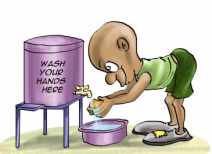
**Water Sector Trust Fund**

**Up-scaling Basic Sanitation for the Urban Poor (UBSUP)**

**Facilitators Guideline for the Training of Sanitation Marketers (Social Animators)**

**  **

**Knowledge Attitude Practice**

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**Facilitators Guideline for the Training of Sanitation Marketers (Social Animators)**

# How to use this guideline?

# General Approach

When developing topics for the training programme you could consider the following:

* Make sure that the training is interactive & participative.
* Why not tackle a topic by asking questions and responding to the answers?
* Let’s limit the number of PowerPoint presentations.
* Also prepare hand-outs or background texts (publications, etc.)
* But if you do want to present PowerPoint slides:
  + Do not read out the slides.
  + Limit the text but work with short sentences, animations, pictures, etc.
* Look for ideas at the training programmes we have prepared for the Kiosk Operators (see the Toolkit) and for the Field Monitors.
* Let’s create a folder with all the elements of the training programme so they can be used during subsequent training programmes.
* Links with the training programme (place them in the presentations and the programme)
* Revise the 6 key messages
* **How to set it up.**
* **What to discuss first what do discuss next, when to do the yard visit?**

**DAY 1:**

# Training workshop objectives

|  |  |
| --- | --- |
| File: | 1. Training programme SAs, Workshop Objectives |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Introduction to the Kenyan Water Sector

|  |  |
| --- | --- |
| File: | 2. Introduction to the Kenyan Water Sector |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# The Water Sector Trust Fund

|  |  |
| --- | --- |
| Files: | 3a. The water Sector Trust Fund  3b. UPC brochure (“Improving lives in low-income areas”) |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Urban low income areas & water supply & sanitation

|  |  |
| --- | --- |
| File: | 4. Urban Low Income Areas & WSS Situation |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# The UBSUP/SafiSan programme

|  |  |
| --- | --- |
| File: | 5. The UBSUP & SafiSan Programme |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# What is sanitation & what is the sanitation value chain?

|  |  |
| --- | --- |
| File: | 6. What is Sanitation & the Value Chain |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# History of sanitation

|  |  |
| --- | --- |
| File: | 7. A Short History of Sanitation |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Sanitation and public health

|  |  |
| --- | --- |
| File: | 8. Sanitation and Public Health |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Sanitation; A priority

|  |  |
| --- | --- |
| File: | 9. Sanitation, A priority |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# SafiSan toilets & technical aspects

|  |  |
| --- | --- |
| File: | 10. SafiSan Toilets (Technical Options & Aspects) |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Roles of stakeholders (Finance & Business Model)

|  |  |
| --- | --- |
| File: | 11. Roles of Stakeholders (Finance & Business Model) |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Day1; Questions & answers session

|  |  |
| --- | --- |
| File: | 12. Day 1, Questions & Answers Session |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

**DAY 2:**

# Summary of day 1, programme of day 3

|  |  |
| --- | --- |
| File: | 1. Day 2, Summary of day 1, Programme of Day 2 |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Project phases and the Project Task Team

|  |  |
| --- | --- |
| Files: | 2a. Project Phases and the Project Task Team  2b. Project Task Team & Project Work Plan |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# The detailed Project Work Plan

|  |  |
| --- | --- |
| Files: | 3. The Detailed Project Work Plan  2b. Project Task Team & Project Work Plan |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Sanitation Marketers: Responsibilities & tools

|  |  |
| --- | --- |
| File: | 4a. Sanitation marketers (Responsibilities & Tools) |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Sanitation Marketers Handbook

|  |  |
| --- | --- |
| File: | 4b.Sanitation Marketers Handbook |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Social Marketing of Sanitation (Concept Development)

|  |  |
| --- | --- |
| File: | 5. Social Marketing of Sanitation (Concept Development) |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Marketing SafiSan Toilets (from Awareness to Sales)

|  |  |
| --- | --- |
| File: | 6. Marketing SafiSan Toilets (from Awareness to Sales) |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Sanitation is a Human Right (Carrots & sticks)

|  |  |
| --- | --- |
| Files: | 7a. Sanitation is a Human Right (Carrots & Sticks)  7b. Sanitation is a Human Right |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Marketing SafiSan toilets (Targeting landlords & tenants)

|  |  |
| --- | --- |
| File: | 8. Marketing SafiSan Toilets (Targeting Landlords & Tenants) |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Marketing & religious aspects of sanitation

|  |  |
| --- | --- |
| File: | 9. Marketing & Religious Aspects of Sanitation |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Social marketing of sanitation (KAP)

|  |  |
| --- | --- |
| File: | 10. Social Marketing of Sanitation (KAP) |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# 11. The Sanitation Marketers Handbook (Using the tools)

|  |  |
| --- | --- |
| File: | 11. The Sanitation Marketers Handbook (Using the tools) |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Closure of the training workshop & way forward

|  |  |
| --- | --- |
| File: |  |
| Activity: |  |
| Duration: |  |
| How to: |  |
| Required: |  |
| Tips: |  |

# Required hand-outs

# Required materials

# List of acronyms

KAP: Knowledge, Attitude, Practice

UBSUP: Up-scaling Basic Sanitation for the Urban Poor

UNICEF: United Nations Children’s Fund

WASH: Water, Sanitation and Hygiene

WSTF: Water Services Trust Fund

# List of references used

(UBSUP Preparatory Study, October 2012; 56)

Wikipedia, keyword: “survey research”

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