Objectives

- Show how insights from consumer research can assist in developing an evidence-based marketing and communication strategy for sanitation

- Demonstrate how the framework ‘SaniFOAM’ can help organise our insights
What can and can’t the consumer research do:

It can:
- Inform us of current sanitation practices and technologies in use
- Provide insights on behaviours
- Provide insights on behavioural determinants
- Provide insights on consumer preferences regarding technology
- Provide information on competing priorities, willingness to pay, WASH as a relative priority

It can not:
- Measure impact
- Measure causality
Why do we need a framework?

1. To help us decide who needs to improve their sanitation status

2. To help us understand why those people do or don’t want to upgrade, build or maintain latrines

3. To help us plan how to inspire them to build and maintain a latrine

4. To help us identify what we do and don’t know about improved sanitation at the household and community level and what we need to know more about.
Sani FOAM

The F in saniFOAM is for FOCUS

- Who do you want to improve their sanitation status?
- What do you want them to do?
The O in sanIfOAM is for OPPORTUNITY

• What do you need to be in place to provide the ‘opportunity’ to build or upgrade a latrine?

• Do you have the resources to build or upgrade your latrine?
The A in saniFOAM is for ABILITY

- What skills does a person need to upgrade or build a latrine?
- Can you build a latrine?
The M in saniFOAM is for MOTIVATION

• What encouragement does a person need to build or upgrade a latrine?

• Do you want to build or upgrade? Is it a priority for you?
Opportunity, Ability, Motivation can be facilitators or barriers

<table>
<thead>
<tr>
<th></th>
<th>Facilitators</th>
<th>Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+</td>
<td>-</td>
</tr>
<tr>
<td>Opportunity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motivation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Opportunity, Ability, Motivation can be facilitators or barriers

<table>
<thead>
<tr>
<th></th>
<th>Facilitators</th>
<th>Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunity</strong></td>
<td>You have space and have dug a pit</td>
<td>-</td>
</tr>
<tr>
<td><strong>Ability</strong></td>
<td>You know how to make a slab</td>
<td>-</td>
</tr>
<tr>
<td><strong>Motivation</strong></td>
<td>You want to keep your family safe</td>
<td>-</td>
</tr>
</tbody>
</table>
Opportunity, Ability, Motivation can be facilitators or barriers

<table>
<thead>
<tr>
<th></th>
<th>Facilitators</th>
<th>Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunity</strong></td>
<td>You have space and have dug a pit</td>
<td>You don’t have tools</td>
</tr>
<tr>
<td><strong>Ability</strong></td>
<td>You know how to mix cement</td>
<td>You don’t know how to make a slab</td>
</tr>
<tr>
<td><strong>Motivation</strong></td>
<td>You want to keep your family safe</td>
<td>You need to spend the money on school fees</td>
</tr>
</tbody>
</table>
Behavioural Determinants

- The +’s and –’s
- The facilitators and barriers
- Drawn from evidence – research, observations, and known facts
- Some are more important than others – it depends on the target audience
SaniFOAM – A framework to measure behaviour change

- **Focus**
  - Target population
  - Desired behavior

- **Opportunity**
  - Access/availability
  - Product attributes
  - Social norms
  - Sanctions/enforcement

- **Ability**
  - Knowledge
  - Skills and self-efficacy
  - Social support
  - Roles and decisions
  - Affordability

- **Motivation**
  - Attitudes and beliefs
  - Values
  - Emotional/physical/social drivers
  - Competing priorities
  - Intention
  - Willingness to pay
saniFOAM can help us decide

• Who we will Focus on
• How we will reach those people
• What we will tell them
• How we can help them
• How we will measure what we have done
How can we prioritise SaniFOAM to take forward for communication development?

Potential Activities to be addressed other than through Communication

Strong Communicable habit changers – do now!

STOP DOING

Consider for tactical opportunities

Ability to influence with Communication

Ability to change peoples behaviour

High

Low

High
How can we prioritize SaniFOAM to take forward for communication development?

- Ability to influence with Communication
  - High
    - Social Norms
    - Knowledge
    - Values
    - Emotional/Physical/Social Drivers
  - Low
    - Enforcement
    - Product Attributes
    - Social Support
    - Skills & Self Efficacy
    - Access / Availability
  - Ability to change peoples behaviour
    - Intentions
    - Expectations
    - Attitudes and beliefs
- Access / Availability
- Social Support
- Enforcement
- Product Attributes
- Social Norms
- Values
- Emotional/Physical/Social Drivers
- Intentions
- Expectations
- Attitudes and beliefs
Group Work
OPPORTUNITY
Access & Availability
e.g. where is a mason?

Knowledge
e.g. do you know why you need an Improved latrine?

Affordability
e.g. how much are people able to spend?

Self-confidence
e.g. how much do People believe they can build a latrine?

Social Norms
e.g. what latrine Type do most people have?

Product Attributes
e.g. is cement Good quality?

Enforcement
e.g. do laws or regulations exist?

ABILITY

Knowledge
e.g. do you know why you need an Improved latrine?

Social Support & Influence
e.g. who provides you with information?

Roles & Decisions
e.g. who in the HH decides to upgrade?

Skills
e.g. skills to build by mason or by HH?

MOTIVATION

Attitudes and Beliefs
e.g. using a latrine is only for educated people

Emotional Drivers
e.g. will you get A sense of pride & Dignity from upgrading?

Intensions
e.g. How can you make plans to finance and build?

Competing Priorities
e.g. what is the Best use of the Money we have – School fees or sanitation?
Tanzania Example
Intervention Need?

Establish the behaviour of continuous household improvement for the place of defecation.
Who is the target market?

• Primary:
  – Head of Households with children under 5 years old.

• Secondary:
  – Community at large
  – Local government / street chairman.
  – Local clinics.
How do they interact relate or feel about the problem?

- Low on the priority scale.
- They believe there is room for improvement.
- Ignorance of the impact of poor latrine behavior and the way it impact their lives. (especially impact on children)
- Lack of finance
  - Challenge is to show them how they can be motivated to improve within their means.
  - Finances play a bigger role in the lower end – sense of helplessness to what they can do.
- Lack of solutions and resources to deal with maintenance.
  - Better understanding and resource of solutions would aspire them to improve their local situations – recognise their responsibility to action.
- Flies are a problem from latrine
What role does latrines currently play in their life?

- Sanitation is not a priority.
- Latrines are not always available.
- They are not maintained properly.
- Water is a necessity to washing backside (religious purposes and financial) and cement block if they have a cement block.
- If they could, they would improve ... within the means of their environment.
  - Does not need to be financial.
  - They do not know of all solutions.
- Diarrhea is the second most recognized health problem – could be attributed to incorrect behaviors where and when defecating (e.g. washing hands after defecating; unhygienic latrines; flies.)
What are our emotional triggers?

- Not an openly discussed subject.
- Well being for my family is important.
- Health of my family.
- Survival first.
- Worry & concern at not providing for my family.
- I am not worried about my latrine. (apathy).
- My latrine does not meet my standards.
- I do not have the means (financial & solutions) to better my standards.

Emotions:

- Fear
- Lust
- Anger
- Pride
- Courage
- Acceptance
- Peace
- Love
What are the challenges we will have to overcome?

- Ignorance
- Changing established habits
  - Stop open defecation
  - Lack of pit latrine maintenance
  - Not washing hands after latrine use
  - Lack of importance (low priority to them)
  - No value attachment to germ contamination from latrine.
  - Build positive perceptions for using latrine
- Financial constraints
- Lack of water
- Cultural practices
What is the one thing we want the target market to feel about the problem?

They must believe that they can each improve their situation by changing their behavior through good and sustained latrine management.
The experience people should have, through engagement,

<table>
<thead>
<tr>
<th>Chooc Bora ChawezeKana</th>
<th>Intervention Experience</th>
</tr>
</thead>
</table>
| **See**                | See positivity… “I can make a difference”… Positive stories (Testimonials)  
                        | See self driven to take action… benefits of improved latrine habits. |
| **Hear**               | (Ululation device that symbolizes achievement)  
                        | Possibilities … solutions  
                        | People should spread the word and share their knowledge of improved latrines. |
| **Touch**              | Easier maintenance and hygiene  
                        | Hands on solutions that show reward (improved life) for every action. |
| **Taste**              | N/A |
| **Smell**              | Better smelling latrine (as a result of the better management solutions) |
| **Emotional Take-out** | Nothing will stop me from achieving the betterment of my latrine habits. Anything is possible I need a good Choo! |

**Sixth Sense Intervention™**
## Umbrella Strategy

### Word of Relevant Mouth

**Emotional Take-out (Golden Thread):** “Nothing will stop me from achieving the betterment of my latrine habits. Anything is possible I need a good Choo!”

### Choo Bora chaweze kana

#### Awaken & Inspire
- Home
  - Advocacy (Local Government)
  - Radio Drama
  - Ambassadors
- Schools
  - Advocacy (Teachers)
  - Ambassadors
  - Situation talk
- Churches
  - Advocacy (Priests / Sheiks)
  - Monthly seminars
  - Radio advertising religious programmes
- Choo’ lympics
- Taverns
  - Stand up comedy
  - Product demo

#### Empower & engage
- Home-
  - Advocacy (Local Government)
  - Radio Drama
  - Ambassadors
- Churches
  - Advocacy (Priests / Sheiks)
  - Monthly seminars
  - Model Choo
- Markets
  - Industrial theatre
  - Supplier stage
  - Model Choo
- Clinics
  - Advocacy (Clinic Staff)
  - Education talks
  - Home handouts
  - Model Choo

#### Sustain
- Advocacy
  - Gate Keepers (Local Government; Priests / Sheiks; Teachers; Clinic Sistis)
- Homes
  - Radio Drama
  - Ambassadors
- PR & Testimonials

### STATUS & ASPIRATION
- Ownership & Responsibility
- Comfort & Convenience
- Vulnerability
Marketing communication platform:

[A good toilet is possible]

[We’ve taken our development all the way to the toilet]

In the nuanced Swahili this is roughly equivalent to saying, “the red carpet goes all the way to the toilet”
SAMPLE CAPS
SAMPLE ABS BOARDS FOR SCHOOLS, MASONS & OD AREAS:-

1. Choo Bora ChawezeKana
   Tumeamua Maendeleo Hadi Chooni
   Shule Ya Msingi

2. Choo Bora ChawezeKana
   Tumeamua Maendeleo Hadi Chooni
   UsiJSaidie Hapa!

3. Choo Bora ChawezeKana
   Tumeamua Maendeleo Hadi Chooni
   Ogea Na Mwenye Dhuka
CHOO BORA CHAWEZEKANA!

TUMEAMUA
MAENDELEO HADI CHOONI
SAMPLE HEAD SCARFS

CHOO BORA CHAWEZEKANA

TUMEAMUA
MAENDELEO HADI
CHOONI
Training of Village Masons (by NGOs and sales experts)

- Manufacturing of Slabs
- Sales and business development
- Provided with promotional materials
Direct Consumer Contact Events in program villages (Local governments and Marketing Agency)
Radio Soap Opera
• 15 minute episodes
• Airs nationally 2 x week

(Marketing agency)

Promotion (cont.)

<table>
<thead>
<tr>
<th>CAST MEMBER</th>
<th>CHARACTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUTAFUNGWA:</td>
<td>Mr. Mtafungwa is a 50 year old man who lives in a normal rural setting with his wife (mama nyaswi) and daughter (nyaswi), whom he loves. By nature Mr. Mtafungwa is extremely opinionated and the loud mouth of the village, he always has an opinion about everything – especially the chairman’s campaigns</td>
</tr>
<tr>
<td>MAMA KANENGGA</td>
<td>This is Mtafungwa’s wife and she is 40 years old</td>
</tr>
<tr>
<td></td>
<td>She is not content with the state of sanitation in her home, but cannot dare contradict her husband’s stand on issues as he is the head of the home</td>
</tr>
<tr>
<td></td>
<td>She is soft natured and submissive to her husband, but desires development back at home</td>
</tr>
<tr>
<td>KANENGGA</td>
<td>She is the only child (daughter) of Mtafungwa and Mama Kanengga.</td>
</tr>
<tr>
<td></td>
<td>She is 14 years and in class seven</td>
</tr>
<tr>
<td></td>
<td>She loves development, but doesn’t know how to change her father’s staunch views in life</td>
</tr>
<tr>
<td>MROPE</td>
<td>He is Mtafungwa’s best friend and he is 50 years old</td>
</tr>
<tr>
<td></td>
<td>He loves developmental issues and is determined to change his best friend’s views on sanitation</td>
</tr>
<tr>
<td>MWEENYEKITU</td>
<td>He is the village head of Tutafika village</td>
</tr>
<tr>
<td></td>
<td>He is on the forefront of ensuring that his village leads in developmental issues</td>
</tr>
<tr>
<td></td>
<td>He has initiated a campaign improving sanitation in the village through the use of Sungura toilet slabs</td>
</tr>
<tr>
<td></td>
<td>He desires his village to be better than the neighboring village - KIBOPE</td>
</tr>
<tr>
<td></td>
<td>He meets a lot of challenges in his job, but he never loses hope</td>
</tr>
<tr>
<td>NONGWA</td>
<td>He is 45 years old</td>
</tr>
<tr>
<td></td>
<td>He is a Sungura mason</td>
</tr>
<tr>
<td>BIFUNIKO</td>
<td>She is 40 years old</td>
</tr>
<tr>
<td></td>
<td>She owns a local drinking hall in the village</td>
</tr>
<tr>
<td></td>
<td>She is an acquaintiance of Mama Kanengga</td>
</tr>
<tr>
<td></td>
<td>She loves development and is in the forefront of the sanitation campaign in the village</td>
</tr>
<tr>
<td>MAMA MASHAVU</td>
<td>She lives in the neighboring Kibope village</td>
</tr>
<tr>
<td></td>
<td>Mr. Mtafungwa fancies her, but has never got a chance to be with her</td>
</tr>
<tr>
<td></td>
<td>She is Mrs. Funikos friend</td>
</tr>
<tr>
<td>MAMA KOSHUMA</td>
<td>She is Mtafungwa’s wife (Mama Kanengga) friend</td>
</tr>
<tr>
<td></td>
<td>She likes development</td>
</tr>
</tbody>
</table>
http://www.youtube.com/watch?v=XCDw2pn9BxA