



ISO 9001:2008 CERTIFIED

WATER SECTOR TRUST FUND

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

Days 4-8:

Preparing & Starting Social Marketing

Topics:

This document discusses the preparation and initial implementation of the (first) project activities.

Activities:

ACTIVITY 1: Preparing the work (familiarisation, transect walk, report)

ACTIVITY 2: Starting the work

ACTIVITY 3: Monitoring progress

Required documents: and other materials

1. MajiData
2. Template for the Detailed Project Work Plan
3. Template for the Social Marketing Programme
4. The SafiSan demonstration toilets
5. The Sanitation Marketer (Social Animator) Handbook
6. The SafiSan sales posters, brochures, flyers, etc.
7. The SafiSan scale model (toilet)
8. The SafiSan Kit (*backpack, polo-shirt, baseball cap, etc*)
9. The android tablet with the SafisApp

PHASE 1: Preparing the work

Once the Sanitation Marketers have been trained, there is need to engage the target areas with the skills they have been given from the training.

A set calendar of events should be in place to facilitate every activity been conducted with the needed duration of time and tools. However, the Sanitation Marketers need to understand from whence the social marketing will begin. How will the Sanitation Marketers link with the other key stakeholders in the programme to implement the activities in place?

Once the training is done, it is time to actually put the training into words. The following should be put into consideration:

- Have the Sanitation Marketers understood the need for better sanitation?
- Is the background of the project clear?
- Do the Sanitation Marketers understand their roles and responsibilities?
- Has the business and financing model been clearly outlined?
- Are the tools provided for the up-scaling adequate?
- How do the Sanitation Marketers relate with other key stakeholders?

During the days that follow the formal training the necessary preparations have to be made for the actual work. The following **steps** are important:

STEP 1: Familiarisation with the project area

Expected duration: 1 – 2 days

Establishing contacts within the area

The first activity that has to be carried out by the Project Task Team (PTT) is to establish relevant contacts within the area (with the community). E.g. with the Area Chief, a number of residents, opinion leaders, the Community Health Extensions Workers, members of a women sanitation club, etc.

The representatives of the local community who have become members of the PTT should play an important role in this activity.

Only after initial contacts have been made, should the PTT start showing its presence in the project area.

The transect walk

According to Wikipedia: “Reconnaissance is a mission to obtain information by visual observation or other detection methods, about the activities and resources of an enemy or

potential enemy or about the meteorological, hydro-graphic or geographic characteristics of a particular area.”¹

It is obvious that the **Project Task Team** is not going to search for enemies in the project area(s). It is of crucial importance, however, that the entire UBSUP/SafiSan team – and the Sanitation Marketers in particular – familiarise themselves with the project area and its population.

The **transect walk** is the initial visit that the PTT and the Sanitation Marketers will undertake before they start working in the project area.

The main objectives of the transect walk can be summed up as follows:

- ⇒ Getting to know the project area and its surroundings.
- ⇒ Getting to know the population of the project area (this assumes that the transect walk.

Getting to know? What exactly do we want to know? The transect walk should enable all those who take part in it to get a good idea of the:

1. Topography (surface, shape and features of the area).
2. Population size and density (at least to get an idea).
3. Ethnic composition and religions.
4. Layout of the area and its accessibility.
5. Habitation patterns and dwelling ownership (Are people renting or owning their dwellings? Do tenants reside together on plots?, etc.).
6. Housing materials used.
7. Water supply situation.
8. Current sanitation situation (toilets used, sanitation practices, existing sewers, etc.).
9. Toilet emptying and sludge management/disposal practices.
10. Solid waste disposal/management.
11. Drainage (system).
12. Legal status.
13. Living standards and main (and visible) sources of income.
14. Socio-economic infrastructure found in- or near the area (e.g. markets, clinics, schools, churches).

It is obvious that some of the information required is not visible. It is, therefore, important that the transect walk is done together with a number of local residents (they can be members of the PTT or not) and that during the walk the group talks to residents.

If a SafiSan demonstration toilet has already been built in the area it is important to visit this toilet.

¹ *Field Manual (FM) 7-92: The Infantry Reconnaissance Platoon and Squad (Airborne, Air Assault, Light Infantry)*. [United States Army](#). 2001. p. 4.0.

Collecting additional information on the area using other data sources

1. MajiData

Most urban low income areas are included in **MajiData**. This pro-poor database contains a lot of detailed information on the urban low income areas in Kenya.

The PTT and the Sanitation Marketers should be given the opportunity to “look” at the project area using MajiData.

2. Local sources of useful information

The PTT should also consider whether it is useful to visit the local authorities (e.g. the County Council), local clinics, the office of a relevant community-based organisation (CBO), etc. These organisations are important for the collection of information concerning non-visible area characteristics such as legal status, area history, outbreaks of water-related diseases, etc.

Output of the transect walk

The transect walk should enable the PTT and (including) the Sanitation Marketers to answer a number of important questions:

1. Do we know how the area “ticks”?
2. Do we understand the sanitation situation of the area?
3. Is the area a sanitation hotspot?
4. Can we expect to sell toilets in the project areas?
5. Are plots accessible for Sanitation Teams and artisans?
6. Do we know which social marketing activities & tools are best suited for the area?
7. Can we now make a detailed work plan for the area which includes the social marketing activities?

STEP 2: Preparing the Social Marketing Programme

Expected duration: 1 – 2 days

The PTT should prepare a short report on the experiences and information collected during the transect walk and whilst consulting other sources of data (information).

This information should be used when preparing:

1. The **Detailed Project Work Plan**
2. The **Social Marketing Programme** (which is part of the Project Work Plan)

It is very important that the **Social Marketing Programme** becomes an integral part of the **Detailed Project Work Plan**. This implies that both key UBSUP/SafiSan outputs are prepared by the Project task team and (including) the Sanitation Marketers.

The **Social Marketing Programme** (an MS-Excel file) [template](#) consists of a number of sheets:

1. Social Marketing Activities

2. Social Marketing Programme
3. Social Animator Programme
4. Social Animator Programme ...etc. *(this sheet can be copied according to the number of Sanitation Marketers)*

The 1st sheet can be used to determine and list the various activities the social marketing programme will consist of. This sheet can also be used to categorise activities, determine the number of copies (e.g. of a flyer) required, etc.

The 2nd sheet can be used to prepare the actual social marketing programme (for a period of 2 months).

The 3rd and 4th sheet (and additional copied sheets) can be used to prepare the social marketing programme for individual Sanitation Marketers or for specific sections within the project area.

STEP 3: Meeting the Local Artisans

Expected duration: 1-2 hours

The Sanitation Marketers will sell toilets that are going to be built by local Artisans. It is, therefore, important that the 2 groups meet. This meeting can be organised at the office of the Water Service Provider (WSP), but it preferably takes place within the project area, if possible at the site of the SafiSan demonstration toilet. The meeting provides the opportunity to address the following important issues:

- The roles of the main stakeholders (WSP, Artisans, Sanitation Marketers and landlords).
- The finance and business model (who pays for the toilets and who gets the Post Construction Incentive and when?)
- The importance of finding the right site for the toilet (within the yard).
- The importance of good quality.
- What are the key features (advantages) of the SafiSan toilets?

One of the outputs of the meeting is a list of contact details of all the Sanitation Marketers, local Artisans and the members of the Project Task Team (PTT).

It is important that the Sanitation Marketers understand the roles & responsibilities of Artisans.

STEP 4: Meeting the Sanitation Teams

It is also important for the Sanitation Marketers to meet the Sanitation Teams that are working in the project area.

Emptying, transport and treatment are an important part of the sanitation value chain and the Sanitation Teams play a key role in linking each toilet to the rest of the chain. Their services will greatly contribute to the SafiSan user experience. The Sanitation Marketers are expected to stress the importance of the services provided by the Sanitation Teams during their awareness creation and social marketing work.

The PTT could decide to organise combined Sanitation Marketers - Artisans - Sanitation Teams meeting (see also Step 3).

PHASE 2: Starting the work

STEP 1: The Implementation Kick-off Meeting

Expected duration: 4 hours

The time has come to start with the actual work. In order to ensure the proper planning and coordination of all project activities, there may be need for organising and holding an Implementation Kick-off Meeting.

The meeting should be organised by the Project Task Team.

The meeting should have the following participants:

- The Project Task Team.
- (Including) all Sanitation Marketers.
- The Artisans.

The agenda of the Implementation Kick-off Meeting should consist of the following elements (the list is non-exhaustive):

- Discussion of the Detailed Project Work Plan with a focus on planning and coordination of activities.
- Discussion of the Social Marketing Programme.
- Detailed discussion and organisation of the **first project activities** (using the Activity CARDS) and the roles and responsibilities of each participant.
- The demonstration toilets.

STEP 2: Implementing the first activities

The Implementation Kick-off Meeting is directly followed by the implementation of the first project activities.

PHASE 3: Monitoring progress

At regular intervals the UBSUP/SafiSan project and its activities have to be monitored and appraised (reviewed).

During the monitoring exercise it will be important to ask the following questions:

1. What are the main objectives that are to be achieved by the programme/activity?
2. What is the intended impact of the programme/activity?

3. Does the programme/activity have the desired (expected) impact?
 4. Can the programme/activity be implemented in an efficient and effective way?
 5. What is the unintended impact of the programme/activity?
 6. What are the main challenges faced?
 7. How to address these challenges in the (near) future?
 8. What are the main adjustments/changes that have to be made?
 9. How will these changes be made and implemented?
 10. Can the project do without this specific activity?
 11. Is the programme/activity cost effective?
 12. How can the programme/activity become more efficient and cost-effective?
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