



Social marketing for sanitation improvement in Kampala, Uganda



Presented by

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Outline of Presentation

- ◆ Why Social marketing and what is it?
- ◆ What did we do? And how did we do it?
- ◆ What did we achieve/Results?
- ◆ What lessons/conclusions do we draw from what we have done/are doing?

The Why? and What?

- ◆ Hundreds/thousands/millions still lack sanitation
- ◆ In slums, poor sanitation exposes dwellers to much higher risks of infectious diseases
- ◆ Innovative/new/supplementary methods are needed to address sanitation crisis

What is social marketing?

- ✦ the design, implementation and control of programs calculated to influence the acceptability of **social ideas**. It involves considerations of:
 - product planning, pricing, communication, distribution and marketing research.
- ✦ The social marketing approach **considers sanitation as a social good** which can be marketed using commercial marketing principles of
 - product,
 - price,
 - promotion, and
 - Place(the 4 Ps)

What is social marketing?

- ✦ Social marketing is demand led ~ it uses a strategic, managed process of:
 - assessing and responding to felt needs,
 - creating demand, and then
 - setting achievable and measurable goals
- ✦ Demonstration of gains from improved sanitation lures uninterested people to take initiatives to build latrines and adopt/learn better hygiene practices

What did we do and how did we do it?

- ◆ Formative research – why no latrines, and why specific latrines?
Why is garbage poorly managed?
- ◆ Training
 - Latrine types and construction
 - Solid waste management
- ◆ Construction of demonstration latrines

What did we do and how did we do it?

- ◆ Awareness and demand creation
 - Community sanitation center
 - Sensitisation and promotion campaigns
 - Latrine catalog
 - Exchange visits
- ◆ Revolving fund for latrine construction
- ◆ Solid waste recycling center

What did we find and what did we achieve?

- ✦ From formative research and field visits, we found.....



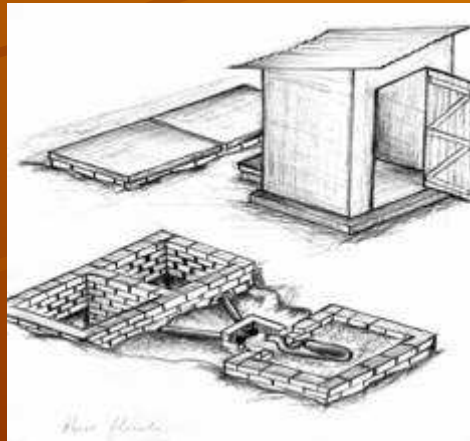
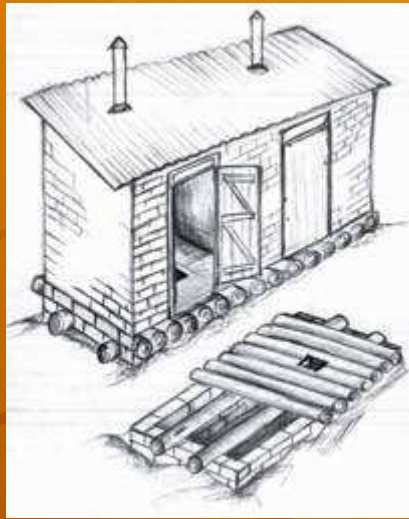
Trainings

- ✦ Training for masons and community members



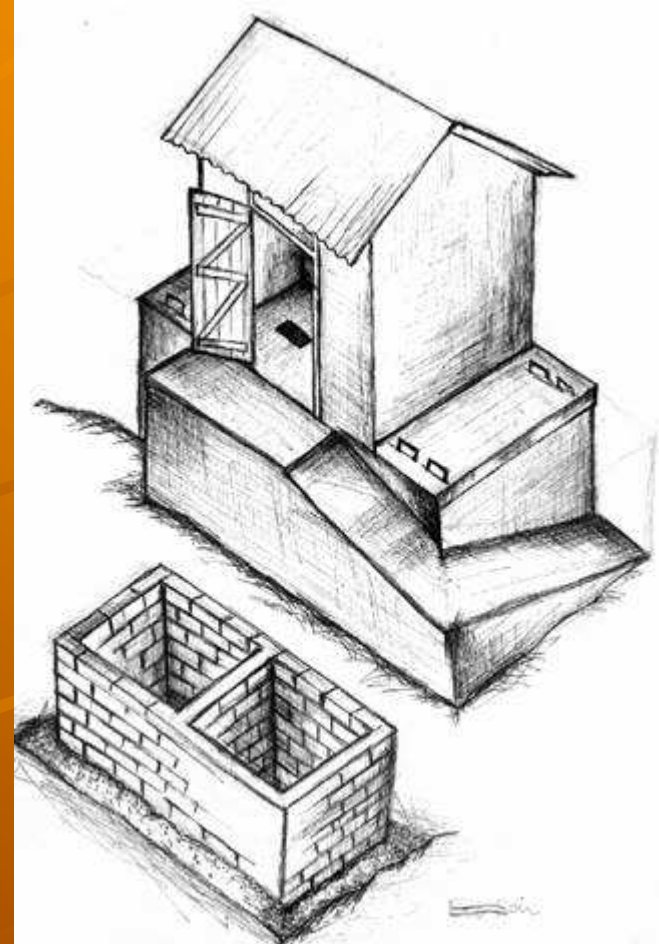
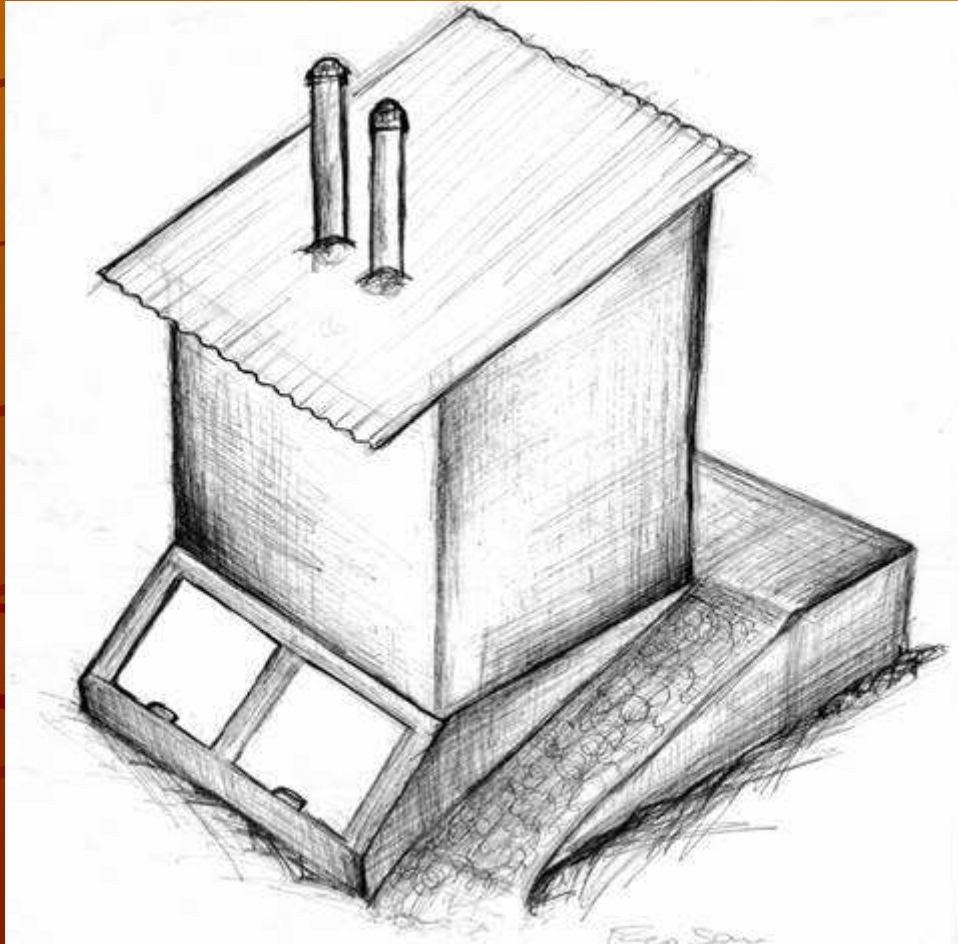
Construction of latrine models

- ✦ Latrine types that did not exist in the community e.g



Latrine models

- ◆ Models with features for disabled, e.g., a ramp were also included



Community sanitation center/resources

- ✦ Latrine models used



- ✦ Products from weaving of recycled products, mainly polyethylene



- ✦ Production of fuel briquettes



Sensitisation/Education

- ✦ Drama
- ✦ Promotional materials
- ✦ Exchange visits



Achievements

- ◆ Operational sani-center, masons are linked to people (at least 2 visitors per week, seeking information)
- ◆ Information on latrine options
- ◆ Over 50 women actively involved in weaving
- ◆ At least 30 hh & communal latrines serving over 2000 people
 - Scaling-up the adoption using funds borrowed from SACCOs; 3 SACCOs registered
 - cooperation with landlords and tenants
- ◆ Over 200 households involved in source-separation and composting

Conclusions/recommendations

- ✦ The social marketing approach is viable in scaling-up sanitation
- ✦ Focus should not be on latrines, other income generation opportunities boost morale
- ✦ Focus on creation & communication of value from improved sanitation
- ✦ Enforcement as support
- ✦ Awareness creation, sensitisation/ education should be continuous
- ✦ Soft loans through SACCOs – increase repayment period say to 1 year

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✦ Details at:

<http://www.sswarsuganda.org>