

WATER SECTOR TRUST FUND

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

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| **Training Programme for Sanitation Marketers** |

**The SafiSan Transitional Phase**

**Sanitation Marketers: After the training, how does the engagement in the field begin?**

**Activity:**

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?

**From simulation to marketing**

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?

**Day 3: Handbook and Simulation**

1. **Using 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 Sanitation Marketers 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.

**Roles and Responsibilities**

Key roles of the Social Animators (Sanitation Marketers) are:

1. Create demand for improved sanitation (SafiSan Toilets) Making sure residents get to know the different SafiSan toilets, their advantages, costs, and where and how to get one. It’s about explaining the what, why, when, where and how.
2. Promote good hand washing and hygiene practices
3. Create awareness on the sanitation value chain

## Coordination

The success of a project that involves a wide variety of stakeholders (residents of the project area, a water company, a Public Health officer, the local authorities, Project Task Team, artisans etc.) in most cases, depends on the careful planning and coordination of all project activities (construction works, community mobilisation and awareness creation, social marketing, embedding of SafiSan within the WSP). This not only requires close cooperation between the various stakeholders - especially within the Sanitation Marketers – but it also requires the careful preparation of the detailed Project Work Plan.

# The Detailed Project Work Plan

The detailed project work plan is initially developed by the WSP in conjunction with the Project Task Team. The main objectives of the detailed Project Work Plan can be summed up as follows:

* Ensuring that all project activities, technical, financial and social (marketing) are included.
* Reach an optimal coordination of activities in order to achieve efficiency and effectiveness.
* Make sure that all Project Task Team members and the other stakeholders involved are aware of their tasks as well as of the activities other members and stakeholders are involved in (i.e. transparency).
* They should understand the work plan that has been created for the overall project as well as the individual work plan they will make as the social animators (sanitation marketers). Social Animators should understand that a successful project requires the careful coordination of all project activities and the active participation of many stakeholders.

**Implementing the detailed Project Work Plan**

The implementation of the project work plan requires synchronization from the WSP, Project Task Team and Sanitation Marketers. This is because some of the activities will run concurrently while others will require support from the different teams. Implementation of the work plan will require various activities.

## Careful planning of all activities

The implementation of the detailed Project Work Plan requires careful planning and the coordination of the various project activities. It has to be emphasised that achieving efficiency requires that certain project activities are implemented simultaneously. Other activities can only be implemented after specific other activities have been completed.

## Sanitation Marketers Work Plan

Apart from the main detailed project work plan, the Sanitation Marketers need to develop their own work plan that will assist in the social marketing. Some activities have to be incorporated in the work plan, such as:

* Setting up of the sanitation desk
* Going through the Sanitation Marketers handbook
* Simulation
* Simulation review session. (To go through what was discussed and any changes discovered during the simulation)
* Selecting a team leader
* Meeting with the artisans to get to know them
* Printing of the necessary documents
* Transect walk (this will help to identify how the target area looks and how it is divided)
* Identification of testing sites (for demonstration toilets)
* Commencement of the construction of the demonstration toilets
* Subjecting the identified sites to a selection criteria
* Testing the business and financing model with potential beneficiaries and artisans
* Familiariasation with the SafisApp which is installed in the tablets provided
* Co-ordination kick off meeting (between all the key stakeholders)
* Commencement of social marketing

All this activities (and more) will be embedded on a social marketing work plan template attached in the appendices.

# Reporting Activities

The social marketers will be required to report to the WSP about the on-goings in the field. This is to assist in monitoring and evaluation and also with accountability. The Sanitation Marketers will be provided with a workbook in which they will be required to fill in the required details either daily, weekly, monthly or quarterly. The Sanitation Marketers could also consult and engage the County Resident Monitors (CRMs) from WSTF whenever they need assistance.

The County Resident Monitors of the WSTF have to submit their Monthly Report to the WSTF. The reporting template has been provided by the WSTF. The WSP also has to report on progress and challenges to the WSTF though the submission of a Monthly Report.

# The SafiSan Computers/ Tablets

The SafiSan computer and tablet are there to assist in data collection of the project. The tablets will be used by the Sanitation Marketers, County Resident Monitors and the WSP staff- who are invloved in the programme- in the field to collect all the information required.

The SafiSan computer will be placed at the WSP to assist the Sanitation Marketers in carrying out the social marketing activities. The following software and files will be installed on the SafiSan computer (preferably a desktop computer or a laptop computer with peripherals such as an external keyboard, mouse, etc.):

Software:

* Microsoft Office (2010 or 2013) (including MS-Access).
* SafiSan App- which is specifically made for the operation of the SafiSan projects
* Internet Explorer.
* The Virtual Sanitation Tool.
* The Toolkit for Urban Sanitation Projects (DVD).
* The Toolkit for Urban Water Supply Projects (DVD).
* The WSTF Procedures & Information Document (DVD).
* AquaPix 1 & AquaPix 2 (DVD).[[1]](#footnote-1)
* WaterSource.

Database[[2]](#footnote-2):

1. Sanitation Marketers database.
2. Manual emptiers ( Sanitation Teams) database (licensed and not licensed).
3. Local artisans’ database (licensed and not licensed).
4. Customer database: registrations, follow-up visits & non-response).
5. SafisApp-Toilets database (type, location, quality of works, completeness, hygiene, etc.).
6. MajiData (link to the website ( [www.majidata.go.ke](http://www.majidata.go.ke) ).
7. Reporting templates (WSP > WSTF and County Resident Monitors > WSTF).

# Area Reconnaissance

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.[[3]](#footnote-3) This is the initial visit that the Sanitation Marketers will undertake once they go into the target area. In this case however, the main aim is to identify the demography of the target area i.e. the type of housing that is in that area, their standard of living, the background of the area and which social marketing activities would best suit that area etc, in order to identify what works best for that area.

1. All DVDs have a user interface. [↑](#footnote-ref-1)
2. All the databases are set to be integrated into the SafiSan App for easy maneuver by all the project implementers. [↑](#footnote-ref-2)
3. *Field Manual (FM) 7–92: The Infantry Reconnaissance Platoon and Squad (Airborne, Air Assault, Light Infantry)*. [United States Army](http://en.wikipedia.org/wiki/United_States_Army). 2001. p. 4.0. [↑](#footnote-ref-3)