 

Water Sector Trust Fund

**TARGET SETTING FOR SANITATION MARKETERS**

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| Scope of Work for Social Animators Social Animators otherwise called (Sanitation Marketers) will be supporting the development of an evidence-based sanitation marketing and communication program within their respective WSPs and will report to the management of the WSP. The Social Animator will also work closely together with the County Resident Monitor of the WSTF. The Sanitation Marketer will spend most of his/her time in the low income areas promoting improved sanitation (e.g. organizing public meetings at area level and carrying out plot and household visits).   1. **Specific targets setting, duties and responsibilities for the Sanitation Marketer are as below:**  * Inform residents on the available technologies - both in terms of toilets and treatment - and technology promotion through plot- and household-level social marketing and demonstrations. * Advise the households and plots on the appropriate location and different types of the new toilets based on various factors. * Collect and transfer all toilet registrations and customer feedback. * Explain, after construction/assembly, the operation &maintenance of toilet using the SafiSan toilet manual. * Explain the need for hand washing after toilet use using SafiSan laminated hand washing poster. * Responsible for taking the GPS readings and pictures of the new facilities and hand over the information to the WSP and WSTF. * Ensure all work is carried out as per the households and plots needs. * Conduct follow up meetings at the household and plot level.   Raising awareness target setting for Sanitation Marketers  * Provide information on the SafiSan/UBSUP programme to the target residents. * Educate and train people about key aspects of hygiene in a culturally appropriate manner and arrange and deliver hygiene promotion sessions to targeted communities. * Implement hygiene promotion initiatives appropriate to the context ensuring the technical and social aspects of sanitation programming are integrated. * Take part in local campaigns to raise awareness about health risks resulting from poor hygienic practices.   Target setting in forging relationships for Sanitation Marketers  * Facilitate the formation of sanitation committees in target areas, training them on hygiene practices and create awareness on sanitation; * Mobilize, motivate and encourage potential leaders to talk to their fellow households and plots members about good hygiene practices. |

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| **NOTE**   1. **It’s important for the Sanitation Marketer to be recruited on a contract based on target performance based on the following**: 2. Number of SafiSan facilities sold 3. The Total target of the project SafiSan toilets should be projected to be delivered within the project contract period as calculated in the example below:      1. Total number of SafiSan toilets per project (**200 no. of toilets per project period of 6 Months**)[[1]](#footnote-1)   Number of Social Animators: **3 No of Sanitation Marketers**   * The above should be applied appropriately depending on the numbers of the facilities applied for and number of Sanitation Marketers. * The result should give the number of facilities each Sanitation Marketer should deliver every month over the overall project contract period.  1. **Quantitative target outputs for Sanitation Marketers should include the following:**  * No. of SafiSan toilets sold per month against overall target output * Number of completed facilities per month * Number of facilities used and maintained properly * Number of trainings on good hand washing practices, toilet use and maintenance per month * No. of potential registered customers per month |

1. The target number of toilets set at 200 is applicable for the first phase only. Subsequent phases will have 300 toilets as the target. [↑](#footnote-ref-1)