

# Sanitation Marketing

Jacqueline Devine  
Senior Social Marketing Specialist  
Water and Sanitation Program  
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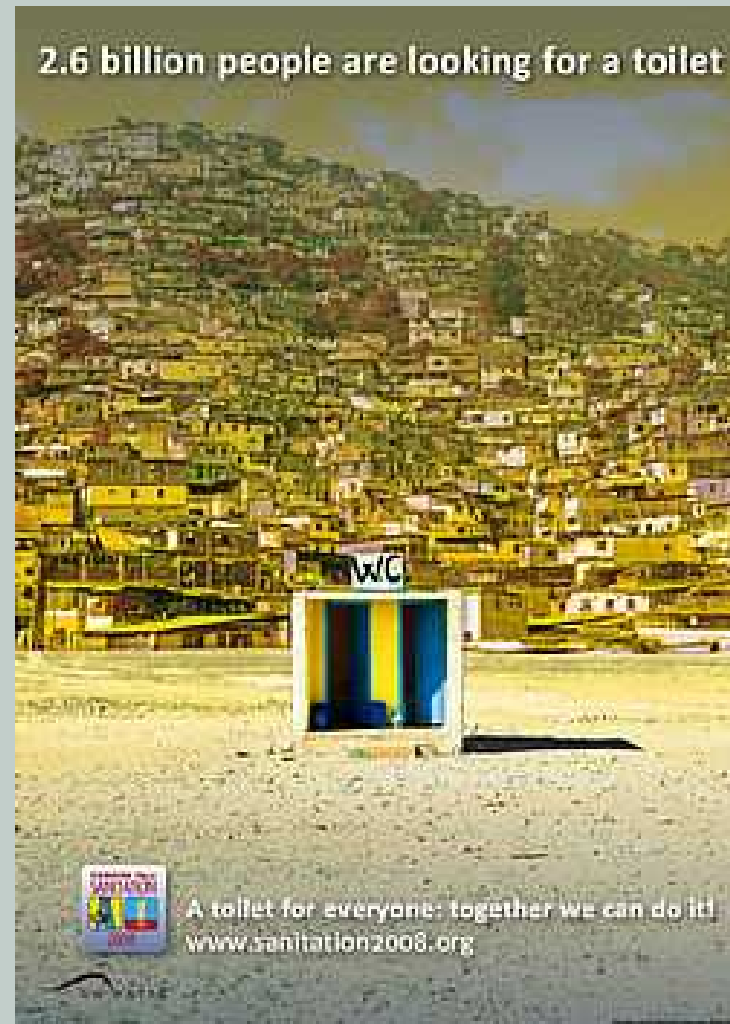
# Session Objectives

- ❖ **Highlight sanitation marketing as an emerging application of social marketing in a Global Scaling Up Project**
- ❖ **Present some of the challenges**
- ❖ **Illustrate how sanitation marketing is being applied in East Java**

- ❖ **Context**
- ❖ **Defining sanitation behavior**
- ❖ **Behavior change framework**
- ❖ **Challenges to applying social marketing principles**
- ❖ **Marketing mix in East Java**

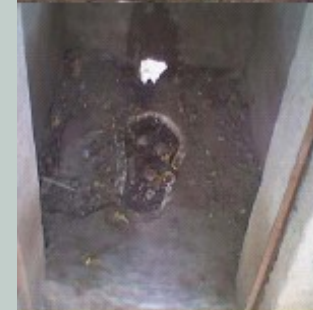
# Context

- ❖ **Excreta-related diseases claim the lives of nearly 2 million children a year**
- ❖ **2.5 billion people in developing countries do not have access to a toilet (*Source: 2008 Joint Unicef/WHO report*)**
- ❖ **Many countries at risk of meeting MDG targets for sanitation**



## Context (2)

- ❖ **Poor track record of approaches building latrines**
- ❖ **More promising approaches now focus on behavior change**
- ❖ **WSP is implementing Total Sanitation and Sanitation Marketing (TSSM) with funding from Bill & Melinda Gates Foundation**
- ❖ **4-yr project (ending 2010) in 4 regions: East Java, Tanzania, Himachal Pradesh and Madhya Pradesh**



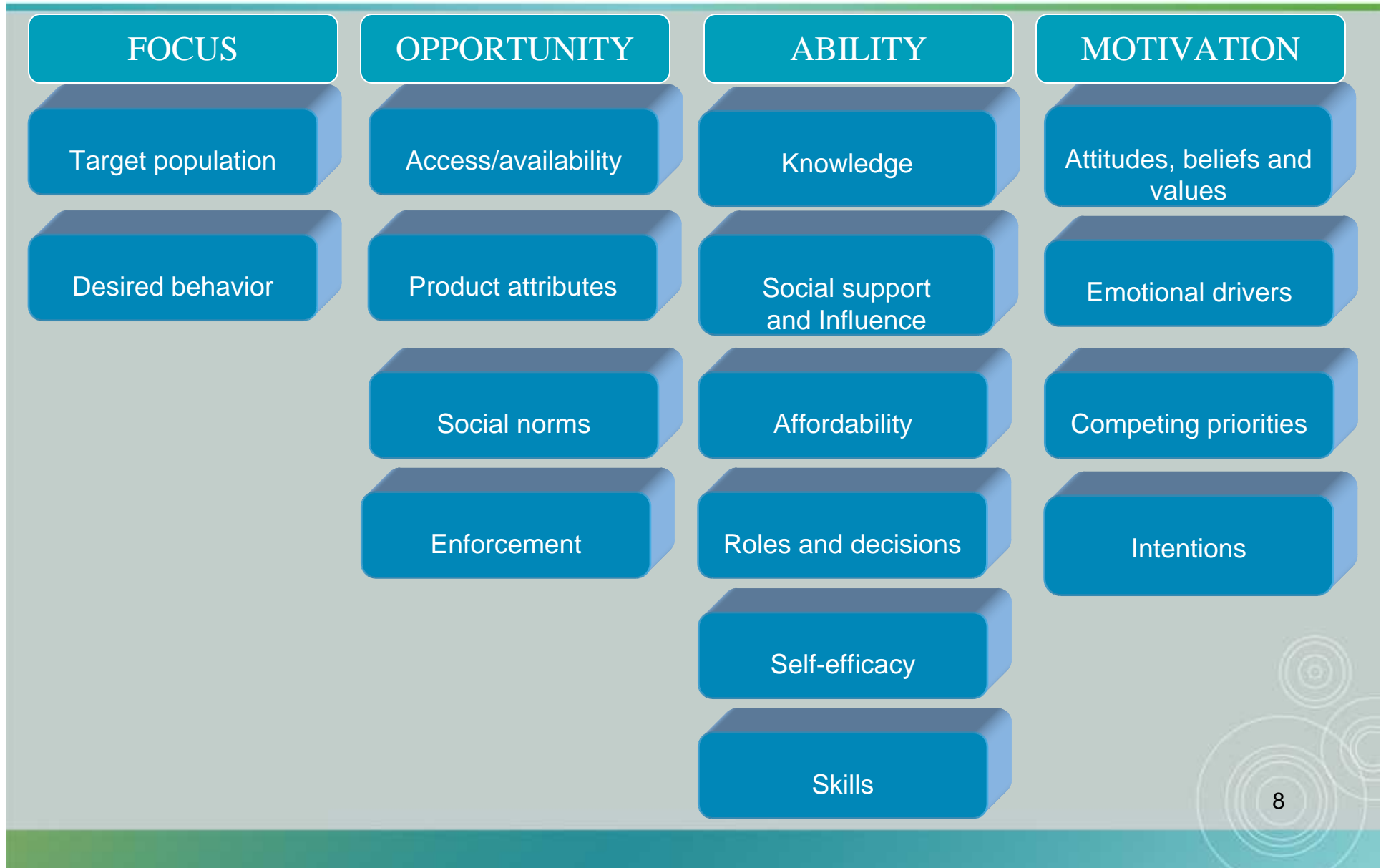
# Defining Sanitation Behavior



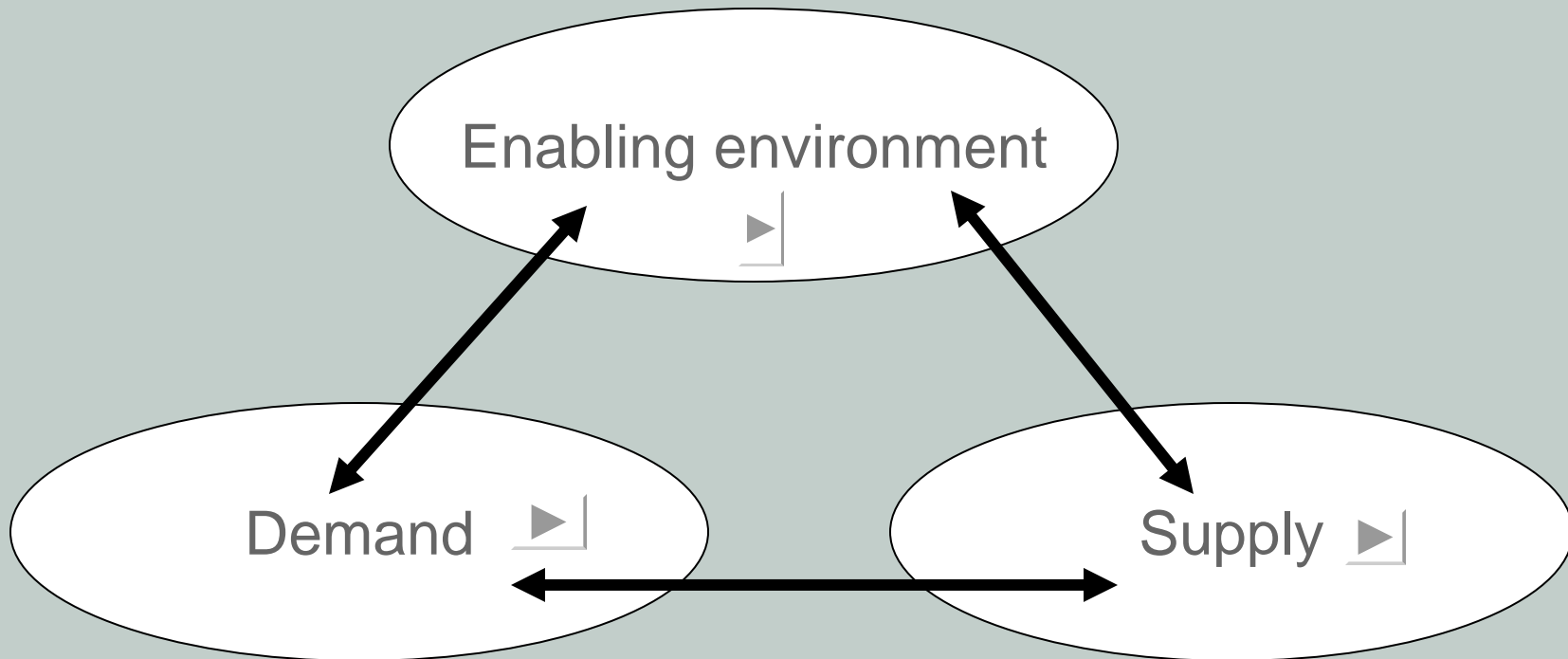
- ❖ Cease open defecation
- ❖ Acquire, use and maintain *own* safe sanitation facility
- ❖ Handle correctly children's excreta

- ❖ **With partner organizations, WSP developed a behavior change framework for TSSM: SaniFOAM**
- ❖ **Determinants classified using A-M-O**
- ❖ **Used to inform research, monitoring and program design**
- ❖ **Expected to evolve based on new evidence**

# SaniFOAM



# Sanitation BC Program Components



# Challenges – Demand

- ❖ **Open defecation is widely practiced and tolerated**
- ❖ **Perceived advantages to defecating in the open**
- ❖ **Misconceptions around feces and purpose of sanitation**
- ❖ **Upgrading sanitation facility is low priority**
- ❖ **Seasonal fluctuations**
- ❖ **Low awareness of options and costs**

***“ I think in my village, even some of the rich people still go to the river to defecate, because it is a habit” .***

***“If the water goes to the paddy field, (my waste) can act as fertilizer, it will help the paddy to grow, using organic fertilizer”.***

***Quotations from participants in FGD, February 2008, East Java***



# Prioritization of “Extra Money” in East Java

Most  
Prioritized

*Pay debt*

*Items that can be  
sold later when  
money is needed  
(eg. ox-cart, gold)*

*Luxury items  
(eg. TV, fridge,  
cell phone)*

Least  
Prioritized

*Home  
improvements  
(including latrine)*

*Source: FGD, February 2008,  
East Java*



# Challenges - Supply

- ❖ Diverse, fragmented, informal
- ❖ Relatively low capacity
- ❖ Sanitation not always core business
- ❖ Gaps in range of options
- ❖ Tradition of “DIY” among households
- ❖ Complex product with few opportunities to standardize price

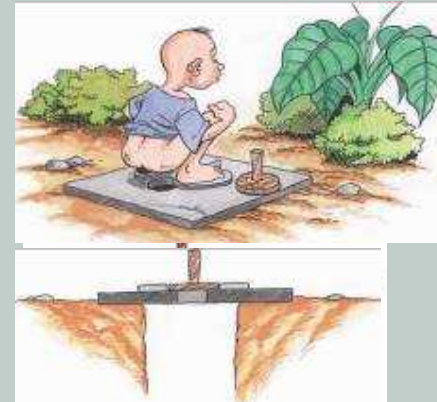


# The Product

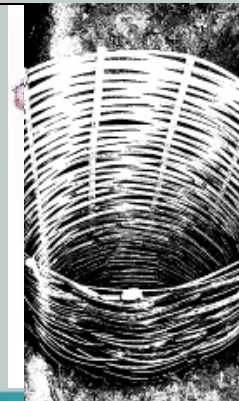
Superstructure



Middle



Substructure



## Challenges – Enabling Environment

- ❖ **Undefined or unfavorable national policies and institutional arrangements**
- ❖ **Legacy of subsidies (and unused toilets)**
- ❖ **Limited understanding of marketing among local stakeholders... and project implementers**
- ❖ **Restricted budgets to date**
- ❖ **Metrics**
- ❖ **Reaching lower income quintile**

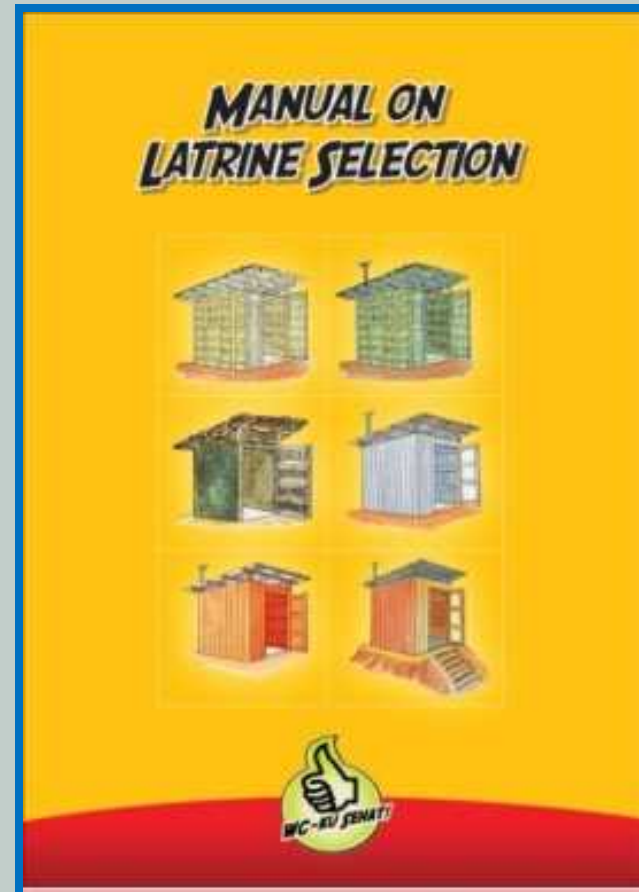
# East Java Marketing Mix: Place

- ❖ Technical and sales training of local artisans
- ❖ Accreditation and branding
- ❖ One-stop shopping sanitation centers (in progress)



# East Java Marketing Mix: Product

- ❖ Standard, aspirational names to be introduced among accredited suppliers
- ❖ Product catalog



# East Java Marketing Mix: Price

- ❖ Plans to establish “starting at” prices among accredited suppliers
- ❖ Tap into informal savings structures
- ❖ Step up promotion during harvest seasons



**PILIH WC SEHAT  
YANG PAS UNTUK ANDAL!**

WC MODEL: **Rahayu**  
HANYA **RP 500.000,-**

WC MODEL: **Raharja**  
HANYA **RP 500.000,-**

WC MODEL: **Sejahtera**  
HANYA **RP 900.000,-**

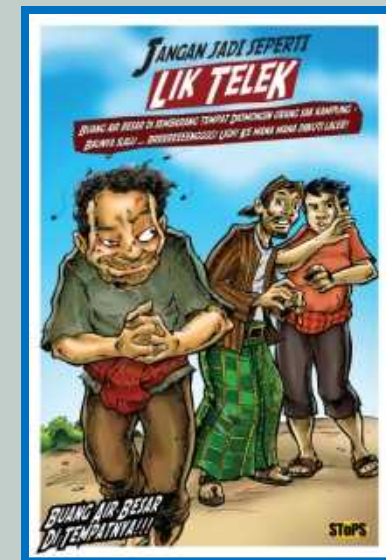
Hubungi toko bangunan terdekat bertanda Jempol WC-Ku Sehat untuk mendapatkan layanan satu atap dan konsultasi gratis

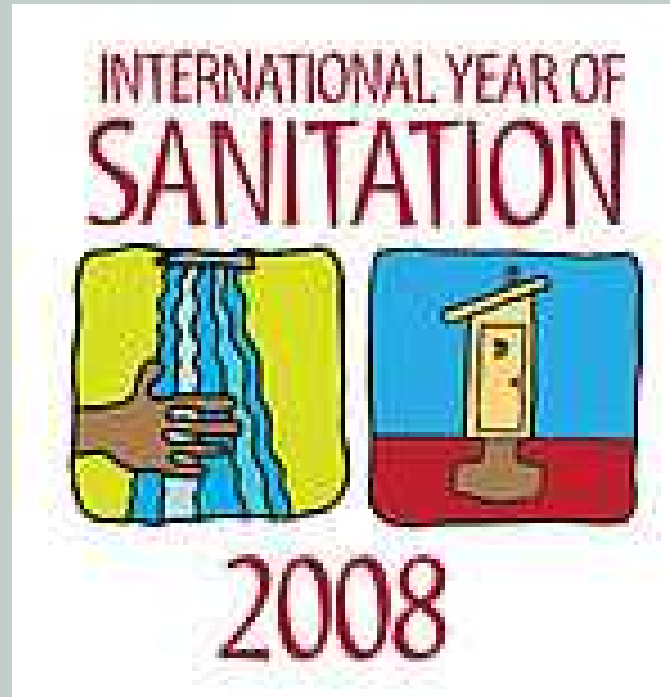
**WC-KU SEHAT!**  
KUNYIT, ANAH & SELANUT



# East Java Marketing Mix: Promotion

- ❖ Community-led district activities to “ignite” behavior change and change social norms
- ❖ Ready to use tools (eg. radio PSAs, radio drama, video) to support districts





**Thank you!**

**Contact: [jdevine@worldbank.org](mailto:jdevine@worldbank.org)**