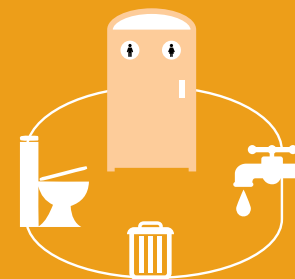


# Awareness Generation



## Why is this important

Behavioural change requires awareness. The Swachh Bharat Mission and The National Urban Sanitation Policy (NUSP) acknowledge that a better understanding on planning, operation and use of public toilet facilities benefits public health and the city's environment and is key to lasting improvements in the sanitation sector. The national Government supports the states and the cities in any Information, Education and Communication (IEC) activities on the ground that bring about behavioral changes and build capacities and awareness on the importance of efficient public toilet management.

# 20%

of global mortality and disease burden of children is due to unsafe water and sanitation practices



## How to go about it

In order to increase awareness among decision makers, operators and the public, cities are advised to set up communication and decision-making structures as well as an awareness building and marketing strategy. The main tools and steps are:

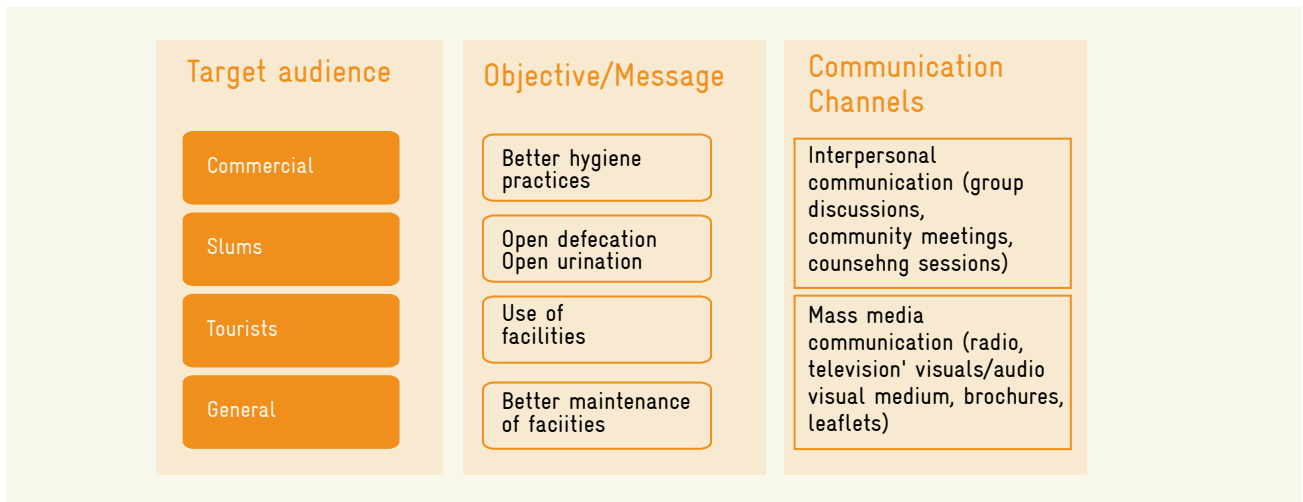
### 1. DEVELOP A STRATEGIC FRAMEWORK TO INCREASE AWARENESS ON PUBLIC TOILETS

A strategic framework is necessary to guide concerned stakeholders (e.g. policy makers, city managers, consultants, NGOs) in identifying communication challenges and awareness building issues vis-à-vis public toilets and addressing the same in a systematic manner. The framework is useful for putting issues in perspective and addressing the same through appropriate communication interventions. The main steps are:

- a) Formation of the City Sanitation Task Force to spearhead awareness generation efforts amongst citizens and other stakeholders.
- b) Develop awareness raising strategy or use PT strategy from City Sanitation Plan (CSP) if available to bring about behavioural change in the city's management of public toilets.
- c) Translate the CSP awareness objectives in a City Wide Public Toilet Advocacy and Communication Strategy Framework by identifying:
  - target audiences (including caretakers and cleaners),
  - communication objective,
  - activities under each category,
  - main communication approaches to achieve the communication objectives



## PUBLIC TOILET ADVOCACY AND COMMUNICATION STRATEGY FRAMEWORK

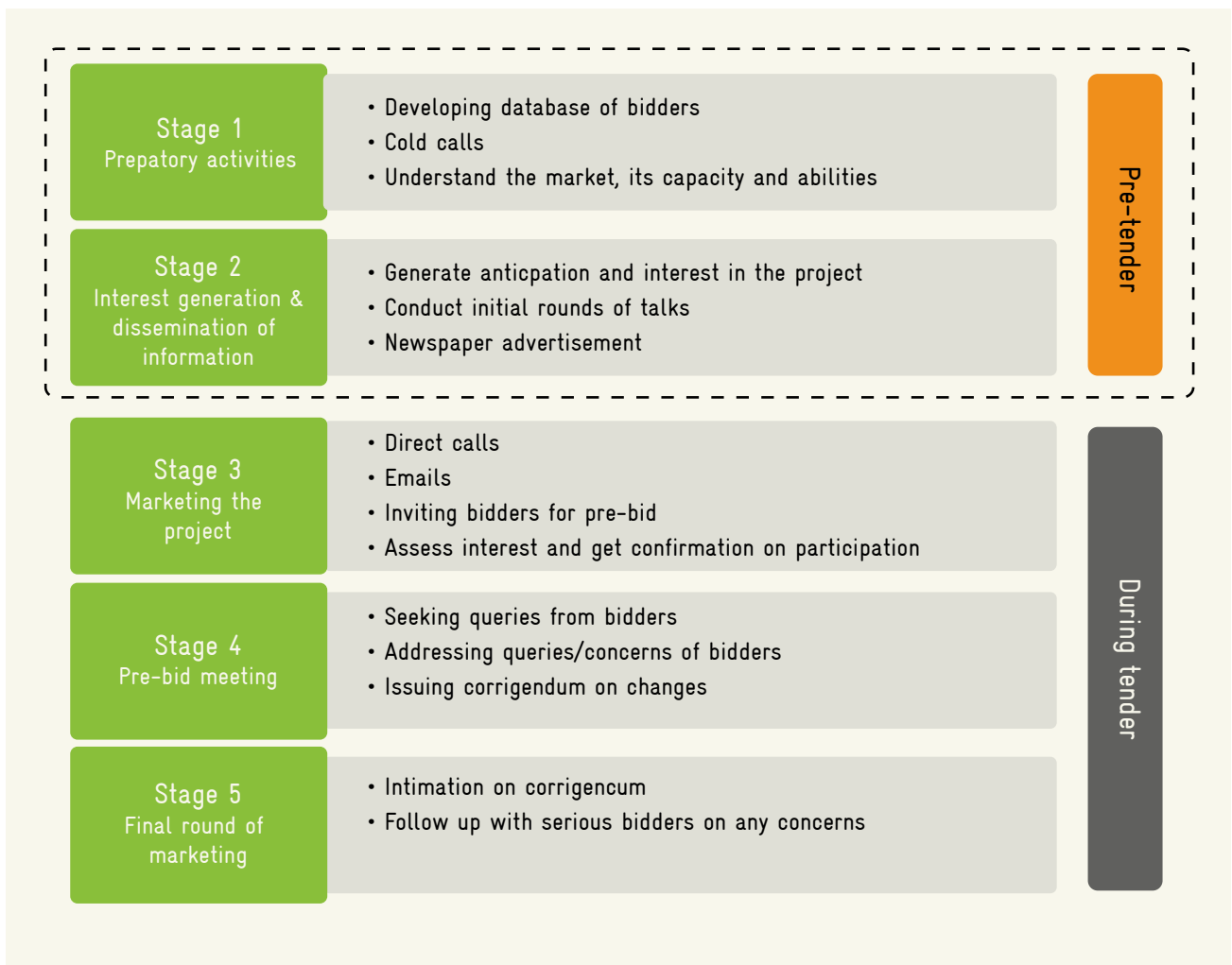


## 2. MARKETING EFFORTS TO FACILITATE BIDDING

For any project to be successful, it is important to have good operators in place. To ensure participation of the “right” operators, the municipality needs to create interest and anticipation. This could include cold

calls, newspaper advertisements, informal and formal information sharing, direct calls, emails, etc. Marketing efforts undertaken during the course of this project is summarized in the chart.

### MARKETING EFFORTS TO FACILITATE BIDDING



## Application on the ground

**Tirupati:** Various monitoring options have been evaluated to address the risks considering the institutional strengths of Tirupati Municipal Corporation (TMC). Integrating clear service provision indicators for different business models in the contract and tender templates enable TMC to effectively monitor and enforce the contracts. The online inventory tool is used to monitor the PT toilet management (track status, plan and take corrective actions).

**Shimla:** The development of the City Communication Action Plan for Sanitation (SCCAPS) has helped to identify broad issues of public toilet management requiring communication interventions. Consultation of different government departments, ward visits and community interactions (residents, councillor of a slum colony) led to a first communication pilot. The project tries to reinforce what is working well and address issues not working through a clear communication strategy (box) and respective actions: (1) Create awareness on the impact on health, hygiene and living (particularly the need to protect vulnerable groups such as women and children) and promote specific behaviour. (2) Appeal to residents to promote Shimla as a clean and hygienic city to live in and a popular tourist destination and support the municipality's initiatives through their own actions. (3) Educate and impart information about citizens' duties and penalties arising from

### Public toilet communication strategy

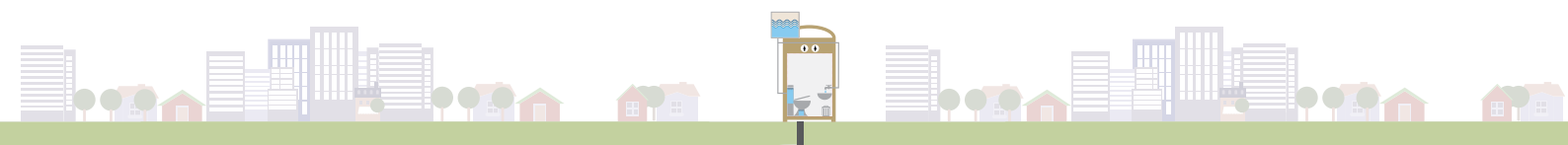
Audi-ence	Key Messages	Supporting Messages	Prerequisite	Communi-cation
Gen-eral Public	Keep public toilets clean, leaving them hygienic and odour-free	<ol style="list-style-type: none"> <li>1. Pay required PT user fee and help maintenance</li> <li>2. Use PT facilities properly</li> <li>3. Use water to clean toilet after use</li> <li>4. No dumping of waste</li> </ol>	<ol style="list-style-type: none"> <li>1. Mothers' access to sanitary toilets (home/ community)</li> <li>2. Clean and usable community toilets</li> </ol>	<ol style="list-style-type: none"> <li>1. Leaflet</li> <li>2. Standee at public toilets</li> </ol>

non-compliance and recognize good behaviour and best practices. The demonstration of tangible results and information campaigns are key to overcoming old habits and resistance to change by facilitating better understanding and as such a change in perception and behaviour. This needs to be supported by adequate public toilet infrastructure.

## Reference documents

- *The implementation framework for awareness generation*

Reference documents are available on the website [www.publicsanitation.org](http://www.publicsanitation.org)



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