

Implementation framework for awareness generation

Target Location	Target Groups	Main message	Communication Strategies
Slums	All household members	Impart correct knowledge of hygiene practices	Interactive Communication
	Priority groups, women and children	Harmful effects of open defecation	<ul style="list-style-type: none"> • Focus group discussions • Counseling sessions • Campaigns in schools/colleges
		Motivate members to use toilets	Carry out frequent sanitation awareness campaigns – twice a month
		Repercussions of unsafe disposal of waste water	Activate social/community networks
		Better septic tank maintenance	<ul style="list-style-type: none"> • engaging with local SHG/ Municipal representatives/Rotary/Lions club/other voluntary organizations
		Benefits of hand-washing	Mass media communication
		Awareness about government programs in sanitation	<ul style="list-style-type: none"> • Pictorial hoardings on benefits of Toilet use, better O&M of facilities, better hygiene practices • Street plays, radio/television dramas
Availability of sanitation options and costs			
Commercial	Small businessmen	Prevention of open urination,	Interpersonal campaign with support from traders
	Traders	Encourage use of public toilets	<ul style="list-style-type: none"> • Tirupati CSP suggests that the MCT (with assistance from other agencies) should develop standardized visual themes (logos, painting and signage) for Public Toilets for effective branding
	Informal workers,	Maintenance and cleanliness of public toilets	<ul style="list-style-type: none"> • Orientation sessions for primary toilet catchment on better use of facilities, procedures for reporting complaints, user monitoring of facilities
	Petty shops		<ul style="list-style-type: none"> • Orientation sessions for concerned municipal officials to improve coordination with service provider to ensure better maintenance, training on monitoring mechanisms
	Fruit vendors	Septic tank Maintenance	Mass Media communication
			<ul style="list-style-type: none"> • Theme visual messages/signage inside and outside toilet for better maintenance of facilities and better use of resources such as water, electricity • Drama/skits on radio/TV • Engage celebrities in communication efforts • Flyers, posters, leaflets

Target Location	Target Groups	Main message	Communication Strategies
General Areas	All household members	Impart correct knowledge of good	Interpersonal communication <ul style="list-style-type: none"> • Engaging with resident welfare associations • Campaigns in schools/colleges
			Mass Media <ul style="list-style-type: none"> • Audio-visual campaigns in radio/television (dramas, advertisements, documentaries) • Hoardings, flyers, leaflets, posters • Print advertisements, press releases • Celebrity outreach • SMS campaigns • Social media campaigns
Transit Areas - Railway Stations/ bus stand	Floating population – tourists	Harmful effects of OD, open urination Benefits of better maintenance of toilets,	Media <ul style="list-style-type: none"> • Hoardings, posters, wall paintings, signage inside/outside of toilets

Source: MCT Project Report – Volume I, Page 46