



Water Sector Trust Fund

Social Marketing & Registration Approach for Absentee Landlords

Effective social marketing and registration for plots with absentee landlords can be done as follows:

No.	Strategy/Approach	Description of approach
1	Public Health Officers (PHO) (Stick/Notices):	<p>This is one of the most effective tools (the stick approach) of reaching absentee and non responsive landlords. The PHO issues prosecution notices to absentee non responsive landlords/ies that requires them to comply on improving sanitation for their tenants.</p> <p>It's important to note that these notices have a legal force. See the Public Health Act Cap 242</p>
2	Social Animators (Carrot/promotion approach):	<p>Social Animators are also called sanitation marketers. They are responsible for social marketing and registration of absentee landlords, by promoting improved sanitation and registration of landlords through:</p> <ul style="list-style-type: none"> • Door to door visits(households) • Plot visits • Promotional activities(posters, Mini shows) • Public Baraza • Focused Group Discussion targeting landlords & household owners • Radio Messages (<i>Advocacy approach</i>)
3	Agents appointed by landlords:	<p>These are agents appointed by landlords to collect rent and attend to minor/major repairs of respective plots. They are an effective tool of reaching absentee landlords by acting as intermediaries between:</p> <ul style="list-style-type: none"> • The Landlord and the tenants • The Landlord Social Animators and the • The Landlord and the Public Health Officer(PHO)
4	Tenants:	<p>In some plots, tenants are appointed to collect rent on behalf of the landlord/. In others the landlord comes to directly collects rent form tenants. Such tenants can be useful in accessing the landlord for information dissemination on:</p> <ul style="list-style-type: none"> • Opportunities available through the SafiSan project for the landlords to improve their sanitation and increase the value of their plots

No.	Strategy/Approach	Description of approach
5	Landlords Association:	<p>This Association can effectively be used as tool of Social Marketing and registration of absentee landlords through:</p> <ul style="list-style-type: none"> • Advocacy campaigns • Word of mouth • Peer influence
6	Nyumba Kumi Initiative:	<p>This Association can effectively be used as a peer influence tool of social marketing/promotion and registration of absentee landlords through:</p> <ul style="list-style-type: none"> • Information dissemination (Note-Nyumba Kumi initiative can be used as dispersal points of information on improved sanitation and opportunities offered by the SafiSan project) • Reaching absentee landlords through word-of-mouth
7	Chiefs Office:	<p>For plots with poor sanitation that are a nuisance to the tenants and the general neighborhood, the tenants through the chief can reach absentee landlords and none responsive household owners through:</p> <ul style="list-style-type: none"> • Chiefs summons asking the landlords to improve their sanitation status • Public Baraza • Word of mouth • Riot Act

NOTE: For non-responsive landlords and household owners the stick **approach through PHO notices** is the most effective and applicable. This can be served through the plot agents or tenants, area chiefs or court process server.