down to micro level. For each of these levels the SafiSan Programme has developed the necessary procedures, techniques and tools

Within a SafiSan project the Social Animator:

- ⇒ Needs to be aware what is happening at macro- and middle-level
- ⇒ Participates in the organisation and implementation of a number of middle-level activities (e.g. town and area level) such as *SafiSan Baraza Shows and SafiSan Mini Fairs*
- ⇒ Is responsible for the social marketing at plot and household level



The Awareness & Social Marketing Programme

The table below provides an example of a SafiSan project awareness & social marketing programme. This programme is part of the overall SafiSan project work plan (implementation programme).

No. 10a: SafiSan Programme for awareness and social marketing activities (1)			
Activity	Duration (in days)	Message(s)	Man- days
1	1.5 days	<p>⇒ 1st Meeting: Between the Social Animator, County Resident Monitor, Water Service Provider and other <u>Project Task Team</u> members</p> <ul style="list-style-type: none"> ⇒ To identify and create the Project Task Team ⇒ To define the scope of the area and resources ⇒ To discuss time input of the various participants ⇒ To develop a joint work plan for mobilisation activities 	0.5 day
		<ul style="list-style-type: none"> ⇒ Introduce the programme to area residents. ⇒ Define roles and responsibilities 	0.5 day
		<p>⇒ 2nd Meeting: Community opinion leaders (religious leaders, County representatives, Public Health Officer, local authority, women and youth representatives)</p> <ul style="list-style-type: none"> ⇒ To introduce the SafiSan Programme and its activities ⇒ To inform the opinion leaders on project area coverage and scope of activities to be carried out by the SafiSan Programme. ⇒ To explain their participation in mobilisation activities and programme promotion to enhance demand for improved sanitation 	0.5 day
		<p>⇒ 3rd Meeting: Forming mobilisation working groups (<u>Volunteer</u> residents sanitation mobilisation units, Community Health Extension Workers(CHEWs))</p> <p>Briefing mobilisation residents working groups on mobilisation:</p> <ul style="list-style-type: none"> ⇒ Procedures ⇒ Strategies ⇒ Roles & participation 	



No. 10b: SafiSan Programme for awareness and social marketing activities (2)

Activity	Duration (in days)	Message(s)	Man- days
2	1.0 day	<ul style="list-style-type: none"> ⇒ Use Local Radio to announce the SafiSan Programme, its area based activities and the planned <i>baraza</i> ⇒ Distributing posters, brochures and flyers to create awareness about the SafiSan Programme. ⇒ Megaphone messages announcing public <i>baraza</i> meetings <p>Main message: To create awareness on the whole range of the SafiSan Programme and subsequent activities that will be carried out e.g. public <i>baraza</i>, door to door promotion of <u>improved sanitation</u> and <u>hand washing</u>, <u>technical design options</u>, and <u>financing arrangements</u> available to customers</p>	0.5 day 0.5 day
3	1.0 day	<ul style="list-style-type: none"> ⇒ Use <i>baraza</i> programme in <i>Social Animators Handbook</i> to run the <i>baraza</i> ⇒ <u>Household to household, plot to plot (door-to-door)</u> visits and <u>registration</u> of potential customers of the SafiSan toilet by social animators ⇒ Demonstrations, using the scale model, of the benefits of the SafiSan toilet to the customers/ members of the public attending the <i>baraza</i> <p>Note: <i>Public baraza</i> takes 0.5 day and door to door visits 1.0 day the two activities will run simultaneously in one day</p>	<i>These are progressive activities</i>
4	1.0 day	<ul style="list-style-type: none"> ⇒ Visiting plot and household owners to promote the SafiSan toilet ⇒ Carrying out demonstrations to the customers using the scale model on the attributes and benefits of the SafiSan toilet. ⇒ Registration of new and potential customers of the SafiSan toilet. ⇒ Directing customers to the area Water Service Provider (WSP) where they will pay <u>or make deposits</u> for the new toilet. ⇒ Reporting progress to the Water Service Provider (WSP) 	<i>These are progressive activities on a day-to-day basis as may be appropriate</i>
Expected duration of the customer mobilization activities		4.5 days	



No. 11: Key roles of the Social Animators

No.	Role of Social Animator	Explanation:
1	<p>Key role of the Social Animator:</p> <p>(1) Creating demand for improved sanitation and</p> <p>(2) Promoting good hand washing and hygiene practices</p>	<p><u>This is the key role of the Social Animators:</u> This activity is all about making sure residents of urban low income areas get to know the different SafiSan toilets, their benefits and advantages, their costs and where and how to get one!</p> <p>It's about explaining the what, why, when, where and how of SafiSan!</p>
<p>Other responsibilities of the Social Animator which will help him/her to achieve his key role:</p>		
2	<p>⇒ Assessing community <u>sanitation needs & challenges</u> resulting in an <u>area-based advice</u> with regard to the <u>choice of toilets</u> to be marketed and <u>social marketing</u> (how to best sell these toilets)</p> <p>⇒ <u>Meeting</u> the community/residents in order to better understand & discuss their sanitation problems</p>	<p>⇒ <u>What are the main sanitation challenges residents face?</u></p> <p>⇒ Are landlords unwilling to invest in good toilets? Are soil conditions bad? Is the water table too high? Is there simply no space for a good toilet? Are people simply not interested?</p> <p>⇒ <u>Consumer-orientation</u> is fundamental to <u>social marketing</u> and demands that social programmes respond to people's <u>perceptions, opinions</u> and <u>aspirations</u></p>
3	<p>Identify sanitation-related capacity gaps within the community</p>	<p>Before and after <u>sale training</u></p> <p>Customers should be taken through the <u>attributes</u> of the SafiSan toilets and their <u>benefit</u> and taught how to use and maintain the toilet for maximum health benefits</p>
4	<p>Encouraging the community (the residents) to <u>participate</u> in the SafiSan Programme and activities</p>	<p>Participation in SafiSan activities is likely to result in higher toilet sales and in improved hygiene practices</p>



No. 12a: Main activities of the Social Animators (1)

No.	Role of the Social Animators	Explanation:
1	Become a member of the Project Task Team and participate in the preparation of the overall work plan (programme)	<ul style="list-style-type: none"> ⇒ Social Animators perform an important role within the SafiSan Programme ⇒ Without awareness creation and social marketing of SafiSan products the programme is unlikely to be successful
2	Participate in SafiSan planning meetings	Planning meetings for specific activities such as the plot & household visits, the SafiSan Mini Fairs and the SafiSan <i>Baraza</i> Shows
3	Organise public meetings	This includes inviting all relevant stakeholders to SafiSan public meetings (e.g. SafiSan Mini Fairs and <i>Baraza</i> Shows)
4	Run the SafiSan demonstration toilet & sanitation tent during SafiSan <i>Baraza</i> Shows and Mini Fairs	For example, the Social Animators will be responsible for ensuring that the tent has all the information materials required and that any potential customer making inquiries is attended to
5	Assist in creating awareness about the SafiSan Programme	Put emphasis on what the SafiSan Programme is all about and marketing the SafiSan toilets- the attributes and the benefits
6	Invite opinion leaders to SafiSan Programme activities in consultation with the Project Task Team	Inviting all stakeholders to SafiSan Programme meetings
7	Facilitate discussion forums for opinion leaders and initiating a community mobilization process on the SafiSan Programme and activities with reference to promotional activities to improve sales of the SafiSan Toilet	Promoting all SafiSan activities and the sale of SafiSan toilets



No. 12b: Main activities of the Social Animators (2)

8	Collect data on project areas and on (potential) customers	<ul style="list-style-type: none"> ⇒ Assess the current sanitation situation ⇒ Assess demand for SafiSan toilets
9	Carry out the announcements (e.g. using a megaphone)	Create awareness about the social marketing activities the SafiSan Programme is planning. For example <i>barazas</i> and door to door visits
10	Carry out the plot & households visits programme & participate in the implementation of the town and area-level activities	Town and area-level activities such as the SafiSan Mini Fairs and the SafiSan <i>Baraza</i> Shows
11	Market the SafiSan products (e.g. the toilets, hand washing facilities, laminated posters, etc.) This is the main role of the Social Animators!	<ul style="list-style-type: none"> ⇒ Sensitizing the residents on the importance of accessing adequate and improved sanitation with regard to the constitution, health benefits, etc. ⇒ Emphasize the need, for landlords, landladies and householders, to invest in improved sanitation ⇒ Convince residents by explaining the attributes of the SafiSan toilets and the (public health and environmental) advantages of the SafiSan sanitation value chain
12	Register potential and new customers	For example, residents willing and able to buy a SafiSan toilet can register themselves immediately after a plot visit or a baraza
13	Capacity building and training	Offering supportive and appropriate trainings/information (advice) to <u>customers</u> before and after sale of the SafiSan toilet
14	Report challenges faced and making suggestions	<ul style="list-style-type: none"> ⇒ The Social Animators are also expected to contribute to the improvement of the SafiSan Programme ⇒ Social Animators will acquire a detailed knowledge with regard to the localities they work in and with regard to the social marketing programme, its effectiveness and efficiency

Note: Keeping the toilet clean and maintaining it is central to the SafiSan Programme



No. 12c: Other activities performed by the Social Animators

15	Being the SafiSan Programme <u>agents</u> in the urban low income areas (LIAs)	<ul style="list-style-type: none"> ⇒ The Social Animators will spend most of their time in the low income areas <u>promoting</u> improved sanitation (e.g. organising public meetings at area level and carrying out door-to-door visits) ⇒ The Social Animator is the link between the SafiSan customers and the Water Service Providers
16	Carrying out toilet site selections	Helping SafiSan customers to <u>select sites</u> for the construction of their new SafiSan toilet within their yard (plot)
17	Collecting data	<p>The Social Animator is responsible for collecting data on the plots that he/she has visited</p> <p>Special app and procedures have been developed by the SafiSan Programme</p> <p>For example, the Social Animator is responsible for taking the GPS readings and pictures of the new toilets and hand this information over to the Water Service Provider (WSP)</p>
18	Reporting	<ul style="list-style-type: none"> ⇒ Submit data on <u>progress</u> at regular intervals to the Water Service Provider (WSP) ⇒ Information will also be communicated to the Water Services Trust Fund in order to update the MajiData sanitation layer



List of Acronyms

BCC:	Behaviour Change Communication
BMGF:	Bill and Melinda Gates Foundation
CBO:	Community-Based Organisation
CHEW:	Community Health Extension Workers
CuAD:	Customer-Aided Design
CSA:	Customer Service Assistant
DC:	District Commissioner
DTF:	Decentralised Treatment Facility
DEWATS:	Decentralized Wastewater Treatment Systems
EcoSan:	Ecological Sanitation
FBO:	Faith-Based Organisation
GPS:	Global positioning system
KAP:	Knowledge-Attitude-Practice
KfW:	German Development Bank
KSh:	Kenyan Shilling
LIA:	Low income area
MP:	Member of Parliament
NGO:	Non-Governmental Organization
PCI:	Post Construction Incentive
PHO:	Public Health Officer
PPR:	Polypropylene Random
TV:	Television
UDDT:	Urine Diverting Dry Toilet
WSP:	Water Service Provider
WSTF:	Water Services Trust Fund



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2. Isabella M. Chaney, (2001) “*Opinion leaders as a segment for marketing communications*”, *Marketing Intelligence & Planning*, Vol. 19 Iss: 5, pp.302 – 308.
3. Kenya Gazette Supplement No. 55 (*The Constitution of Kenya, 2010*), Chapter 4-The Bill of Rights, Part 1, Section 43, page 32.
4. *The Public Health Act, Chapter 242-Revised Edition 1986* (1972) Printed and Published by the Government Printer Nairobi, page 49.
5. **Vision 2030** -The National Economic and Social Council of Kenya (NESC) Office of the President), page 18.



Appendices





Appendix 1: THE CONSTITUTION OF KENYA & SANITATION

This part of the Constitution of Kenya emphasises the rights of all persons to clean and safe water and to reasonable standards of sanitation.

The Constitution of Kenya, 2010 Published by the National Council for Law Reporting With the Authority of the Attorney General

CHAPTER FOUR—THE BILL OF RIGHTS

Part 1—General Provisions Relating to the Bill of Rights

19. (1) The Bill of Rights is an integral part of Kenya’s democratic state and is the framework for social, economic and cultural policies.

(2) The purpose of recognising and protecting human rights and fundamental freedoms is to preserve the dignity of individuals and communities and to promote social justice and the realisation of the potential of all human beings.

(3) The rights and fundamental freedoms in the Bill of Rights—

(a) Belong to each individual and are not granted by the State;

(b) Do not exclude other rights and fundamental freedoms not in the Bill of Rights, but recognised or conferred by law, except to the extent that they are inconsistent with this Chapter; and

(c) Are subject only to the limitations contemplated in this Constitution.

20. (1) The Bill of Rights applies to all law and binds all State organs and all persons.

(2) Every person shall enjoy the rights and fundamental freedoms in the Bill of Rights to the greatest extent consistent with the nature of the right or fundamental freedom.

43. (1) Every person has the right—

(a) To the highest attainable standard of health, which includes the right to health care services, including reproductive health care

(b) To accessible and adequate housing, and to reasonable standards of sanitation;

(c) To be free from hunger, and to have adequate food of acceptable quality;

(d) To clean and safe water in adequate quantities;

(e) To social security; and

(f) To education.

(2) A person shall not be denied emergency medical treatment.

(3) The State shall provide appropriate social security to persons who are unable to support themselves and their dependants.

Source: The Constitution of Kenya, 2010, page 13



Appendix 2: KENYA VISION 2030 & SANITATION



Kenya Vision 2030 is the country's new development blueprint covering the period 2008 to 2030. It aims to transform Kenya into a newly industrializing, "middle-income country providing a high quality life to all its citizens by the year 2030". The specific focus on Sanitation is captured in section 5 of the Vision: The social strategy: investing in the people of Kenya, underscores the Government's commitment to improve the overall live hoods of Kenyans through improved sanitation as outlined below in section(5.3) of Vision 2030 pg 18 on Water and Sanitation.

5.3 Water and Sanitation

Kenya is a water scarce country. The economic and social developments anticipated by Vision 2030 will require more high quality water supplies than at present. The country, therefore, aims to conserve water sources and start new ways of harvesting and using rain and underground water. **The 2030 vision for water and sanitation is to ensure that improved water and sanitation are available and accessible to all.** The goal for 2012 is to increase both access to safe water and sanitation in both rural and urban areas beyond present levels. To promote agricultural productivity, the area under irrigation and drainage will increase from 140,000 to 300,000 hectares. Specific strategies will be introduced to raise the standards of the country's overall water, resource management, storage and harvesting capability. Kenya will rehabilitate her hydro-meteorological data gathering network, construct multipurpose dams (on Nzoia and Nyando Rivers and other smaller dams), and also construct water and sanitation facilities to support industries and a growing urban population (*Sic*)

Source: (*Vision 2030 -The National Economic and Social Council of Kenya (NESEC) Office of the President*) pg 18.



Appendix 3: A RELEVANT SECTION FROM THE PUBLIC HEALTH ACT

CHAPTER 242

PART IX- SANITATION AND HOUSING

- 115** No person shall cause a nuisance or shall suffer to exist on any land or premises owned or occupied by him or of which he is in charge any nuisance or other condition liable to be injurious or dangerous to health.
- 116** It shall be the duty of every local authority to take all lawful, necessary and reasonable practical measures for maintaining its district at all times in a clean and sanitary condition, and for preventing the occurrence therein of, or for remedying or causing to be remedied, any nuisance or condition liable to be injurious or dangerous to health, and to take proceedings at law against any person causing or responsible for the continuance of any such nuisance or condition.
- 117** It shall be the duty of every healthy authority to take all lawful, necessary and reasonably practical measures for preventing or causing to be prevented or remedied all conditions liable to be injurious or dangerous to health arising from erection or occupation of unhealthy dwellings or premises, or the erection of dwellings or premises on unhealthy sites or sites of insufficient extent or from overcrowding, or from the construction, condition or manner of use of any factory or trade premises , and to take proceedings against any person causing or responsible for continuance of any such condition.



Appendix 4: RELEVANT DEFINITIONS

Water & Sanitation-Related Diseases

DIARRHOEA

Diarrhea (AmE) (or **diarrhoea**) (BrE) (from the [Greek](#) [διάρροια](#), δια *dia* “through” + *ρέω* *rheo* “flow” meaning “flowing through”) is the condition of having three or more loose or liquid [bowel movements](#) per day. It is a common cause of death in [developing countries](#) and the second most common cause of [infant deaths](#) worldwide. The loss of [fluids](#) through diarrhea can cause [dehydration](#) and [electrolyte disturbances](#) such as [potassium deficiency](#) or other salt imbalances. (Source: <http://en.wikipedia.org/wiki/Diarrhoea>)

CHOLERA

Cholera is an infection in the small intestine caused by the bacterium *Vibrio cholerae*. The main symptoms are watery diarrhea and vomiting. Transmission occurs primarily by drinking water or eating food that has been contaminated by the feces (waste product) of an infected person, including one with no apparent symptoms. The severity of the diarrhea and vomiting can lead to rapid dehydration and electrolyte imbalance, and death in some cases. Worldwide, it affects 3–5 million people and causes 100,000–130,000 deaths a year as of 2010. (Source: <http://en.wikipedia.org/wiki/Cholera>)

DYSENTRY

Dysentery (formerly known as flux or the bloody flux) is an inflammatory disorder of the intestine, especially of the colon, that results in severe diarrhea containing mucus and/or blood in the feces with fever, abdominal pain and rectal tenesmus (a feeling of incomplete defecation), caused by any kind of infection. (Source: <http://en.wikipedia.org/wiki/Dysentery>)

TYPHOID

Typhoid fever, also known simply as typhoid, is a common worldwide bacterial disease, transmitted by the ingestion of food or water contaminated with the faeces of an infected person, which contain the bacterium *Salmonella typhi*, serotype Typhi. The bacterium which causes typhoid fever may be spread through poor hygiene habits and public sanitation conditions, and sometimes also by flying insects feeding on faeces. (Source: <http://en.wikipedia.org/wiki/Typhoid>)

HEPATITIS A

Hepatitis A (formerly known as infectious hepatitis) is an acute infectious disease of the liver caused by the hepatitis A virus (HAV), an RNA virus, usually spread by the faecal-oral route; transmitted person-to-person by ingestion of contaminated food or water or through direct contact with an infectious person. Tens of millions of individuals worldwide are estimated to become infected with HAV each year. The time between infection and the appearance of the symptoms (the incubation period) is between two and six weeks and the average incubation period is 28 days. (Source: http://en.wikipedia.org/wiki/Hepatitis_a)



Sanitation

DEWATS

DEWATS stands for “Decentralized Wastewater Treatment Systems”. DEWATS represents a technical approach rather than merely a technology package. DEWATS applications are designed to be low-maintenance: most important parts of the system work without technical energy inputs and cannot be switched off intentionally.

ECOSAN

Ecological sanitation, also known as “EcoSan” or “eco-san”, are terms coined to describe a form of sanitation that usually involves urine diversion and the recycling of water and nutrients contained within human wastes back into the local environment.

UDDT

A Urine Diverting Dry Toilet (UDDT) is a toilet that operates without water and has a divider so that the user, with little effort can divert the urine away from the faeces. The UDDT toilet is built such that urine is collected and drained from the front area of the toilet, while faeces fall through a large chute (hole) in the back. Depending on the Collection and Storage/Treatment technology that follows, drying material such as lime, ash or earth should be added into the same hole after defecating. Men, as well as women, need to sit while urinating to ensure that the urine is diverted into the correct channel. It is important that the two sections of the toilet are well separated to ensure that a) faeces do not fall into, and clog the urine collection area in the front, and that b) urine does not splash down into the dry area of the toilet.

TREATMENT

Treatment is the process of removing contaminants from wastewater and household sewage, both runoff (effluents), domestic, commercial and institutional. It includes physical, chemical, and biological processes to remove physical, chemical and biological contaminants. Its objective is to produce an environmentally safe fluid waste stream (or treated effluent) and a solid waste (or treated sludge) suitable for disposal or reuse (usually as farm fertilizer). Read more: <http://www.businessdictionary.com/definition/wastetreatment.html#ixzz2O3mqdZxP>

