

GIZ Support to Ministry of Urban Development Training on Preparation of City Sanitation Plan – Part III State of Telangana



Session 6:
**Information Education & Communication
for Behaviour Change**
Hyderabad, 20-22 April 2016



2 types of communication strategy for CSP

EXTERNAL

**Information Education
and Communication
Campaign (IEC)**

for the broader public

*to achieve behaviour
change and awareness*

INTERNAL

**Communication
Strategy**

for the CSTF, Municipal
Council and within ULB

*to achieve joint
ownership of CSP*



What is IEC Campaign

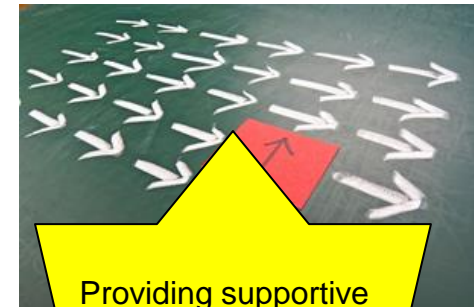
Is a way of communication through which we inform, educate and send out our messages to the audiences (citizen/councillors)....leading to behaviour change

**modify behaviour
and change social
condition**

**empower people to
make the right decision**

**information helps
educate**

**creates awareness
with information**



Providing supportive environment is crucial for enabling people to initiate and sustain positive behaviours



Role of Communications in sanitation services

Ensures citizen participation and involvement

Helps in tackling the level of citizen apathy

Mobilises the support of CSTF and stakeholders for any intervention

Helps in changing behavior – effect positive behaviour

Decreases public resistance against selected projects

Create awareness about the work of ULBs

Awareness raising as mandated by government of India

IEC & Public Awareness as in SBM

Behavior change communication is one of the key strategy in SBM

Should cover issues of :

open defecation, prevention of manual scavenging, hygiene practices, proper use and maintenance of toilet facilities (household, community or otherwise), etc., and its related health and environmental consequences.

Total of 15% of the total central allocation earmarked for IEC and Public Awareness. Of this, 12% is earmarked for States

States shall prepare an annual action plan, with details of State funding commitment, for Public Awareness & IEC. At least 50% of the IEC fund in each annual plan, must go to the ULB's for IEC activities at the grass root level.

AMRUT talks about visibility, including preparation of Information Education and Communication (IEC) materials under individual capacity building



Awareness raising as mandated by government of India

IEC & Public Awareness as in NUSP

Awareness Generation and Behaviour Change

- a. Generating awareness about sanitation and its linkages with public and environmental health amongst communities and institutions
- b. Promoting mechanisms to bring about and sustain behavioural changes aimed at adoption of healthy sanitation practices;

“The socio-cultural biases against sanitation and sanitary work need to be targeted, and dignity and humane approach promoted in the elevation of priority to sanitation in public affairs. Further, the public-good nature of urban sanitation necessitating collective action needs to be highlighted in the minds of all stakeholders.”



Steps to address awareness issues

Step 1

- Mobilise Public Support for CSP

Step 2

- Identify behaviour change necessary for successful implementation of CSP

Step 3

- Develop messages for behaviour change

Step 4

- Design an IEC strategy and Action Plan to be integrated in CSP



Step 1 : Mobilising Public Support for CSP

Periodic meetings with CSTF

Periodic field interactions with community organisations and RWAs

Operationalise/revitalise Ward committees and involve them in project implementation and monitoring

Keep rolling a consultative process in the city with various groups



Step 2 : Identify behaviour change necessary for successful implementation of CSP

| | Priority Stakeholders | Current Behaviour | Expected Behaviour |
|-------------------|---|---|---|
| Access to Toilets | <ul style="list-style-type: none"> • Low income slum pockets with visible open defecation • Commercial areas with high floating population | Practice open defecation and urination | Stop open defecation and urination |
| Waste Water | <ul style="list-style-type: none"> • All households without comprehensive sewage connections • All commercial establishments without comprehensive sewage connections | <ul style="list-style-type: none"> • Let waste water in open drains • Let waste water in poorly maintained septic tank • Connect only black water in sewers; grey water in open drains | <ul style="list-style-type: none"> • Stop letting waste water in open drains • Connect to onsite systems • Connect to sewerage network |
| SWM | <ul style="list-style-type: none"> • Households • Schools • Commercial Organisations | <ul style="list-style-type: none"> • Litter waste on road side • Throw waste in open drain • Source segregation in some areas | <ul style="list-style-type: none"> • Stop littering • Adopt source segregation • Pay for door-to-door collection |
| Water Supply | <ul style="list-style-type: none"> • Households and Commercial units without official water and sewerage connection • Priorities with Arrear payments | <ul style="list-style-type: none"> • Uses an unauthorised connection • Does not pay user charges | <ul style="list-style-type: none"> • Conserve water • Adopt Rainwater harvesting • Regularise connection • Pay user charges on time |



Step 3 : Develop messages for behaviour change

- **Stop open defecation and urination**
- **Stop letting waste water in open drains - connect to onsite systems**
- **Or Connect to sewerage network**
- **Stop littering- support door to door collection , adopt source segregation**
- **Conserve water**
- **Pay user charges on time**

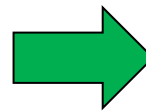
The messages needs to delivered through appropriate channels and repeatedly

Step 4 : Design an IEC Strategy and Communication Actions to be integrated in CSP

- Planning of Communication actions should be from perspectives of target group
- Language, communication channel, messages, symbols need to be chosen according to target group
- Address behaviour change specific for a target group

Communication Action

- Disseminate Information
- Deliver 'take-away' messages
- Organise events with interaction with target group



Communication Channels

- Interpersonal channels
- Community channels
- Mass-media channels
- Internet



Channels of Communication

| CHANNELS | TYPICAL AUDIENCE | FEATURES | LIMITATIONS |
|-------------------------------|---|---|--|
| Personal consultations | Elected Council, opinion leaders (that not only relates to elected council) | Interactive, informal, face to face | Time and resource intensive |
| Community groups | Advocacy groups, households, slums, women's self help groups/women groups | Participatory, low-cost mass media, more creditable These channels has the possibility of institutionalizing the messages. | Limited to a locality |
| Mass Media | General public, all stakeholders, floating population | Large scale, create large awareness, can create strong recall value, more appealing | Expensive, limited exposure time so needs to be repeated |
| Social Media | Mostly young and tech-savvy audiences with access to internet devices | Dynamic, interactive, allows real time update | Reach is limited Overuse of social media |



Step 5: Checklist for developing sanitation based IEC campaigns around behaviour change objectives

1. Define an objective
2. Select specific stakeholders as target groups
3. Define location, scope & channels
4. Identify partners for implementation of the campaign
5. Develop an action plan with activities (WHAT?), responsibilities (WHO?) and timelines (WHEN?)
6. Plan monitoring and evaluation systems
7. Plan budget

Example for preparing a campaign

| Campaign Objective | Stop littering in public spaces |
|------------------------|--|
| Possible location | Commercial areas (markets, etc.) |
| Target audience | Families, women and children |
| Current behavior | Throwing plastic waste into the open areas, especially waste of products they just bought |
| Desired behaviour | No littering in the areas |
| Partners for campaign | Vendors, market association, ULB, RWA, safai karamchais |
| Communication Actions | Display messages, organise street theatre at the market, organise clean-up actions with children, etc. |
| Communication Channels | Board at shops, Personal interactions |
| Monitoring systems | Monthly monitoring day with vendors and buyers at markets taking pictures |
| Sustainability | Incentive system for street vendors |



Dos and Don'ts

1. **Do** Evaluate the Potential
2. **Do** Take Time to Listen, **Don't** Just Jump In
3. **Do** Identify Spokespeople, **Don't** Dilute the Message
4. **Do** Communicate the Strategy, **Don't** Allow for Confusion
5. **Do** Set Priorities and Goals, **Don't** Try To Do It All
6. **Do** Provide Consistent Content, **Don't** Simply Dabble
7. **Do** Find Quality Followers to Engage, **Don't** Worry About Numbers
8. **Don't** Forget to Plan
9. **Do** Evaluate Impact, **Don't** Continue Blindly
10. **Do** Show Measurable Results, **Don't** depend on Superficial Results



Communication Strategy with CSTF

GOAL:

Providing
information

Having their
views
included

Validating
results

Deciding on
issues/goals
/actions

Joint
ownership
and approval
of CSP

**The work of CSTF does not end with approval of CSP.
Use CSTF for CSP implementation!!**



What to communicate to CSTF?

1. Request for data input for baseline data collection
2. Presentation of **Status Report** to CSTF → Approval required
3. Discussion and agreement on **Key Issues and Goals**
4. Joint Formulation of **Sanitation Vision**
5. Rationale for choosing selected options
6. Presentation and agreement on **Action Plan**
7. Approval of **Draft CSP**
8. Approval of **Final CSP**
9. Joint decision and commitment for **roles and responsibilities of CSTF for CSP implementation**



Tools for communicating with CSTF

- **Status Report and CSP are documents for communication** → Take care of language, layout and illustrations
- **Meetings with the entire CSTF** → Present the case and get approval of key documents
- **Meetings in smaller working groups** → Preparation of key documents and content-intensive discussions
- **Presentation of case studies to raise awareness** – films/audio-visual
- **Media communication on CSTF** → Release press-notes on milestones and activities of CSTF
- **Acknowledgement of the work of CSTF** → Awards, etc.



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TOWARDS CITY WIDE SANITATION