Social Marketing
The Ghana Experience

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Concept

Applying Marketing Principles to Social Issues (Marketing of Latrines)

- It is the use of commercial marketing concepts and tools to influence the voluntary adoption of ‘adequate’ sanitation by households.
Objectives

- Develop a catalogue of user selected latrine products
- Develop a guideline for social marketing of latrines – promotion
- Develop a delivery mechanism for latrines
Background

- Funded by DFID
- Implementers:
  - WEDC, UK
  - LSHTM, UK
  - TREND Group, Ghana (Local Partner)
- Major Stakeholders in Ghana: CWSA, local Agency responsible for water and sanitation in small towns and rural areas.
Project Area Selection

- It is easily accessible from Kumasi.
- The Population is a mix of rural and urban folks.
  - Nkawie encompasses three areas – Nkawie Kuma, Nkawie Panin and Toase. This situation offered the researchers fertile ground to combine sub-urban characteristics with those of the rural for its studies.
- It has more latrine products than there are in other areas.
- The Zongo community where household toilets are non-existent was found to be an appropriate ground for the studies.
Project Area

- Population – 13,000
- Growth Rate – 2.9%
- 531 houses
- 128 have some form of latrines (24%)
  - Public Latrines
  - Bucket/Pit Latrines
Processes

- Basically, it is a formative Research Area Mapping
- House Inventory
- In-depth Interviews (adopters/non adopters/ex adopters)
  - 60 interviews – 30 interviews
    - Drivers
    - Constraints
    - Latrine attributes
- Latrine design Inventory
Processes (Cont’d)

- Producer Interviews
- Financing Options
  - Credit facilities
- Product development
- Marketing
  - Technology Information centre
  - Advertising
- Evaluation
Key Findings

Motivations
- Comfort & convenience
- Privacy & embarrassment

Constraints
- Operation & maintenance of existing household toilets (e.g. WC, Pit, VIP)
- Cost and Finance
- Lack of awareness and information
Research set Backs

- Difficulty discussing household sanitation issues
- Priorities
  - presence of public latrines does not allow for household facilities
- Household Dynamics
  - conflicting information from tenants, owners and caretakers
- Research team
  - The team must understand the subject matter
Lessons Learnt

- Formative research takes too much time
- The problem of affordability
- Segmentation: there is an element of unreliability of information from interviewees