



THE PHILIPPINE SUSTAINABLE SANITATION KNOWLEDGE SERIES

# Guidebook for a Local Sustainable Sanitation Promotion Program



DEPARTMENT OF HEALTH





THE PHILIPPINE SUSTAINABLE SANITATION KNOWLEDGE SERIES

## Guidebook for a Local Sustainable Sanitation Promotion Program

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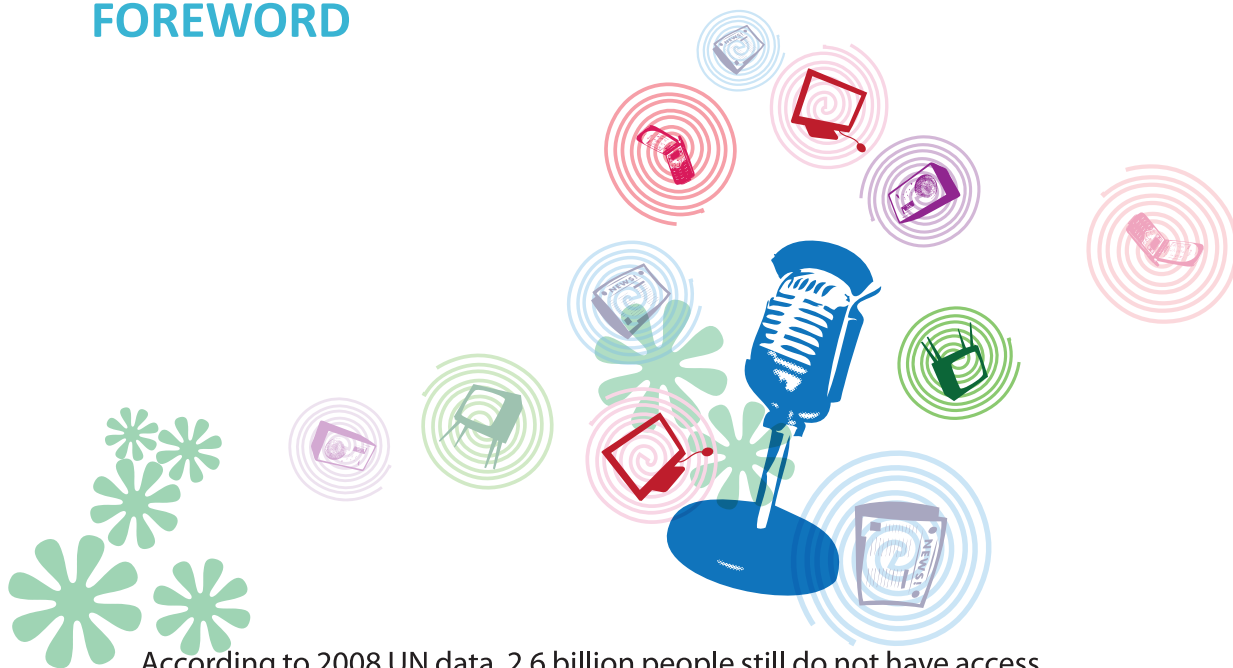
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## FOREWORD



According to 2008 UN data, 2.6 billion people still do not have access to or have inadequate sanitation facilities.

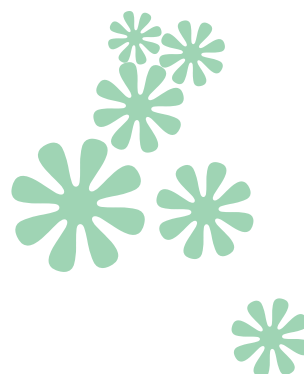
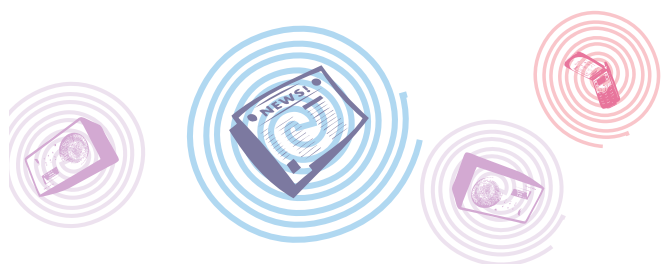
Every 20 seconds, a child dies as a result of poor sanitation. That's 1.5 million preventable deaths each year.<sup>2</sup> In the Philippines, 23% of Filipinos or roughly 19 million still do not have access to sanitary toilets.

These realities necessitate tangible and concerted efforts that are owned by the people through the local government units (LGUs). The United Nations has already declared access to water and sanitation as a human right in its July 28, 2010 General Assembly. With the synergistic efforts of both the public and private sectors, the Philippines is also making significant gains in raising awareness and accelerating progress towards the Millennium Development Goal (MDG) on sanitation: to reduce by half the proportion of people without access to basic sanitation by 2015.

Through this Guidebook, we also emphasize that the National Government needs the support of its partners in order to achieve this goal. We need greater collaboration with our partners in the local government units. Likewise, we need to intensify our partnership with the private sector.

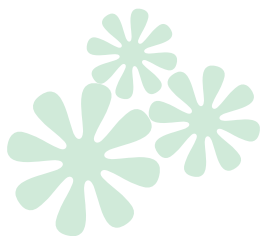
<sup>2</sup>Homepage of the International Year of Sanitation (<http://esa.un.org/iys/health.shtml>)





Attaining sustainable sanitation is a significant challenge. However, we believe that we have committed partners in the LGUs. Sustainable sanitation will happen because the LGUs are recognizing their roles and equipping themselves with the appropriate knowledge, tools, and skills.

This Guidebook is just one in a series of knowledge resource materials that we are developing towards one of our shared aspirations: ensuring health and wellness for all Filipinos through clean, safe, and life-giving water and sanitation facilities. This specific Guidebook empowers you, the LGUs, to develop and implement a communication and promotions program aimed at motivating the people to think of sanitation as a 'must-have' in the same way that adequate and nutritious food, clean air, and safe drinking water are considered. This Guidebook is for the LGUs and the Filipino people. Use it well and then share it with other LGUs who may also find it useful in their pursuit of sustainable sanitation.



**ENRIQUE T. ONA, MD, FPCS, FACS**  
Secretary of Health



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## ACRONYMS AND ABBREVIATIONS

<b>AGE</b>	Acute gastro-enteritis
<b>BHW</b>	Barangay Health Workers
<b>BSV</b>	Barangay Sanitation Volunteer
<b>CBA</b>	Cost-benefit Analysis
<b>CLTS</b>	Community-Led Total Sanitation
<b>DENR</b>	Department of Environment and Natural Resources
<b>DOH</b>	Department of Health
<b>EMB</b>	Environmental Management Bureau
<b>GO</b>	Government Organization
<b>HH</b>	Household/s
<b>IEC</b>	Information, education and communication
<b>LGU</b>	Local Government Unit
<b>LSSS</b>	Local Sustainable Sanitation Strategy
<b>LSSPP</b>	Local Sustainable Sanitation Promotion Program
<b>MDG</b>	Millennium Development Goals
<b>MSSC</b>	Municipal Sustainable Sanitation Committee
<b>NGO</b>	Non-Government Organization
<b>NSO</b>	National Statistics Office
<b>NSSP</b>	National Sustainable Sanitation Plan
<b>NSSPP</b>	National Sustainable Sanitation Promotion Program
<b>OD</b>	Open Defecation
<b>PHP</b>	Philippine Peso
<b>Plan</b>	Local Sustainable Sanitation Promotion Plan
<b>RHU</b>	Rural Health Unit
<b>SIDA</b>	Swedish International Development Cooperation Agency
<b>SS</b>	Sustainable Sanitation
<b>SMP</b>	Septage Management Program
<b>STF</b>	Septage Treatment Facility
<b>STH</b>	Soil-transmitted helminthiasis
<b>SuSEA</b>	Sustainable Sanitation in East Asia (SuSEA) Philippine Program
<b>TAMS</b>	Technical Assistance Management Services
<b>TWG</b>	Technical Working Group
<b>WB</b>	World Bank
<b>WQMA</b>	Water Quality Management Area
<b>WSSD</b>	World Summit on Sustainable Development
<b>ZOD</b>	Zero Open Defecation
<b>ZODP</b>	Zero Open Defecation Program



## The SuSEA Program




The Sustainable Sanitation in East Asia Program-Philippine Component (SuSEA) supported by the Water and Sanitation Program (WSP) of the World Bank and the Swedish International Development Cooperation Agency (SIDA), and implemented through the leadership of the Departments of Health (DOH) and Environment and Natural Resources (DENR), is geared towards increasing access by poor Filipinos, primarily low-income households, to sustainable sanitation services by addressing key demand and supply constraints. Aside from this, the program hopes to learn from local implementation of sanitation programs as basis for national policy and operational guidance.

SuSEA Philippines commenced in July 23, 2007 as a learning program to support the Government of the Philippines (GoP) update its approaches and interventions in sanitation and needs that were not present or not addressed in traditional sanitation programs that focused on two extremes: 1) toilet-bowl distribution and hygiene education and 2) centralized sewerage systems. The most important of these emerging needs are:

- Complementing interventions related to the reduction of risks of sanitation- and poverty-related diseases such as soil transmitted helminthiasis and acute gastroenteritis
- Linking sanitation interventions with environmental objectives, such as the improvement of water quality and water resources
- Sanitation in rapidly urbanizing towns and cities, including the occurrence of disease episodes that aggravate impacts of poor sanitation (such as flooding) on the economy and quality of life of city populations
- Reaching pockets of communities that comprise the remaining 20% of those without access to basic sanitation, particularly in the rural areas (among whom include indigenous peoples/cultural minorities) and urban slum communities.



SuSEA-Philippines was designed using four different models as the platform for developing specific interventions (according to themes below). The learning gained and the tools developed from these models served to assist other local governments units (LGUs), as well as informing national sanitation policy and programs for GoP-led expansion and scaling up. The four models are:

- 
- Model 1 Disease Prevention and Control – Sanitation interventions for the eradication/ reduction of disease
  - Model 2 Water Quality Management – Sanitation interventions for the improvement of water quality within a water quality management area
  - Model 3 Liveable Cities - Sanitation interventions for the improvement of quality of life in cities and low-income urban poor communities
  - Model 4 Sustainable Rural Livelihoods - Sanitation interventions to support sustained livelihoods in rural areas

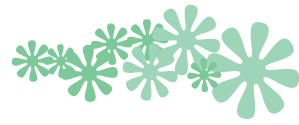
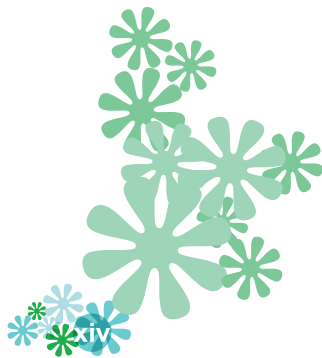
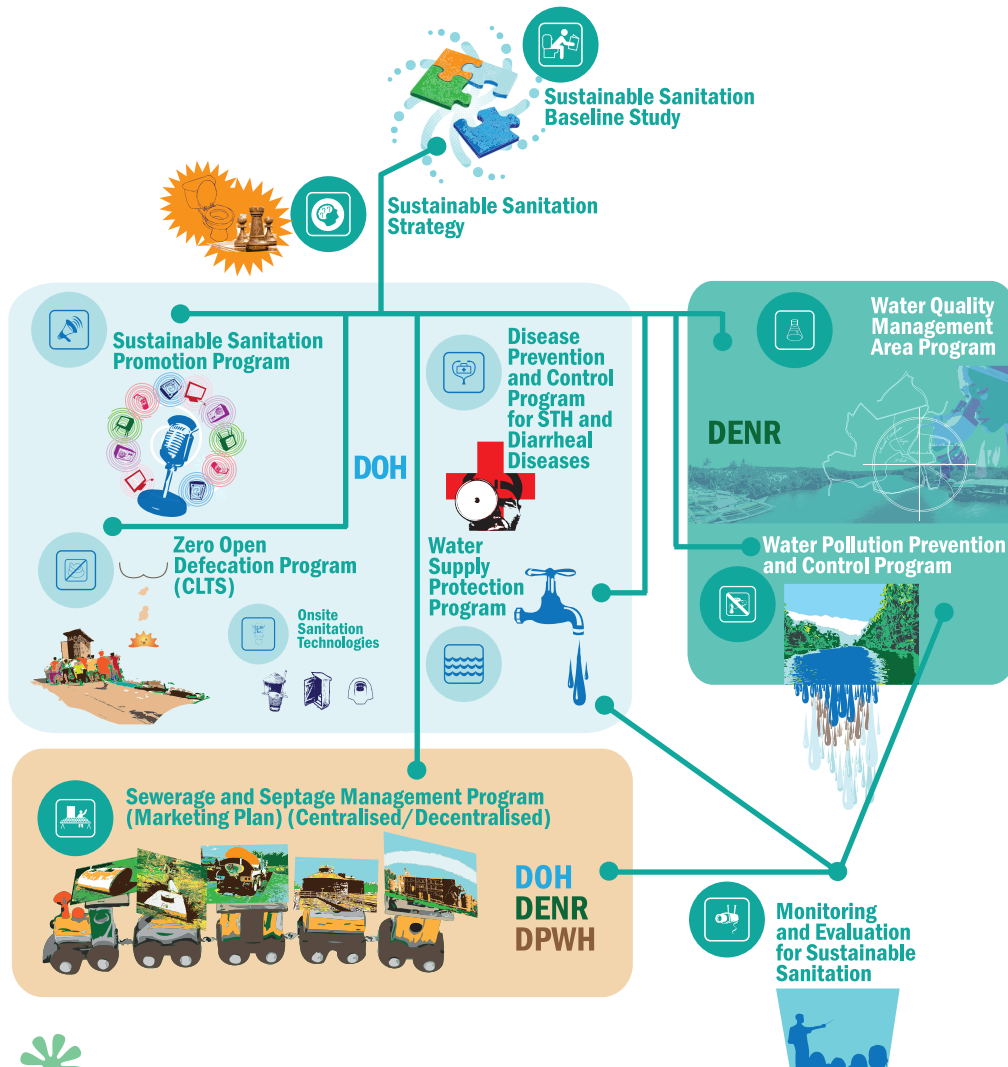
Six sites participated in the main program sub-component of SuSEA. These are: Bauko Municipality in the Mt. Province, Dagupan City in Pangasinan Province, Guiuan Municipality in Eastern Samar Province, General Santos City and Polomolok Municipality in South Cotabato, and Alabel Municipality in Sarangani. The desired outcome in each of the project sites varied according to the model and agreements by the Program Steering Committee and the local government. While outcomes varied per site, each of the projects were additionally intended to provide the LGUs with a fount of information on developing and running their own sanitation programs based on the on-field experiences of the SuSEA team and their partners. This information has been packaged for your use in a Sustainable Sanitation Knowledge Series, to which this guidebook/report belongs.

The reader is encouraged to familiarize himself/herself with all the guidebooks/reports in this series beginning with the Guidebook for Conducting a Baseline Study and followed by the Guidebook for Developing a Local Sustainable Sanitation Strategy. What guidebooks/reports you choose to utilize next will be determined by your community's particular needs and your LGU's proposed sanitation programs.

On the succeeding page, you will find an illustration of the various sustainable sanitation programs under the National Sustainable Sanitation Plan (NSSP). For each of these (SSPs), SuSEA has also developed materials under the Philippine Sustainable Sanitation Knowledge Series, intended to guide local government units in implementing the various sanitation programs and initiatives in their own area. The information gathered in the Knowledge Series is, in turn, based on specific SuSEA projects and activities in each of the six project sites.



## Sustainable Sanitation Programs



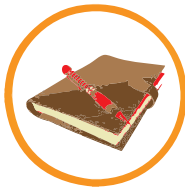


## THE NATIONAL SUSTAINABLE SANITATION PROMOTION PROGRAM

The ‘big picture’ should be drawn first. Any local sustainable sanitation promotion program should be anchored on the National Sustainable Sanitation Promotion Program (NSSPP). This Guidebook gives a good Overview on the development of a local sustainable sanitation promotion program but not all details are given here so LGUs are also advised to read the NSSPP. While the NSSPP provides general directions on how promotion programs can be done, it is also anchored on and draws strength from the National Sustainable Sanitation Plan (NSSP). The NSSP should also be used as a reference in the development of local promotion programs as it provides the key approaches and strategies in the country’s pursuit for sustainable sanitation.



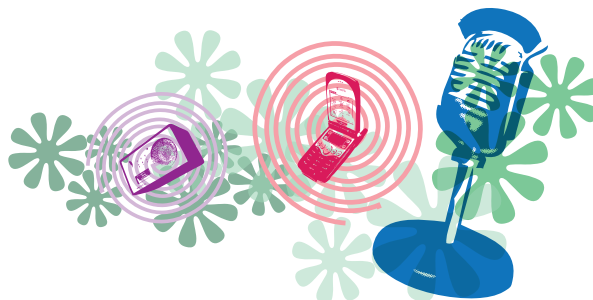
Before proceeding, a simple definition of 'promotion' is introduced here.



Promotion, in general, is to make something well known and well thought of. It may also mean to say or send out something that will cause people to respond through changes in attitude (predisposition or perspective) or behavior (e.g. purchase of a product or service, development of a habit). These promotion efforts may often be for the benefit of the persons/institutions to which the activities are addressed and/or for the solvency and financial well-being of the company/institutions that are selling or promoting the ideas, products, or services. Either way, there is a goal to effect changes in attitude or behaviors, and/or profit and gain. By promotion, we normally mean *reach the publics and create want*.<sup>1</sup>

Applying this broad definition in the context of sustainable sanitation calls for the development of strategies and activities that will convince people to change mind-sets and behaviors regarding key sanitation issues such as open defecation (OD). For example, if open defecation is a serious issue in the community, the promotion campaign can be geared towards convincing the people to stop the practice of OD.

One may be tempted to ask, "How will my LGU benefit from this?" The answer is simple. If serious interventions are done now, people will be healthier, the community more productive, and the environment cleaner. The LGU will also save resources that will otherwise be spent on diseases associated with or caused by OD such as soil-transmitted helminthiasis and diarrheal diseases.



<sup>1</sup>Source: This definition is partly lifted from articles written by Brook Zimmatore of Sterling Web Studio, and from the book written by O'Guinn, et al., "Advertising and Integrated Brand Promotion," South-Western CENGAGE Learning, 5th Edition, 2009.



## THE NATIONAL SUSTAINABLE SANITATION PROMOTION PROGRAM

The NSSPP starts off with a strong statement about the need to change the current mindset: sustainable sanitation should be seen as a resource and not as a cost center.

It has also highlighted that sustainable sanitation is a “must-do” amid a degraded environment. The three core needs for survival—nutrient-rich food, safe drinking water, and clean air—are no longer enough given the current degraded state of the environment. Sanitation should now be a core and separate priority given that the state of our physical environment is changing. The current conditions, therefore, necessitate a planning process that considers access to clean, safe, and convenient sanitation facilities as a key priority (NSSPP Document, July 2010).

A promotion program should then be anchored on the need to change mindsets and behaviors. The NSSPP hopes to fulfill the following objectives:

1. To promote behavior change in the individual/household and community levels on the following:

- Stop the practice of open defecation
- Proper use of sanitary toilets
- Handwashing

2. To promote behavior change in the institutional level in order to generate support on sustainable sanitation from all key sectors:

- Local governments to plan and invest in SS, SMP, WQMA
- Local governments to formulate and adopt ordinances to support SS, SMP, WQMA
- Local developers to make sewage treatment part of basic housing & development services

The key components of the NSSPP are:

1. Raising awareness and demand at the national and local levels;
2. Harmonizing national and local promotion programs; and
3. Development of common IEC Materials.

The NSSPP is one of the key components outlined in the NSSP. A brief overview on the NSSP follows.



## THE NATIONAL SUSTAINABLE SANITATION PLAN



The Philippines' NSSP is the basis for all plans and activities on sustainable sanitation. The vision it is subscribing to is: "Sustainable Sanitation for All Filipinos." The mission statement gives much to be inspired about: "To create an enabling environment for all LGUs to initiate sustainable sanitation actions and programs especially in marginalized communities."

The Local Sustainable Sanitation Strategy (LSSS) is anchored on the NSSP. It 'localizes' the national plan and ensures that goals are achieved through effective planning and implementation in the local levels.

The following components of the LSSS are good starting points

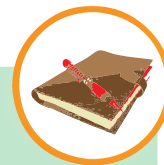
for a better understanding of how the NSSP connects to the LSSS:

- a. Local Sustainable Sanitation Baseline Study
- b. Local Sustainable Sanitation Program
- c. Local Sanitation Code
- d. Local Sustainable Sanitation Promotion Program (LSSPP)
- e. Low cost sustainable sanitation technologies (urban and rural, coastal, riverside, upland, etc.)
- f. Sustainable sanitation acceptable to indigenous people communities

As can be seen here, the LSSPP is an important component towards the realization of the goals outlined in the NSSP. LGUs are encouraged to read more about the exciting tasks ahead. In the meantime, please refer to the box on the next page for more details on the Philippines' National Sustainable Sanitation Plan.



## THE NATIONAL SUSTAINABLE SANITATION PLAN



### PREAMBLE:

- Sanitation as a human right and a public good
- Sanitation focus on the poorest population groups and the poorest barangays
- Sanitation is essential for total human development
- Sanitation that is gender and culture sensitive

### OBJECTIVES:

By 2016, the following would have been achieved:

- All provinces, cities, and municipalities have declared sustainable sanitation as a policy;
- Half of all municipalities have local sustainable sanitation promotion plans;
- Sixty percent (60%) of all barangays will be declared zero open defecation areas;
- Half of all cities will have Septage Management Programs;
- All municipalities will have their own Local Drinking Water Quality Management Committee;
- One major river per region designated as Water Quality Management Area;
- Reduction of acute gastroenteritis and soiled transmitted helminthiasis by 60 percent;
- Eighty-five percent (85%) of population in cities/municipalities will have sanitary toilets;
- All national agencies with clear sanitation policies, plans and programs in line with the Sanitation Roadmap

The goal is to ensure that half of the municipalities already have local sustainable sanitation promotion plans (see #2 above). Below is a matrix that illustrates the specific targets over the next seven (7) years.

Annual Targets for LGUs that have Local Sustainable Sanitation Promotion Plans:







## I. WHY THIS GUIDEBOOK?

This guidebook is part of a series of knowledge resource tools specifically developed for LGUs. This was developed with the hope that it will inspire and encourage LGUs towards the implementation of their own sustainable sanitation promotion programs.

The LGUs are definitely ready to embark on a very challenging task: the development and implementation of a sustainable sanitation promotion program. This promotion program shall be based on the local community's current situation, needs, and resources.

Assuming that an LGU already has a sustainable sanitation strategy and program in place, it needs to develop and implement a promotion program so that everyone in the community is adequately informed about sustainable sanitation as well as motivated towards change in mindset and behaviors. As in the example cited earlier, if the objective is to stop the practice of OD, the LGU needs to develop and implement a promotion program that will encourage people to stop the habit. An important caveat here is that the LSSS will not be successful without an LSSPP. The sanitation program certainly needs a promotional arm because the latter ensures that the correct messages are shared and disseminated, leading to behavioral change.

This Guidebook will then serve as the LGU's "roadmap" in the development of the promotion strategy and program. The information here is based on previous experiences of development practitioners and LGUs who have already developed their own promotion programs. However, as said earlier, LGUs have the option to develop their own procedures depending on their local conditions and resources.

For further information and support, please do not hesitate to contact the DOH or DENR-EMB.





## II. READING GUIDE

We made it very easy for LGU users to navigate through this Guidebook. The 6-step process on how to develop a local sustainable sanitation promotion program is explained in simple terms, supported by on-the-ground examples from previous experiences. The six steps may still be adjusted or modified according to the local conditions. Markers and symbols are also used to help readers while going through and learning from this Guidebook:

There are 6 key steps in the development of a local sustainable sanitation promotion program. Each step of the process is numbered so it is very easy to go back and forth if and when needed.

It's also easy to find out where the reader is already in the whole process. You can just look at the upper margins of the page. You can also flip back to the process illustration on page 5.

Some terms are explained within the text of the sections where they are discussed although some are explained in the Definition of Terms.

Again, it is hoped that this Guidebook will inspire and help LGUs in developing a local sustainable sanitation promotion program.

Those with the **LIGHT BULB** icon are important reminders. It's okay to skip or quickly go through them on the first reading, but they should be read more thoroughly after finishing the book.



This Guidebook also shares "good practices" from LGUs who have already conducted their sustainable sanitation baseline studies. These stories are placed in boxes and marked with the "good practices" icon as illustrated above.



Those marked with the **BOOK & PEN** icon are elaborations on certain sections. Text with this icon may be definitions, tips on specific activities you can do to fulfill a particular goal (e.g. raising funds for your sanitation program) or suggested courses of action to take when faced with certain challenges.





### III. DEVELOPING A LOCAL SUSTAINABLE SANITATION PROMOTION PROGRAM: AN OVERVIEW

The following gives an idea on the steps (or activities) to undertake in developing a local sustainable sanitation promotion program. Please note, again, that the steps outlined here are just meant to guide LGUs so they can still be modified according to local needs and resources.

This part simply gives an overview. Details on each step are found in the next chapters.



**STEP 1** Walking through the existing sanitation program and the national mandate on sustainable sanitation

The first step requires a walk-through of the NSSP and NSSPP as well as the Local Sustainable Sanitation Strategy (LSSS). At this stage, the LGU is encouraged to understand basic definitions, objectives, key result areas, strategies and other components outlined in the NSSP and NSSPP. This is also the time for looking at the big picture and situating and aligning your community's aspirations in the over-all strategies outlined in the National Plan.



**STEP 2** Determining key sanitation issues in the community and the context for behavior change.

This phase requires determining and understanding the main issues and problems related to sanitation. These problems should become the basis of the LGU's promotion program. For example, if the community's problems are high prevalence of open defecation and lack of sanitary toilet facilities, the promotion program should then ensure that these key issues are adequately addressed.



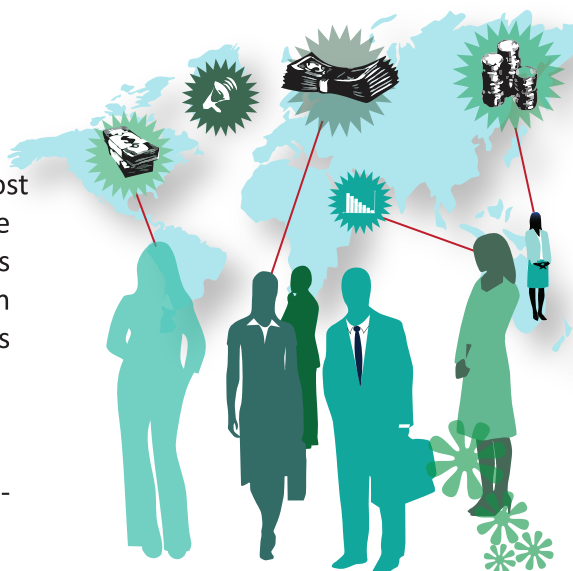
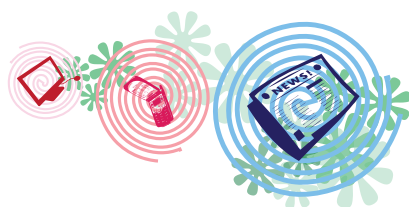
### STEP 3

#### Developing a local sustainable sanitation promotion plan

This phase is probably the most tedious and time-consuming phase but also the most important. This is the time to draw up a promotion plan based on the LGU's learnings from the first two phases.

The promotion plan normally requires the following components:

1. Identifying behavior change targets and specific indicators
2. Determining target audience of promotion activities
3. Determining interventions/channels for the promotion activities
4. Developing detailed activities based on behavior change targets and specific indicators
5. Drawing up resource and budget requirements
6. Drawing up a detailed work plan
7. Determining monitoring and evaluation parameters and system



### STEP 4

#### Drawing up the resource requirements and options for financing

This phase can actually be integrated with or subsumed under Step 3 (when the LGU is already estimating the program costs) but this is discussed here as a separate step for clarity.

As in all programs, the LGU needs to draw up a detailed budget and plan on how to raise the needed resources in order for the promotion program to take off and run. This phase, therefore, requires a thorough appreciation of the LGU's resources and capability. This is also a good opportunity for the LGU to look at other ways to raise funds or seek support from other groups and institutions, including those in the private sector.

### III. DEVELOPING A LOCAL SUSTAINABLE SANITATION PROMOTION PROGRAM: AN OVERVIEW

#### **STEP 5** Developing and testing IEC materials

Based on the Plan that was developed in Step 3, the LGU can now develop and pretest information, education and communication (IEC) materials that are best suited to its target audience.

These IEC materials can be in the form of posters, flyers/leaflets, audio-visual presentations, songs or jingles, radio and TV plugs, and even new media tools such as blogs and advertisements in social networking sites.

Remember that it is very important to pretest these materials according to their target audi-

ence so that their effectiveness can already be gauged even from the very start.

#### **STEP 6** Monitoring and evaluating impact

The Plan should already give details on the monitoring and evaluation system. Guided by the parameters outlined in the Plan, the designated Monitoring and Evaluation Team or Committee should conduct regular monitoring and evaluation activities so the LGU can measure gains and successes as well as learn from mistakes and weaknesses.

The successes can also be shared with other LGUs so that others can also benefit from them.

### IV. STEPS IN DEVELOPING A LOCAL SUSTAINABLE SANITATION PROMOTION PROGRAM

This section will give more details on the six steps cited above. Before proceeding, it is worthy to take a look first at the illustration below for a better understanding of how each step connects to the next one.

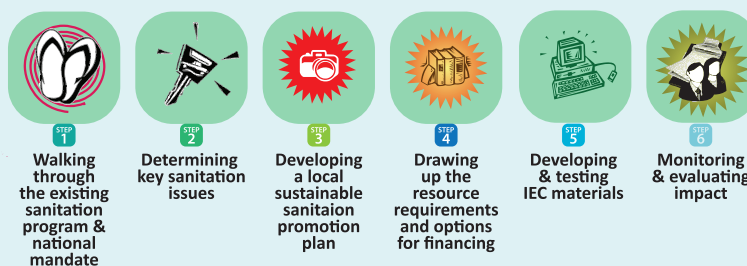


FIGURE 1. The 6-Step LSSPP Process



STEP  
1



STEP  
2



STEP  
3



STEP  
4

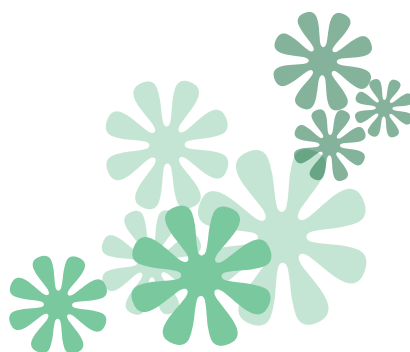


STEP  
5



STEP  
6

## Steps in Developing a Local Sustainable Sanitation Promotion Program



**STEP 1**

## WALKING THROUGH THE EXISTING SANITATION PROGRAM AND THE NATIONAL MANDATE ON SUSTAINABLE SANITATION

**STEP 1**



**STEP 1**  
Walking  
through  
the existing  
sanitation  
program &  
national  
mandate



**STEP 2**  
Determining  
key sanitation  
issues



**STEP 3**  
Developing  
a local  
sustainable  
sanitation  
promotion  
plan



**STEP 4**  
Drawing  
up the  
resource  
requirements  
and options  
for financing



**STEP 5**  
Developing  
& testing  
IEC materials



**STEP 6**  
Monitoring  
& evaluating  
impact

### DESCRIPTION AND OBJECTIVES

As mentioned earlier, the first step requires a walk-through of the NSSP and NSSPP as well as the LSSS. At this stage, the LGU is encouraged to understand basic definitions, objectives, key result areas, strategies, and other components outlined in the NSSP and NSSPP. This is also the time for looking at the big picture and situating and aligning the local community's aspirations in the over-all strategies outlined in the National Sustainable Sanitation Plan.

An overview of the National Sustainable Sanitation Promotion Program has already been given earlier. Note again that the NSSPP

serves as a guide for the conduct of promotion activities in both the national and local levels.

### TOOLS

Documentation and presentation software/tools

### KEY ACTIVITIES

Document review and meetings



**STEP  
1****EXPECTED OUTCOME**

Deeper understanding of the NSSP, NSSPP, and LSSS.

Having a deeper understanding of the NSSP, NSSPP, and LSSS prepares the LGU for the tasks ahead. The following shows an example of an Introductory Module, which can be implemented as a kick-off activity.

<b>DEVELOPING A LOCAL SUSTAINABLE SANITATION PROMOTION PROGRAM: AN INTRODUCTORY MODULE</b>	
Activity Objectives: To provide a venue for the participants to walk-through the national and local sustainable sanitation plans as well as the NSSPP; to enable the participants to raise issues, questions and suggestions on the LSSS.	Total Duration: One Day (7-8 Hours)
Module/Session	Session Duration
I. Opening Session - Welcome Remarks - Opening Remarks	30 minutes
II. Presentation on the NSSP	30 minutes
Open Forum & Coffee Break	1.5 hours
III. Presentation on the NSSPP	30 minutes
Open Forum & Lunch Break	2 hours
IV. Presentation on the LSSS	30 minutes
V. Open Forum	1 hour
VI. Closing Session	30 minutes

**TABLE 1.** A sample program for an introductory module on developing an LSSPP

The participation of the local chief executives as well as other key leaders is encouraged in this activity because it is very important. A good facilitator should also be tapped to conduct the activity so that discussions will be moderated and that consensus on differing opinions may be attained. There should also be a documentor so that the sharing of thoughts and experiences can be documented and shared/discussed later on.

After this activity, the group is now ready to move on to the next phase.

## STEP 2 DETERMINING KEY SANITATION ISSUES IN THE COMMUNITY AND THE CONTEXT FOR BEHAVIOR CHANGE.

STEP 2



STEP 1

Walking through the existing sanitation program & national mandate



STEP 2

Determining key sanitation issues



STEP 3

Developing a local sustainable sanitation promotion plan



STEP 4

Drawing up the resource requirements and options for financing



STEP 5

Developing & testing IEC materials



STEP 6

Monitoring & evaluating impact

### DESCRIPTION AND OBJECTIVES

As mentioned in the Overview, this phase requires determining and understanding the main issues and problems related to sanitation. These problems should become the basis of the LGU's promotion program. In the example cited earlier, the high prevalence of open defecation and lack of sanitary toilet facilities calls for a promotion program that is based on convincing the people why this practice (OD) and condition (lack of sanitary toilet facilities) should already be minimized or even stopped.

### TOOLS

LSSS, case studies on experiences of other LGUs, behavioral research/studies (on sanitation)

### KEY ACTIVITIES

Document review, meetings, and focused group discussions (FGDs)

### EXPECTED OUTCOME

Deeper understanding of the key sanitation issues in the community and the behavioral context

It is understood that the key sanitation issues and behavioral context have already been outlined in the LGU's LSSS. It is then important to generate a deeper appreciation of these sanitation issues in the community and from there, develop the LGU's promotion plan (or what we will refer to occasionally as "the Plan").

The pertinent information should have been generated from the existing health baseline data or through the results of the LGU's Baseline Study (a separate "Guidebook for Conducting a Baseline Study" is also released under this Knowledge Series). However, the LGU has the option to conduct a more focused behavioral study particularly if it has the resources.





STEP  
2

Promotion plans should be based on a deep understanding of how people (“consumer” in the marketing world) think and behave. It is then crucial to have a thorough analysis of how people (and institutions) think and behave vis-a-vis sanitation. LGUs can learn from looking at this from a marketing point of view. Included here is a good source of insights (in the box below). It is lifted from an online source focused on marketing but the concepts and principles can also be applied to a sustainable sanitation context.

## CONSUMER BEHAVIOR: THE PSYCHOLOGY OF MARKETING<sup>2</sup>



The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as:

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.




<sup>2</sup> Perner, Lars, Department of Marketing, Marshall School of Business, University of Southern California, Los Angeles, available at <http://www.consumerpsychologist.com>



## CONSUMER BEHAVIOR: THE PSYCHOLOGY OF MARKETING

STEP  
2



One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Although it is not necessary to memorize this definition, it brings up some useful points:

- Behavior occurs either for the individual, or in the context of a group (e.g., friends influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).
- Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.
- Consumer behavior involves services and ideas as well as tangible products.
- The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.



STEP  
2

## CONSUMER BEHAVIOR: THE PSYCHOLOGY OF MARKETING



There are four main applications of studying consumer behavior:

- The most obvious is for marketing strategy- i.e., for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon. By understanding that new products are usually initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population, we learn that it is important to please initial customers, since they will, in turn, influence many subsequent customers' brand choices.


- A second application is public policy. In the 1980s, Accutane, a near miracle cure for acne, was introduced. Unfortunately, Accutane resulted in severe birth defects if taken by pregnant women. Although physicians were instructed to warn their female patients of this, a number still became pregnant while taking the drug. To get consumers' attention, the Food and Drug Administration took the step of requiring that very graphic pictures of deformed babies be shown on the medicine containers.

- Social marketing involves getting ideas across to consumers rather than selling something. Marty Fishbein, a marketing professor, went on sabbatical to work for the Centers for Disease Control and Prevention trying to reduce the incidence of transmission of diseases through illegal drug use. The best solution, obviously, would be if we could get illegal drug users to stop.




## CONSUMER BEHAVIOR: THE PSYCHOLOGY OF MARKETING

STEP  
2



This, however, was deemed to be infeasible. It was also determined that the practice of sharing needles was too ingrained in the drug culture to be stopped. As a result, using knowledge of consumer attitudes, Dr. Fishbein created a campaign that encouraged the cleaning of needles in bleach before sharing them, a goal that was believed to be more realistic.

- As a final benefit, studying consumer behavior should make us better consumers. Common sense suggests, for example, that if you buy a 64 liquid ounce bottle of laundry detergent, you should pay less per ounce than if you bought two 32 ounce bottles. In practice, however, you often pay a size premium by buying the larger quantity. In other words, in this case, knowing this fact will sensitize you to the need to check unit cost labels to determine if you are really getting a bargain.



The principles in the box may not necessarily apply in all cases but the ideas are indeed applicable when developing a local promotion program. Based on the ideas above and the experiences of campaign specialists and promoters, a promotion program should take the following principles into consideration:

- The promotion/campaign should have realistic goals;
- Timing of execution is important;
- Graphic representations and humor help;
- Demographics of the community should be taken into consideration (for example, you have to determine whether your community has a largely adult or young population);
- Local language and symbols may have more lasting and deeper impact; and
- The promotion program should create better informed people.



STEP  
2

Now that the basic principles on determining and understanding the context for behavior change have already been discussed, the LGU can already go to the next step which should form the backbone of its promotion program: the Local Sustainable Sanitation Promotion Plan.

At this point, it is helpful to look at a particular LGU that has already developed its promotion plan.

Dagupan City is a highly urbanized city that is popular for its bangus (milkfish) industry. This status has made it attractive to migrants, informal settlers, investors, students and other travelers looking for opportunities. However, along with the influx of settlers and the rise in population came a higher prevalence of diseases such as AGE and STH. These diseases are particularly linked with sanitation and hygiene. In its promotion plan, Dagupan City has listed the following key sanitation/hygiene issues:

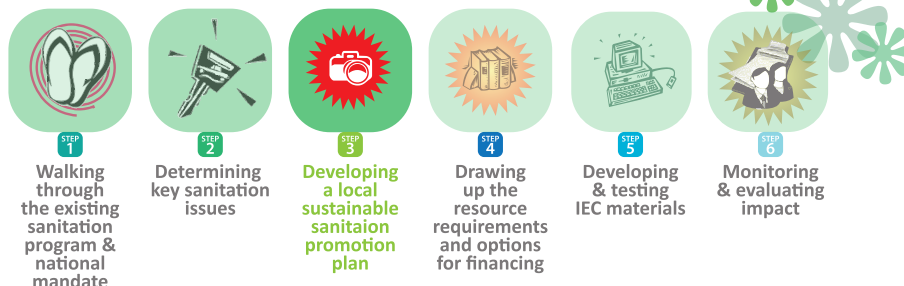


- \* Open defecation
- \* Improper handwashing practices
- \* Lack of sanitary toilets
- \* Unsafe drinking water sources and
- \* Unhygienic food handling and preparation

The city's promotion plan then aims "to make sanitation and hygiene a priority among its residents and its local government."<sup>3</sup>

<sup>3</sup>Local Sustainable Sanitation Communication Plan and Hygiene Promotion: Dagupan City, 28 July 2009.

## STEP 3 DEVELOPING A LOCAL SUSTAINABLE SANITATION PROMOTION PLAN



STEP 3

### DESCRIPTION AND OBJECTIVES

We have said earlier that this phase is probably the most tedious and time-consuming stage. However, this is also the most important because the Plan is the key document that the LGU will use for the whole duration of its promotion program. This phase involves the drawing up of the Plan for the LSSPP, while being aware of the LGU's unique behavioral challenges in the sanitation sector.

### TOOLS

Outputs from the previous steps, planning tools, and software

### EXPECTED OUTCOME

The Local Sustainable Sanitation Promotion Plan

### KEY ACTIVITIES

The promotion program normally requires the following activities (so the Plan should incorporate these as components or

sections except No. 6, which is the actual activity being discussed in this Step): (1) Identifying behavior change targets and specific indicators; (2) Determining target audience of promotion activities; (3) Determining interventions and channels for the promotion activities; (4) Developing detailed activities based on behavior change targets and specific indicators; (5) Drawing up resource and budget requirements; (6) Drawing up a detailed work plan; and (7) Determining monitoring and evaluation parameters and system. Details on the above activities are discussed below.

1. Identifying behavior change targets and specific indicators

As discussed in Step 2, the LGU needs to identify behavior change targets in the community. For this task, the LGU needs to identify the problems, target behaviors, perceived barriers to behavior.

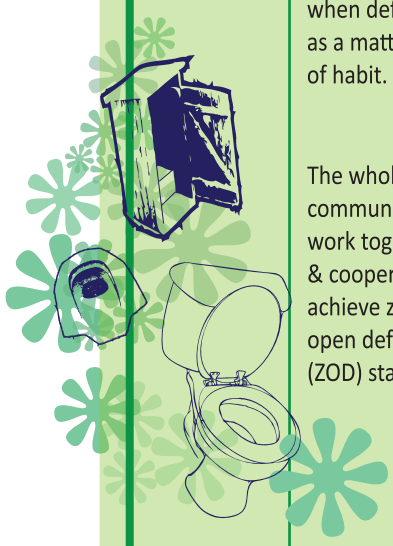
STEP  
3

There is a sample matrix of behavior change targets in Annex A but the following should also give an idea on what the targeting exercise looks like:

**TABLE 2.** A sample matrix on a particular behavior change target (open defecation) and specific indicators (other sanitation problems should also be included in the matrix)

2. Determining target audience of promotion activities

The next requirement for the Plan is to identify the LGU's primary and secondary target audience. The primary targets are the 'doers' and are either those who perform the act or behavior that needs to be changed or eradicated or those who directly make the decisions pertaining to the behavior that needs to be changed. Meanwhile, the secondary target audience are the 'influencers' or those who can influence the doers into changing their behaviors or decisions.



PROBLEM	TARGET BEHAVIOR	PERCEIVED BARRIERS TO BEHAVIOR	PERCEIVED DRIVERS OF BEHAVIOR
Open defecation	<p>All family members use hygienic latrines when defecating as a matter of habit.</p> <p>The whole community will work together &amp; cooperate to achieve zero open defecation (ZOD) status.</p>	<ul style="list-style-type: none"> <li>- Habitual OD a socially accepted practice</li> <li>- Lack of access to sanitary toilet facilities</li> <li>- Lack of knowledge of health risks</li> <li>- Lack of information on hygienic latrines as alternative to ST and OD</li> <li>- Lack of organized community action such as CLTS</li> <li>- Lack of appropriate sanitation technology for communities in difficult situations, e.g. coastal areas</li> </ul>	<ul style="list-style-type: none"> <li>- Community pressure to make open defecation socially unacceptable through CLTS "shame &amp; disgust" triggering</li> <li>- Access to sanitary toilet facilities</li> <li>- Information/technology on hygienic latrines as alternative to OD</li> </ul>

**Table 3. A portion of a sample matrix showing primary and secondary and secondary target audience**

PRIMARY TARGET AUDIENCE (THE 'DOERS')	SECONDARY TARGET AUDIENCE (THE 'INFLUENCERS')
<p><b>HOUSEHOLD LEVEL</b></p> <ul style="list-style-type: none"> <li>- Schoolchildren and out-of-school youth, and grandparents who usually practice OD</li> <li>- Heads of households who make decisions on setting up sanitation facilities &amp; can influence family members to adhere to proper sanitation practices</li> </ul> <p><b>COMMUNITY LEVEL</b></p> <ul style="list-style-type: none"> <li>- Owners of food/business establishments and recreational facilities who can provide sanitary toilets for their customers &amp; influence their staff to practice handwashing and proper food handling, etc.</li> <li>- Food handlers and street vendors who should be informed of the importance of cleanliness, handwashing, etc.</li> </ul> <p><b>LGU LEVEL</b></p> <ul style="list-style-type: none"> <li>- LGU officials who should be informed and motivated to adopt policies and programs to support sanitation and hygiene promotion</li> </ul>	<p>Groups that can influence the sanitation behavior decisions of the primary target audience</p> <p><b>HOUSEHOLD LEVEL</b></p> <ul style="list-style-type: none"> <li>- Other family members</li> </ul> <p><b>COMMUNITY LEVEL</b></p> <ul style="list-style-type: none"> <li>- Teachers</li> <li>- Building contractors, architects, engineers, etc.</li> <li>- Water associations</li> <li>- Management of mining companies</li> <li>- Ice distributors/ice plant owners</li> </ul> <p><b>OTHER STAKEHOLDERS</b></p> <p>Stakeholders and organizations that can help ensure that promotion strategies are supported and sustained</p> <ul style="list-style-type: none"> <li>- LGU (Mayor, SB, RHU, Engineering Dept., GSO, Planning, etc.)</li> <li>- Barangay officials and staff, barangay health workers, volunteers, etc.</li> <li>- Schools and schools officials</li> <li>- Hospitals and staff</li> <li>- Public market associations &amp; market administrators</li> <li>- National government offices such as the Philippine Information Agency</li> <li>- NGOs, POs, and other civic organizations</li> <li>- Religious organizations</li> </ul>

The Table 3 shows examples of these audience targets. A more comprehensive matrix on audience analysis is found in Annex B.

Identifying and categorizing the target audiences are important because they will help shape and develop the key messages and channels for the promotion activities. If the LGU wants a special segment of the population, say, young people, to listen to the messages, the format and style should be based on their age, culture, and interests.



Remember that different people have different needs and ways of living. When the LGU is developing the key messages, it should give particular attention to these special circumstances.

**STEP  
3**

Different segments of the population also get information from different sources. Some people seek information through informal sources, such as their neighbors or co-workers. Others go through formal sources such as schools or public offices. Identifying an audience's sources of information is also important so that the LGU can know where its target audience normally relies on information. Those are also the places where the LGU can distribute or direct the promotion materials that it wants to develop.

### 3. Determining interventions and channels for the promotion activities

The next requirement is to determine the best interventions and channels for the community's promotion activities. These are the venues where and through which the LGU can conduct its promotion activities.

Some LGUs anchor these interventions and channels on two strategic approaches: (1) creating a supportive environment through policy, enforcement, and infrastructural interventions; and (2) promotion activities among primary target audiences. The first one normally entails promotion activities with local legislators, local enforcers, and potential sponsors so that they can program their activities/functions according to the sanitation goals of the LGUs. The second one involves the development and conduct of promotion activities in different channels.





The Table 4 below shows some of the examples of the different channels where or through which the LGU can conduct its promotion activities.

**TABLE 4**  
**SAMPLE PROMOTION INTERVENTIONS AND CHANNELS**

INTERPERSONAL COMMUNICATIONS	COMMUNITY SOCIAL MOBILIZATION	DEVELOPMENT & PRODUCTION OF IEC MATERIALS &/OR USE OF MULTI-MEDIA	OTHER CHANNELS
<ul style="list-style-type: none"> <li>- Conduct of regular purok assemblies or pulong-pulong</li> <li>- House-to-house education campaign</li> <li>- School-based orientations</li> <li>- Holding of dialogues and focus group discussions with vendors, business owners, etc.</li> <li>- Training of a pool of trainers</li> </ul>	<ul style="list-style-type: none"> <li>- Formation and training of groups such as "Barangay Sanitation Volunteers"</li> <li>- Partnership with NGOs, POs, tourist groups, and other civic organizations</li> <li>- Partnerships with schools, principals, and teachers</li> <li>- Roundtable discussions and workshops with LGU officials, private desludgers, and water associations</li> </ul>	<ul style="list-style-type: none"> <li>- Development of IEC materials on sustainable sanitation</li> <li>- Tapping of TV, radio, print, and new media (e.g., internet) for possible airing/printing of audio/ audio-visual, print, and new media materials on sustainable sanitation</li> </ul>	<ul style="list-style-type: none"> <li>- Conduct of public hearings</li> </ul>

STEP  
3

Under this requirement, the LGU also has to decide on the key messages that it wants to carry, depending on the behavioral changes that it aspires to as well as the target audience. This aspect will be discussed in detail in Step 5.

4. Developing detailed activities based on behavior change targets and specific indicators

The LGU is now expected to determine the activities that will fall under the identified behavior change targets and specific indicators. These activities may be categorized according to short-, medium-, and long-term programming. Remember that prioritizing is very important because it will help the LGU save on time and resources as well as ensure that the most urgent and prevalent problems are immediately addressed.

Table 5 below shows examples of activities according to a specific target. Note that this illustration is just a portion of a sample matrix used in a particular LGU's Plan. The actual matrix should contain more targets. A sample promotion/communication task matrix is in Annex C.

**TABLE 5**  
**SAMPLE LINE UP AND PROGRAM OF ACTIVITIES**

SHORT-TERM	MEDIUM-TERM	LONG-TERM
<b>TARGET 1 : IMPROVE SANITATION PRACTICES</b>		
<p>Stop the practice of open defecation in x no. of priority barangays</p> <ul style="list-style-type: none"> <li>- Include in Barangay Sustainable Sanitation Plan</li> <li>- Provide communal toilets in areas that lack sanitary toilet</li> <li>- Conduct dialogue with the barangay officials</li> <li>- Train Barangay Sanitation Volunteers to conduct behavior change communication</li> <li>- Develop &amp; distribute leaflets and other IEC materials</li> </ul>	<p>Stop the practice of open defecation in all barangays</p> <ul style="list-style-type: none"> <li>- Provide communal toilets in areas that lack sanitary toilets</li> <li>- Implement Barangay Sustainable Sanitation Strategy in all barangays</li> <li>- Conduct continuing education activities for Barangay Sanitation Volunteers</li> <li>- Conduct dialogue with all barangay officials</li> <li>- Develop &amp; distribute leaflets and other IEC materials</li> <li>- Post billboards/posters in high-traffic areas</li> <li>- Tap local TV and radio stations for features about the effects of open defecation</li> </ul>	<p>Declare the city/ municipality as a zero open defecation city/municipality.</p>



### 5. Drawing up of resource and budget requirements

Needless to say, every activity needs corresponding monetary and non-monetary resources. The promotion program should be realizable and this can only be achieved if it is backed up by good planning and budgeting and, of course, efficient spending.

Annex D shows sample cost estimates on conducting an LSSP and promotion activities..

LGUs are also often confronted with the question, “Where can we get funding for our promotion program?” This is particularly more challenging because, in reality, sanitation has yet to achieve a priority status vis-à-vis other

issues such as access to clean water or even solid waste management. But this will have to change soon because there are already efforts in both the national and local levels to heighten awareness on and promotion of sustainable sanitation as a key component in social development.

For the purpose of discussions, though, some tips (on financing), which were also shared in another knowledge resource tool, are also given here. These tips are found in Step 4.

### 6. Drawing up of a detailed work plan

This activity is the gist of Step 3 (“Developing a local sustainable sanitation promotion plan”). The focus here is on the development of the Plan



STEP  
3

based on the activities mentioned in this Step. The detailed work plan (which serves as a comprehensive blueprint for the conduct of the promotion program) normally contains the following information (developed from the activities mentioned here):

- Overview (Sanitation Issues and Behavioral Context)
- Major steps/targets
- Specific activities required for each step/target
- Information and resource requirements
- Assignment of individual responsibilities
- Major milestones and schedule
- Others – for example, supporting documentation

The LGU can use this work plan to keep track of and monitor the activities and the progress of its promotion program. Annex E shows a sample matrix of a work plan.

7. Determining monitoring and evaluation parameters and system

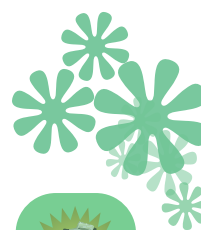
The success (or failure) of the promotion program can be determined through a monitoring and evaluation system. The LGU needs to establish performance indicators for the promotion program.

The indicators or parameters should help show whether the program objectives and outputs were or are being achieved. This component is discussed further in Step 6.



**STEP 4**

## DRAWING UP THE RESOURCE REQUIREMENTS AND OPTIONS FOR FINANCING



**STEP 1**  
Walking through the existing sanitation program & national mandate



**STEP 2**  
Determining key sanitation issues



**STEP 3**  
Developing a local sustainable sanitation promotion plan



**STEP 4**  
Drawing up the resource requirements and options for financing



**STEP 5**  
Developing & testing IEC materials



**STEP 6**  
Monitoring & evaluating impact

**STEP 4**

### DESCRIPTION AND OBJECTIVES

Initial points in this step have already been discussed in Step 3. As in all programs, the LGU needs to draw up a detailed budget and plan on how to raise the needed resources in order for the promotion program to take off and run. This phase then requires a thorough appreciation of the LGU's resources and capability. This is also a good opportunity for the LGU to look at other ways to raise funds or seek support from other groups and institutions, including the private sector.

### TOOLS

Budgeting tools/software, case studies on fundraising

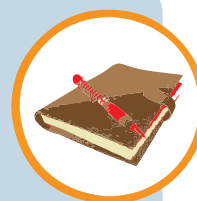
### KEY ACTIVITIES

Meetings/workshops on budgeting, fundraising activities such as grant or proposal development (optional)

### EXPECTED OUTCOME

Budget Plan with Options for Financing

Problem with financing? Get some ideas here!



1. Develop and implement fundraising activities in your locality. This will also be a perfect opportunity to disseminate information about sustainable sanitation and encourage the private sector to lend a hand. Some activities that can be done are concerts, raffle draws, festivals, contests, and even selling of products or novelty items. The internet is also a good source of information. Try using Google and type "resource mobilization" or "fundraising" on the search fields.



STEP  
4



2. Seek your LGU Council and/or LGU Executive's support by requesting them to allot a certain portion of its internal budget to your sanitation program (or if this share already exists, request for augmentation). One possible (internal) source is the LGU's tax revenues.

3. Some development agencies assist LGUs in their sanitation programs. However, most of these agencies require a formal proposal as well as counterpart funding from program proponents. Funding proposals are also not automatically approved so it is best to consider the above two strategies first before considering this as an option. After all,

the idea of sustainable development encourages self-reliance and creativity in resource mobilization.

4. In areas where there are already existing sanitation facilities, new projects (or enhancement of old projects) can be funded through the existing users' fees.

5. Of course, banks, cooperatives and other lending institutions can also be approached. If the promotion program is linked to an investment project on sanitation, it may be economically justifiable to secure loans provided that the rate of return will justify the cost of finance.

Source: M. Velas-Suarin, Guidebook for Conducting a Baseline Study



## STEP 5 DEVELOPING AND TESTING IEC MATERIALS



**STEP 1**  
Walking through the existing sanitation program & national mandate



**STEP 2**  
Determining key sanitation issues



**STEP 3**  
Developing a local sustainable sanitation promotion plan



**STEP 4**  
Drawing up the resource requirements and options for financing



**STEP 5**  
**Developing & testing IEC materials**



**STEP 6**  
Monitoring & evaluating impact



### DESCRIPTION AND OBJECTIVES

Based on the plan that was developed in Step 3, the LGU can now develop and test the IEC materials that are best suited to its target audience.

These IEC materials can fall into two areas or types: (1) graphics and audio-visuals (can be in the form of posters, flyers/leaflets, audio-visual presentations, songs/jingles, etc; and (2) mass media (can be radio and TV plugs, and new media tools such as blogs and advertisements in social networking sites).

### TOOLS

Hardware and software for the development of IEC materials, prototypes and/or sample of IEC materials from other LGUs

### KEY ACTIVITIES

Workshops and/or writeshops on the development, actual development, and pretesting of the IEC materials

### EXPECTED OUTCOME

Local IEC Materials

Some notes about message formats:



Formatting the message is also an important aspect in any promotion activity. Format refers to how the message/s will appear to whom they are being addressed. The intended media or the method that will convey the message will determine the format of the message.

For example, with TV ads, both images and audio are used in expressing the message, which is why TV is an 'easier' format because messages may come across fast or be easily retained by viewers. This is not the same with radio plugs. With radio plugs, the message creator or source is limited to the use of audio so the creators of the ad should try to compensate for the absence of the visual aspect by ensuring that the message is delivered in a very creative way, hoping that the listeners can independently create images in their minds. It should also be noted that TV ads compared to radio ads cost more. TV, therefore, may be more effective in some instances, but production and airtime costs could be really high.





STEP  
5

When selecting the type of media or format that an LGU wants to use, the actual message must be developed in such a way that the other nonverbal aspects of the message are also taken into consideration. Even factors such as graphics, color selection, type or font style and sizes will have certain effects on how the audience will perceive and accept the message. It is also important that these factors are supportive of and consistent with the LGU's goals, can relate well with the audience's peculiarities, and enhance the over-all effect of the material.

Remember that consistency is very important. It is also advisable not to try to give too many messages all at the same time.

Ken Swann, a development communication specialist has listed down the following guidelines when developing IEC materials. He said that IEC materials should attempt to:

**1. CREATE A DISTINCT LOOK AND PERSONALITY.** Effective IEC materials are vivid, having an appealing personality that helps them stand out from other materials. They should stimulate the target audience with a distinctive look and sound, making them stand out from the "clutter" of competing materials and messages. Messages and design all must speak with the same voice — in design, color, text, and narrative.

**2. STRESS THE MOST COMPELLING**

**BENEFIT.** Effective IEC materials should address real needs and problems facing the target audience. The information they provide should be specific and single-minded. The main message and benefit to the target population should be clear.

**3. GENERATE TRUST.**

IEC materials that are simple, direct, and technically correct generate trust in what they say. Credibility should never be replaced by creativity; a straightforward design is

**THE CREATIVE BRIEF**

After collecting information on the target audience, determining the best IEC materials to use, and before beginning the actual design of IEC materials, the IEC material development team should prepare a "creative brief" for each material to be prepared. The creative brief serves as a guide, assisting those who will carry out actual material design and production whether it is an "in-house" effort, or a collaboration with an outside production firm. The creative brief should define objectives of the IEC material, identify obstacles to be expected in its use or acceptance, develop draft messages or advice and support statements, define the tone of the messages, and list any other necessary creative considerations such as different language versions or social conditions.



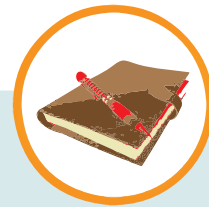
Source: Ken Swann, [www.kswann.com](http://www.kswann.com)

a better basis for trust than extravagant or fancy IEC materials. Trust is generated by tone, presentation, believable images, and a solid information foundation.

**4. APPEAL TO BOTH THE HEART AND THE HEAD.** A decision on the

part of the target audience to try something new is not made entirely in the mind — trials are often decided in part by an emotional response. Thus, effective IEC materials and messages should be designed to appeal to both the heart or emotions, and the head or reason.

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5



**TIPS ON PRETESTING:**

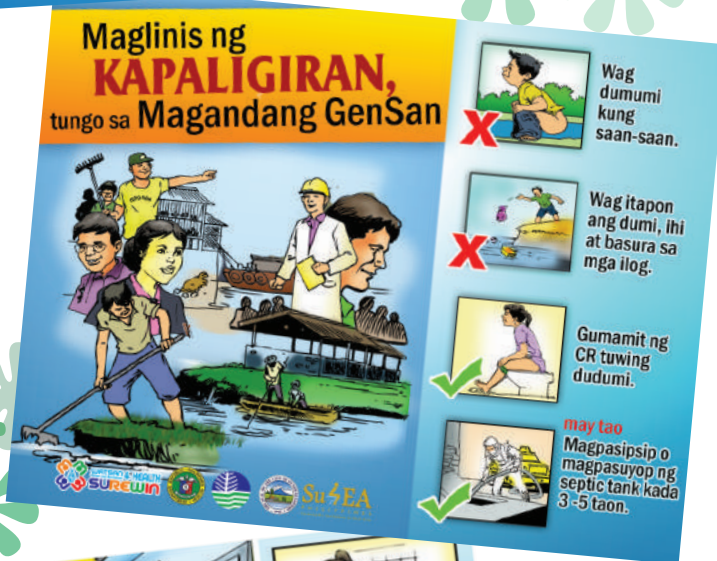
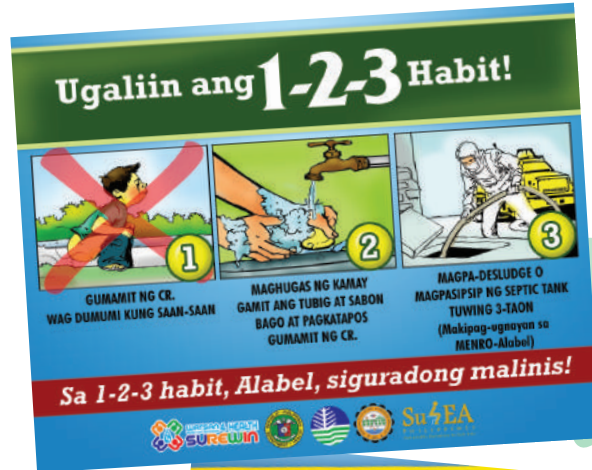
Once the prototype IEC materials have already been developed, it is necessary to pretest them according to the target audience so that the LGU can already gauge their effectiveness even from the very start. In addition, if the materials do not prove to be effective or need revisions, then the LGU will have saved itself from spending resources and effort in disseminating materials that do not work or still need changes.

To begin pretesting, the LGU can first organize an ‘in-house’ session and then later, gather representatives from the target audience and let them preview the prototype IEC materials. Their comments and feedback should help in the finalization of the prototypes.

Communication and promotion practitioners agree on certain principles when pretesting IEC materials. The following characteristics are often measured during the pretest: comprehension, attractiveness, acceptance, involvement, and inducement to action (Note: For a detailed guide on pretesting, please refer to Annex F).

Below are just some of the posters developed by the six pilot LGUs under SuSEA Philippines.

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## STEP 6 MONITORING AND EVALUATING IMPACT



**STEP 1**  
Walking through the existing sanitation program & national mandate



**STEP 2**  
Determining key sanitation issues



**STEP 3**  
Developing a local sustainable sanitation promotion plan



**STEP 4**  
Drawing up the resource requirements and options for financing



**STEP 5**  
Developing & testing IEC materials



**STEP 6**  
Monitoring & evaluating impact

### DESCRIPTION AND OBJECTIVES

The Plan should already give details on the monitoring and evaluation system. Guided by the parameters outlined in the Plan, the designated Monitoring and Evaluation (M&E) Team or Committee should conduct regular monitoring and evaluation activities so the LGU can measure gains and successes as well as learn from mistakes and weaknesses. The LGU must always check the effectivity of its promotion activities and the M&E system will ensure that this is being done.

### TOOLS

Monitoring & evaluation reporting tools and/or software

### KEY ACTIVITIES

Field/ocular visits, development of regular reports, meetings, and behavioral research/study (optional)

The development and implementation of a promotional program can

waste the LGU's energies and resources if there is no regular monitoring and evaluation of the strategies/approaches the LGU is using. That is why it is important that the LGU has a comprehensive Plan where it can always go back to later in the implementation phase. The objectives should always be revisited so that the LGU does not get sidetracked. It can ask itself whether it is already making progress in meeting the objectives and targets.

However, note that it is sometimes difficult to know exactly the extent of gains or successes. For example, an increase in the number of sanitary toilets may not always be a strong indicator of 'better' sanitation status or that the promotion efforts are successful. The wisest thing to do is take other factors into consideration and do a series of validation activities when comparing the current data with the baseline. Note also that promotion activities normally have 'cumulative' effects so gains can be felt only over a certain period of time, say, one year or

STEP 6


even more. Some LGUs consider the conduct of behavioral research or study after a considerable length of time, say, 3 to 5 years; results of which are compared with the baseline.

A part of a simple monitoring matrix is shared with Table 6. A complete sample is in Annex G.

Successes on the LSSPP can also be shared with other LGUs so that they can also benefit from them. Good results should also be reasons for celebration so ensure that there is also a plan and resources to have celebrations and a get-together.

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TABLE 6  
A PORTION OF A SAMPLE MONITORING MATRIX

ACTIVITIES	INDICATORS	MEANS OF VERIFICATION
<b>SHORT-TERM ALL PRIORITY BARANGAYS PARTICIPATING IN THE CLTS AND FORMULATING BARANGAY ODF PROGRAM</b>		
Installation of billboards	At least 1 billboard per barangay (in the 11 priority barangays) is installed	Photo documentation. Installed billboard
Advocacy for barangay captains to adopt CLTS and formulate barangay ODF program	Barangay captains participating in ODFP workshops	Attendance record. Minutes of the meeting



make it rather difficult to do so.

**Sanitation** - refers to the hygienic and proper management, collection, disposal or reuse of human excreta (feces and urine) and community liquid wastes to safeguard the health of individuals and communities.

It is concerned with preventing diseases by hindering pathogens, or disease-causing organisms, found in excreta and wastewater from entering the environment and coming into contact with people and communities.

This usually involves the construction of adequate collection and disposal or reuse facilities and the promotion of proper hygiene behavior so that facilities are effectively used at all times.<sup>5</sup>

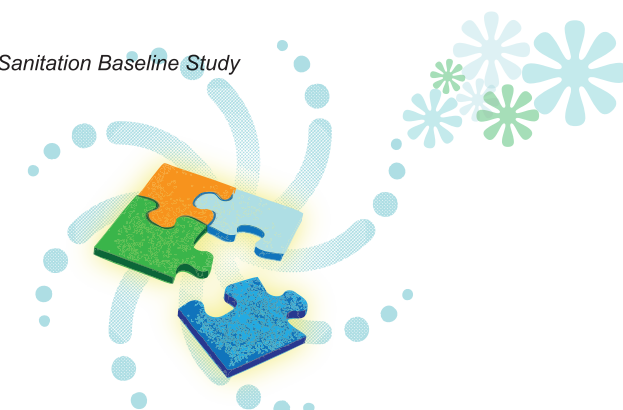
Soil-transmitted helminthiasis (STH) is an infection or disease caused by soil-transmitted helminths. The three (3) most common soil-transmitted helminths are: (1) *Ascaris lumbricoides* (roundworm); (2) *Trichuris trichiura* (whipworm); and (3) *Necator americanus* (hookworm). The common signs and symptoms of STH are: (1) Abdominal pain and enlargement; (2) Anemia; (3) Weight loss; (4) Malnutrition; and (5) Loss of appetite.

STH normally causes decreased physical development of children, decreased physical activities, and decreased performance in school.

STH is normally transmitted through fecal - oral route for ascaris, trichuris and hookworm, and skin penetration for hookworms (*Necator americanus* and *Ancylostoma duodenale*).

STH can be prevented through:

1. Good personal hygiene like washing



hands before eating and after using the toilet

2. Clean and safe preparation of food
3. Always use slippers or shoes
4. Proper use of toilet facilities
5. Environmental sanitation<sup>6</sup>

### **Sustainable Management of Water and Sanitation Interventions**

**(Sustainable Rural Livelihoods)** – focuses on efforts to ensure that water and sanitation interventions introduced will generate and support livelihood opportunities to ensure its sustainability.<sup>7</sup>

Water Quality Management Area (WQMA) – focuses on sanitation interventions for the improvement of water quality within a defined water quality management area.

A Water Quality Management System refers to the interrelated interventions, actions, activities, projects/programs that will optimize the quality of water based on the respective beneficial uses or network of solving its water quality problems.<sup>8</sup>

<sup>5</sup> Philippine Sanitation Source Book and Decision Aid. World Bank, German Technical Cooperation Agency, and Australian Agency for International Development for the Department of Environment and Natural Resources and the Department of Health.

<sup>6</sup> Department of Health (<http://www.doh.gov.ph>).

<sup>7</sup> SuSEA Baseline Study Framework. Sustainable Sanitation in East Asia Philippine Program, 24 April 2008.

<sup>8</sup> Environmental Management Bureau. 5678

