

WATER SECTOR TRUST FUND

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

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| **Training Programme for Sanitation Marketers** |

**Day 3: The Social Animators Handbook -**

**The SafiSan Tools for the Sanitation Marketer**

**Topics:**

The SafiSan tools for the Social Animator (Sanitation Marketer)

* Familiarising the Social Animators (Sanitation Marketers) with the tools (tools 3 – 17) contained in the Social Animators Handbook[[1]](#footnote-1)
* Learning how to use the tools (a first practice/simulation)

**Activities:**

**ACTIVITY 1: Going through the Social Animators Handbook**

**ACTIVITY 2: Simulations (Simulating the household and plot-level social marketing sessions)**

**ACTIVITY 3: The Social Animators Kit**

**Required documents: and other materials**

**(*These have to be given to all the participants as hand-outs*):**

1. **The Sanitation Marketer (Social Animator) Handbook**
2. **The SafiSan sales posters**
3. The SafiSan brochures and flyers
4. **The SafiSan scale model (toilet)**
5. The SafiSan Kit (backpack, polo-shirt, baseball cap, etc.)
6. The android tablet with the SafisApp.

**ACTIVITY 1: Going through the Handbook**

It is of the utmost importance that the Sanitation Marketers are given the opportunity to familiarise themselves with the Social Animators Handbook. The training programme of the Social Animators contains a document which can be used to take all participants through the Handbook. The purpose of this exercise is to:

* Show the importance of the Handbook to the Sanitation Marketers.
* Familiarise the Sanitation Marketers with the content of the Handbook.
* Prepare for the simulation.
* Prepare for the work in the low income areas.

Taking the Sanitation Marketers through the handbook can be done following the following **steps**:

# STEP 1: How the Handbook is organised

**Expected duration: 30 minutes**

The **Sanitation Marketers Handbook** consists of the following parts (see also **page I**):

* Introduction to the Social Animators Handbook (see page 1)
* PART 1: Social Marketing TOOLBOX
* PART 2: Social marketing of SafiSan Toilets
* PART 3: Guidelines for the Social Animator
* Appendices: Appendix 1 – 5
* List of relevant publications
* List of abbreviations

The key activities of the Sanitation Marketers are explained on **page II**.

**STEP 2: Introducing the tools**

**Expected duration: 3 hours**

Quite some time has to be spent on taking the Sanitation Marketers through the tools (PART 1 of the Handbook). One method is to discuss tool after tool and ask the Sanitation Marketers and the other participants in the training workshop to read each tool and then invite them to ask questions. In addition to answering the questions the presenter/facilitator should explain:

* The main purpose of the tool (**w**hy this tool).
* How the tool should be used and **w**hen (timing) and **w**here..
* How the tools is linked to the other tools (previous and subsequent).

The following tools should be discussed (one by one) during a plenary session:

* **Tool 3**: Introducing the SafiSan programme
* **Tool 4**: Importance of having access to improved sanitation
* **Tool 5**: The (health) impact of (poor) sanitation
* **Tool 6a**: Sanitation is a Human Right!
* **Tool 6b**: Convincing landlords & tenants: Sanitation is a Human Right!
* **Tool 7**: The current sanitation situation (*within the yard*)
* **Tool 8**: What does the SafiSan toilet offer? (*main advantages?*)
* **Tool 9**: The SafiSan toilet itself is a better solution for every yard
* **Tool 10**: Using the SafiSan toilet has its advantages
* **Tool 11**: What about maintenance and repair?
* **Tool 12**: SafiSan toilets: Tips, do’s and don’ts
* **Tool 13**: Using the scale models
* **Tool 14a**: The SafiSan brochure, flyer and other visibility material
* **Tool 14b**: How to get a SafiSan Toilet (procedure & duration)

**Tool 15a – 15e: The SafiSan sales posters**

* **Tool 16a**: Marketing the SafiSan toilets
* **Tool 16b**: Other improved toilets promoted by the SafiSan Programme
* **Tool 16c**: The SafiSan Programme and the sanitation value chain
* **Tool 17**: The yard visit

**STEP 3: Discussing the SafiSan sales posters**

**(Tools 15a – 15e)**

**Expected duration: 1 hour**

Each SafiSan sales poster should also be looked at in detail and discussed.

Although the sales posters are also presented in the Handbook it is preferable to use (during the training, simulation *and* the social marketing sessions) the separate laminated sales posters.

It is important that the Sanitation Marketers understand the purpose and use of the sales posters.

**STEP 4: Discussing Part 2 of the Handbook**

## Community Mobilisation

The handbook contains a section of community mobilisation. Although this section is not part of the Sanitation Marketers Training Workshop, the marketers are expected to read this section carefully. Especially during the initial stages of the UBSUP/SafiSan Project, the community mobilisation activities will be organised by the Project Task Team (PTT). As a member of the PTT, the Sanitation Marketers will require the knowledge and information during the preparation and implementation and evaluation of all community mobilisation activities. In other words, in addition to having read the relevant sections of the Handbook, the marketers will acquire the necessary skills and experience during the project (on-the-job training).

## Social Marketing Sessions at Plot & Household Level

**Expected duration: 2 - 2.5 hours**

This section of PART 2 has to be discussed in some detail during the training workshop. One way of doing this is to take the audience (participants) through every section. It is important to spend sufficient time every aspect of the work of the Sanitation marketer.

Some of the sections are important during the simulation (e.g. sections 10 – 13).

## The SafiSan Mini Fairs

The Sanitation Marketers will, being members of the Project Task Team, be involved in the design, organisation, implementation and appraisal of the SafiSan Mini Fairs and the SafiSan *Barazas*.

## Involving Opinion Leaders

It is up to a Sanitation Marketer to decide whether he or she wants to ask for the participation or assistance of a local opinion leader (e.g. a village elder, church elder, local celebrity, etc.). In many cases, however, the Project Task Team, as it is responsible for activities at project and area level, will engage local opinion leaders (they can even become a member of the PTT).

## Mass Media Announcements

The Sanitation Marketers may, or may not, be involved in the preparation and broadcasting of the SafiSan mass media announcements. It is, however, important for a marketer to know when these broadcasts take place.

The idea of the various elements of the awareness and social marketing programme is to create synergy and to “strengthen” the message. A message broadcast through a local radio station may encourage residents of the project area to attend the SafiSan Baraza Show. Those who attend the Baraza Show may be more willing to receive the Sanitation marketers when they are carrying out their household & plot-level visits.

**STEP 5: Discussing Part 3 of the Handbook**

**Expected duration: 1 hour**

Most topics that are being presented in PART 3 of the Handbook (“Guidelines for the Social Animator) have been covered by presentations that were given during Day 1 and Day 2 of the training workshop.

The main reason for including them in the Handbook is to ensure that the Sanitation Marketers always have access to key information regarding the:

* Main objectives of the social marketing programme.
* Main stakeholders
* What social marketing is and what we are marketing.
* The distinction between awareness creation and social marketing
* Key social marketing messages.
* Target groups.
* Methods and techniques used during the social marketing programme.
* Roles, responsibilities and key activities of the Social Animators.

**ACTIVITY 2: Simulations**

**STEP 1: Preparing the simulation**

This activity can only be carried out after having gone through **PART 2** of the Sanitation Marketers (Social Animators) Handbook: **2. Social Marketing sessions at Plot & Household level**

All the steps – from:

* “Planning your visiting programme & schedule” (**No. 1**) to
* “Your plot & household visit: Step-by-step” (**No. 10**) to
* “Data management” (**No. 17**)

should have been looked at one-by-one and discussed in detail.

After all tools have been introduced and discussed during the plenary session(s), the participants will now prepare and carry out a simulated social marketing session.

During this **simulation** social marketing session some participants will play the role of the Social Animators (Sanitation Marketers) whereas others will act as residents.

Two (2) to three (3) Sanitation Marketers should prepare and carry out their social marketing session.

This Social Animators team should consist of a trainer or County Resident Monitor and of 2 Sanitation Marketers trainees.

**STEP 2: Preparatory activities**

1. The Sanitation Marketers will prepare their social marketing session using PART 2 of the Sanitation Marketers (Social Animators) Handbook: **2. Social Marketing Sessions at Plot & Household level: No. 9, 10, 11, 12, 13 and 14.**

Especially **no. 10** is a key part of your planning exercise.

1. The residents will have to agree on and prepare a short description (bullet points) of their plot and the people living together on it. The following issues (and possibly others) will have to be addressed:

* Does the landlord live on the plot?
* Is the landlord present during the session?
* How many people and families (households) live together on the plot?
* What religion do people have?
* How is the water supply situation?
* What type of toilets do the tenants have or use?
* Are the tenants happy about their sanitation situation?
* Do the tenants and the landlord or landlady get along?
* Is the landlord or landlady in favour of improving sanitation?
* Etc.

The residents group should also prepare some questions they may want to ask the visiting Sanitation Marketers (Social Animators).

**STEP 3: The simulation itself**

For the **simulation** itself we would like to provide the following guidelines:

1. We may assume that an appointment was made for the visit.
2. Proper introductions and thank you (upon departure) are part of the simulation.
3. Create, using your chairs and tables, a plot-like environment.
4. A table or a toilet scale model can be used to simulate the toilet.
5. Try to create a realistic setting (some people can walk out for a minute, others can join later, etc.).
6. Try to have a variety of characters (people who are quite happy with the current sanitation situation, whereas others see the need for change).
7. Include the yard visit in your mock-up.
8. Duration: between 20 and 40 minutes.

**STEP 3: Evaluating the simulation**

All participants should participate in the evaluation of the social marketing session simulation.

During the evaluation of the simulation social marketing session the following issues should be considered:

1. How were the introductions?
2. Were all important issues sufficiently addressed?
3. Was the social marketing session well structured? In other words were all topics presented and in the right order?
4. Did the Sanitation Marketers respond well to the questions asked and issues raised by the residents?
5. Was the scale model used properly?
6. Was the yard visit well timed?
7. Were the Sanitation Marketers really marketing the toilets?
8. Did the marketers try to address and involve all the residents present during the session?
9. Were the marketers friendly and respectful?
10. Did the marketers record all the relevant information with regard to the participants?
11. Was the session too long, too short or just right?
12. Did the marketers make an appointment for a follow-up visit? (*if necessary*)
13. How was the farewell?

The main outcomes of the evaluation should be written down on a large piece of paper (size A1) using a flipchart stand.

If necessary, and if time allows, a **second** simulation social marketing session can be can organised.

**ACTIVITY 3: The Social Animators Kit**

The content of the Sanitation Marketers Kit is shown and explained. The following issues are addressed:

* Why does the SafiSan programme provide all Sanitation Marketers with kits?
* Why are Sanitation Marketers provided with branded baseball caps and polo-shirts? >> The importance of visibility.
* Who owns the kit?
* What to do if items go missing or get damaged?

**TIP**: Make sure that after the social marketing session you go with all the sales posters and the other material you as a Sanitation Marketer (Social Animator) were provided with.

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1. Tools 1 and 2 have already been dicsussed earlier. [↑](#footnote-ref-1)