Social marketing of sanitation
Formative research

Site selection

• Pre-select and visit communities, look at advantages & disadvantages of each
• Keko selected based on size, potential beneficiary group, complexity - if it works there it will be easier elsewhere
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Formative research

Develop formative research strategy

• Research team set up (WEPMO, WaterAid Dar, Temeke MC, Steadman, Freelance sociologist, WaterAid Dodoma)
• Mix of skills includes commercial marketing
• Develop key research questions
• Training in focus group discussions (Steadman)
• Develop guidelines & criteria for selecting participants
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Formative research

Develop formative research strategy

- FDG draft guideline
- Recruitment questionnaire
- Dummy/pilot exercise carried out in nearby area
- Revise FGD guideline, identify people suited to roles e.g. good facilitators, good note takers
- Develop criteria for target groups for FGD in Keko - market segmentation
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Formative research

Market segmentation

- Houses with unimproved toilets
- Houses with improved toilets
- Houses with no toilet
- Street govt
- Fundis
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Final preparations
• Review of recruitment questionnaire
• Inform street govt of decision to work in Keko
• Identify venue for FGD

Carry out 8 supervised FGDs
• 3 hrs each, 8-10 participants
• Took 5 days overall
• All FDGs evaluated each day to draw out key points
• Initial analysis by Steadman
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Formative research

Questionnaire survey

- Based on key outcomes from FDG
- Pretested
- Randomly administered to 251 landlords
- Took 4 people 6 days
- Analysis by Steadman
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National problems

Detailed analysis of FDG

- Key motivations
- Perceived constraints
- Key attributes preferred in toilet
- How do people hear about new products
- Views on proposed toilet centre
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National problems

Consolidation of FDGs

• Around the key analysis points
• Pick out which are the most common factors in constraints, motivators and attributes
• Process (analysis & consolidation took 3 days)

Results from Formative research presented to selected members of the community for verifications
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(end)
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Working with fundis

Identification of fundis

- Initially identified during FDGs - reviewed recruitment questionnaires
- Fundi FDG transcripts analysed to see what they did, type & no. of toilets
- List of fundis living in the area complied
- 10 fundis selected, verified by street govt
- Fundi groups made up of 10 fundis, 2 street govt officials, 3 health committee, 1 community member, 1 water committee
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Working with fundis

**Fundi training**

- Group invited for training through street govt & mobilisers
- Benefits of training explained: fundis would benefit through increased
- Training lasted for 27 days
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Working with fundis

Fundi groups

- Fundis themselves decide to work as a group after training
- Site identified for the toilet centre, fundis want to use toilet centre as office
- Fundis contributed labour, project gave materials to rehabilitate toilet centre
- Fundis labour was considered as part of the rent to the building owner
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Working with fundis

More about the toilet centre

• Street govt identified disused govt building, permission granted
• Arguments about who has access to building
• Political argument led to permission being cancelled
• Process took FOUR MONTHS to finally finding and rehabilitating current toilet centre which is privately owned
• Highlights potential difficulties of getting govt building
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**Working with fundis**

**Standardising costs**

- Working with fundis to calculate the cost of different types of toilets

**Training on customer relations**
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(end)
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Fundi training

Components of toilets

- Lining materials – trapezoidal blocks, rings
- Cover slabs - sanplat, dome, integrated sink, Ecosan
- Size of pits (1.5x2.8)
- Types of superstructure – rice sack, timber, zinc, blocks
- Materials requirements for each component
- Toilet catalogue
Costing the toilets

- Separate lists for superstructure, slab and pit
- Identify different materials and estimate quantities and costs (bill of quantities)
- Estimate labour costs
- Regularly update standard cost sheets
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Fundi training

Toilet user guide

- Produced to enable users to know how to use new types of toilets
- Pour flush and ecoSan
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Fundi training

Problems and lessons

• Initial identification is the key; excellent & committed fundis are there
• Expected drop out of fundis did not materialise
• Initially appears to be high opportunity cost to fundis to attend the training – loss of earnings for 27 days
• As training proceeded fundis increasingly see the benefits
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Fundi training

Problems and lessons (continued)

• For fundis to operate effectively have to be good links between fundis & street govt, Ward Executive Officer and Municipality

• Technical problems with Ecosan
  ▶ how to make urine diversion – connector pipes
  ▶ what materials to use for rear access doors to pits
  ▶ latrine is also used as bathroom, how to keep water out of pit
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Fundi training

Problems and lessons (continued)

Technical problems with pourflush
• Plastic pan needed needs special reducers to fit locally available 4” pipes
• what materials to use for rear access doors to pits
• latrine is also used as bathroom, how to keep water out of pit
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Fundi training

Problems and lessons (continued)

Product development: converting a sanplat to a pourflush
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(end)
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Functioning of the Fundi Group

Why form a group?

- Sharing working experience
- Supporting each other
- Strengthen relation with mobilisers who spend more time in community & provide links to potential customers
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Functioning of the Fundi Group

How does group work

• Formal set up with Chair, Secretary, site foreman
• Office at toilet centre
• Handles orders, work assignment, coordination
• Links between fundis in field and centre
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Functioning of the Fundi Group

Financial arrangements

- Job order: assigned e.g. to 2 fundis for 7 days for Ecosan
- Office open 830-330 daily
- Transport paid if outside Keko
- Field allowance
- 10% of cost comes back to office
- Payment for secretary and mobilisers
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Functioning of the Fundi Group

Where do mobilisers fit?

- They go out and find customers
- Build toilets (after training, all mobilisers are also toilet builders)
- Mobilisers are paid directly if they build toilets but are not paid for mobilisation work

After the project...

- Rent is key issues
- 10% back to office would help offset rent
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Functioning of the Fundi Group

How will they market services

Produce good quality work

- Link with PHAST teams in other streets, Wards, municipal offices & other organisations implementing sanitation
- Use existing flyers, then produce more
- Is the group open to new members

There are many issues about how the fundi group develops
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(end)