

SafiSan Social Marketing: Approach, Tools & Activities

The UBSUP Social Marketing Team



people, place, product, price, participation, promotion, policy, programs, positioning, partnerships, poo, pee



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UBSUP Social Marketing: Concept development

What is social marketing?

“Social Marketing is the process of influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit.” (*Pamela Mae, 2001*)

“The design, implementation and control of programs aimed at increasing the acceptability of a social idea, or practice in one or more groups of target adopters.” (*Kotler and Zaltman, 1971*).

Note: Social marketing programmes use data provided by the target audience to set promotional objectives

The “Ps” of social marketing → people, place, product, price, participation, promotion, policy, programs, positioning, partnerships, pee (?), poo (?)



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SafiSan Projects & Social Marketing: **Concept development**

Why Social MARKETING?

- Although toilets are incentivized, they will be **sold** to landlords, landladies and householders
- SafiSan Projects are **demand-driven!!**
- Social marketing aims to increase demand for better (**SafiSan**) toilets
- There are different kinds of SafiSan toilets and people should get to know the differences between the toilets in usage, price, materials, etc.
- Sanitation is not always a priority of landlords and their tenants. This means that **awareness creation and enforcement** are part of social marketing
- People should know the risks related to poor sanitation and the importance of **emptying, transport and treatment** (the sanitation value chain); once more “awareness creation”



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UBSUP Social Marketing: **Concept development**

The development of social marketing objectives, concept & tools for SafiSan Projects was guided by:

- An in-depth qualitative study in 5 towns
- A quantitative study in 11 cities & towns
- MajiData, the online sector database (<http://www.majidata.go.ke>)

These studies:

- Gave us key information on what consumers know, believe in, do and want
- Enabled us to identify and focus on specific target groups/categories
- Allowed us to identify the right media & develop messages that suit target audiences
- Helped us to prepare appropriate, attractive & motivating messages



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Marketing = Communication

UBSUP's communication strategies:

- **Interpersonal communication training:**

Strengthen capacity of the Project Task Team, Social Animators and CBOs to reach potential latrine adopters and to market improved sanitation (*toilets > emptying transport > treatment*) and promote good hygiene practices

- **Community-based media:**

Use local-level media (e.g. public address systems) and employ traditional, community-based entertainment artists (e.g. local folk singers, dramatists)

- **Mass media:**

Build on existing policies and strengthen government and private-sector capacity for creative presentation of standardised messages

- **Print media:**

Develop strategies using print media (e.g. billboards, posters), interpersonal support and other learning materials, manuals and programme guidelines



UBSUP social marketing: **From** macro **to** micro level

The right social marketing mixes: People, regions & levels:

Level	National	WSP	Town	Area & community	Plot & household
	Macro	Macro	Macro	Meso	Micro
Objective	Awareness	Awareness & sensitisation	Sensitisation & marketing	Marketing & sale	Sale, construction, assembly & after sales care
Key activities	TV & radio commercials	Local radio announcements & banners	Road shows, banners, police band	Posters, barazas, drama groups, Social Animators	Plot visits by Social Animators
KAP (*)	Knowledge	Knowledge & attitude	Attitude & practice	Practice (action)	Attitude & practice

*) KAP = Knowledge, Attitude, Practice



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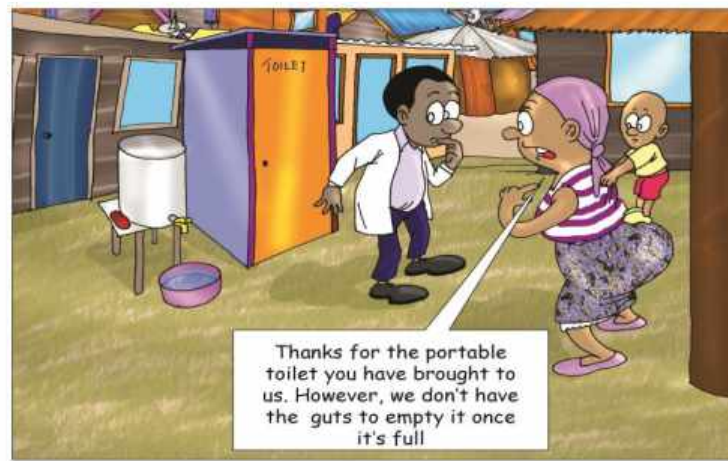
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Focus of Social Marketing within SafiSan Projects:

Safe sanitation facilities will only improve people's health if (1) toilets are well used & maintained and (2) people have good personal hygiene

Accordingly the social marketing strategy focuses on:

- Triggering demand for improved sanitation
- Increasing improved hand washing practices
- Encouraging proper use & maintenance of toilets through awareness creation & training
- Encouraging safe & proper disposal of human waste



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Social Marketing: Levels of Intervention

National-level Messages, Media & Activities:

- Radio & television messages (using local and national radio stations)
- Newspaper advertisements/announcements to create awareness on the UBSUP Programme & SafiSan Projects (*targeting general public & WSPs*)
- T-shirts, baseball caps (etc.) to (1) improve SafiSan's visibility, (2) trigger demand for improved sanitation and (3) increase good hygiene and hand washing practices



UBSUP Social Marketing: Levels of Intervention

Town & WSP-level activities:

- Road shows, police band with banners
- Sanitation *barazas* (= public meetings)
- Posters, billboards & banners
- Brochures
- Video presentations
- TV & radio messages (using local radio stations)
- T-shirts & baseball caps
- Visits to treatment works



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UBSUP Social Marketing: Levels of Intervention

Community/area-based activities:

- Public announcements
- Sanitation *barazas* & **SafiSan Mini-Fairs**
- Posters, billboards & banners
- Brochures & flyers
- Presentations by local experts & opinion leaders
- Drama group performances
- Radio messages (using local radio stations)
- T-shirts and baseball caps
- Visits to treatment works



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UBSUP Social marketing: **Levels of intervention**

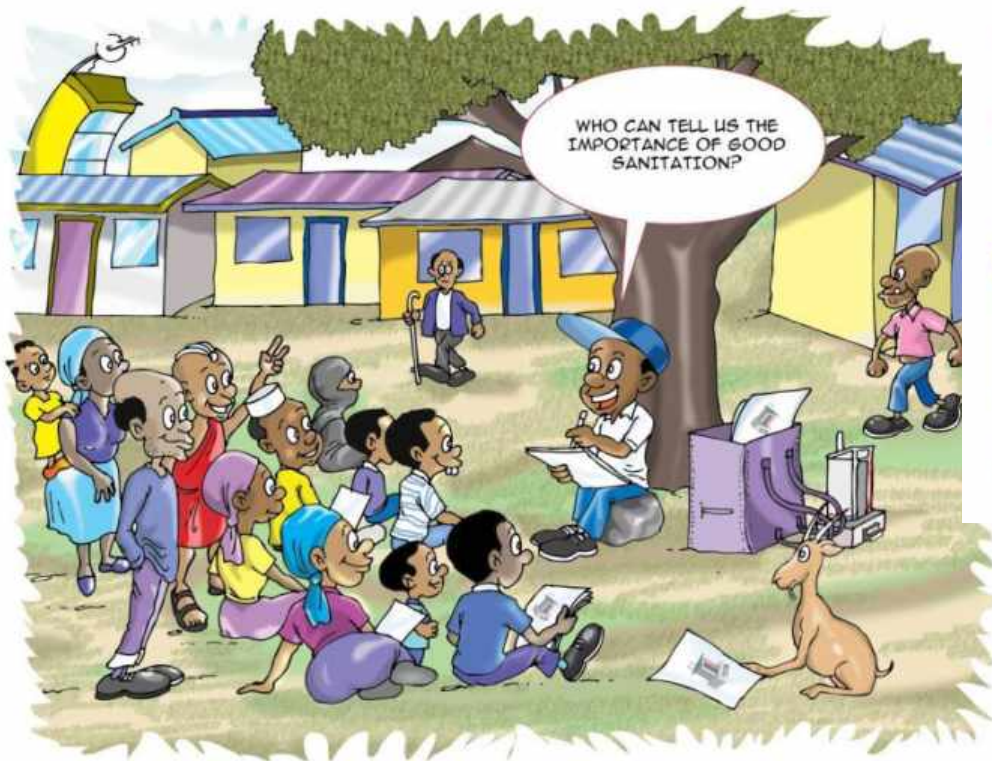
Plot & household level community/area-based activities:

- Plot & household visit programmes (1st & 2nd visit)
- Brochures & hand-outs
- **Handbook** for the Social Animators (Sanitation Marketers)
- Manuals & brochures for interested residents
- T-shirts & caps
- Hygiene promotion encourages people to adopt safer practices in the household to prevent sanitation-related diseases



UBSUP Social marketing: Levels of intervention

Plot & household level community/area-based activities:



UBSUP Social marketing: Sanitation Marketers

- Are recruited & managed by the Water Service Provider
- Participate in town & area level activities (*Barazas*, etc.)
- Responsible for plot & household level marketing visits
- Key roles/messages:
 - 1. Create demand for improved sanitation (SafiSan Toilets)
 - 2. Promote good hand washing and hygiene practices
 - 3. Create awareness on the sanitation value chain
 - 4. Provide guidance during toilet assembly & construction
 - 5. Provide after sale care focussing on toilet use & maintenance

Making sure residents get to know the different SafiSan toilets, their advantages, costs, and where and how to get one

*It's about explaining the **what, why, when, where, who and how***



UBSUP Social marketing: **The target groups**

The following groups/categories will be given special attention:

1. Householders
2. Landlords & landlords (rights **and** responsibilities)
3. Tenants (sanitation is a human right!!)
4. Women
5. Children (School WASH, hand-washing awareness & promotion)

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UBSUP Social marketing: **6** key messages

1. Access to adequate sanitation is a **human right!**
2. Benefits of improved sanitation (better toilets)
3. Advantages of the **SafiSan** toilets
4. Importance of **emptying, transport & decentralised treatment** (*if applicable*)
5. The importance of **hand washing** especially after using the toilet (*to kill germs & reduce the risk of diseases*)
6. The importance of **keeping the toilet clean** and in **good condition**



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UBSUP Social marketing: **The tools**

1. The **Social Animators Training Programme** (2 – 2.5 days)
2. The **Social Animators Handbook**
3. The **SafiSan toilets sales posters**
4. **SafiSan application forms**
5. The other social marketing tools (posters, banners, etc.)
6. The **SafiSan Baraza Show** tools
7. The **hand washing posters** & comic book (for children- Konosafi)
8. The **toilet use manual**
9. **The SafiSan App.** (this will be used to input information on the interested and potential SafiSan toilet owners).It will be installed in the tablet

All tools and other parts of the SafiSan toolkit will be uploaded to an Android-powered tablet!!



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UBSUP Social marketing: **The tools**

A selection of the tools:

- Mascot, slogan, rider
- Posters & banners →
- Brochures & manuals
- Application forms
- **Social Animators Hand book**
- SafiSan song & skit
- (*Baraza*) Programmes & public announcements
- Data collection questionnaire to measure customer satisfaction
- Messages for Chiefs, PHOs & opinion leaders for use in public meetings
- Overall programme for community mobilisation
- TV commercial (animation)
- Baseball cap, t-shirt, sticker (for visibility)



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UBSUP Social marketing: **The tools**

A selection of tools (continued):

- Manuals for the beneficiaries
- Scale-model for demonstration
- TV & radio advert
- School WASH programme
- Etc.



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Thank You!

