

Marketing Sanitation

What can we learn from the marketing of condoms, bed nets, handwashing, ... even breastfeeding?

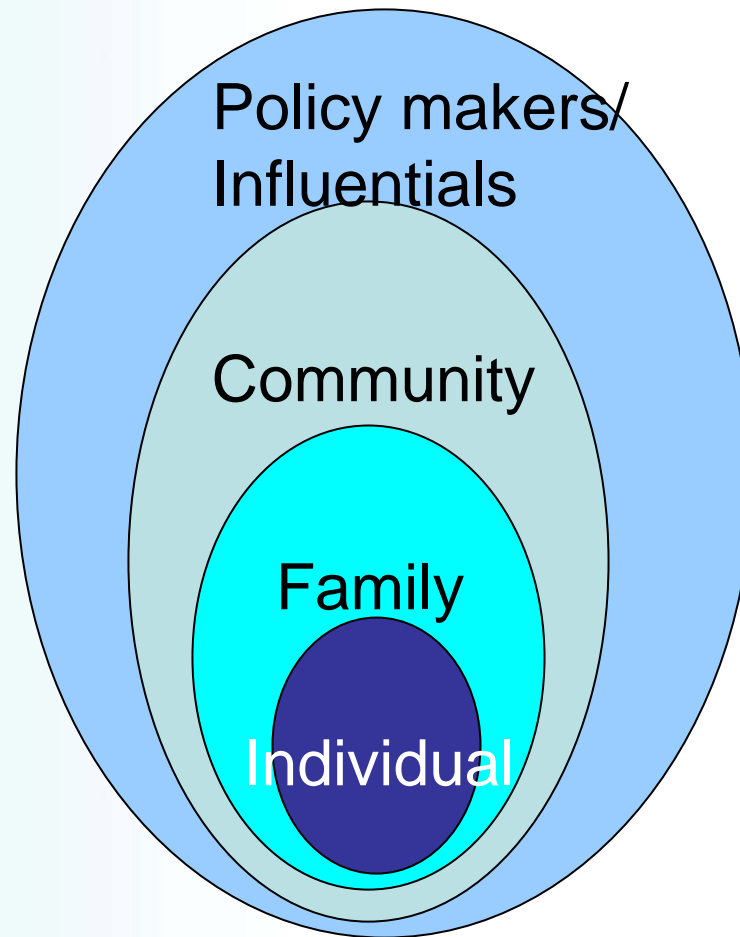
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Focus on Users

Understand the attitude, behavior, expectations, and culture of the target audience(s):

- As individual
- As member of the family
- As member of the social community
- As active part of the environment

Audience Dynamics



Social Norms

Attitude and Behavior

- Bed nets: *" I can't imagine sleeping under a net. It is not in vogue!"*
- Condoms: *" It is like eating a candy with its wrapper"*
- Exclusive Breastfeeding: *" When you were born, were you not given water? Do you want to kill my child?"*
- Handwashing: *" I do not like to smell soap when I eat (with my hands)"*
- Sanitation: *" A father can not poop where his daughter poops"*

BABIES WERE BORN TO BE BREASTFED

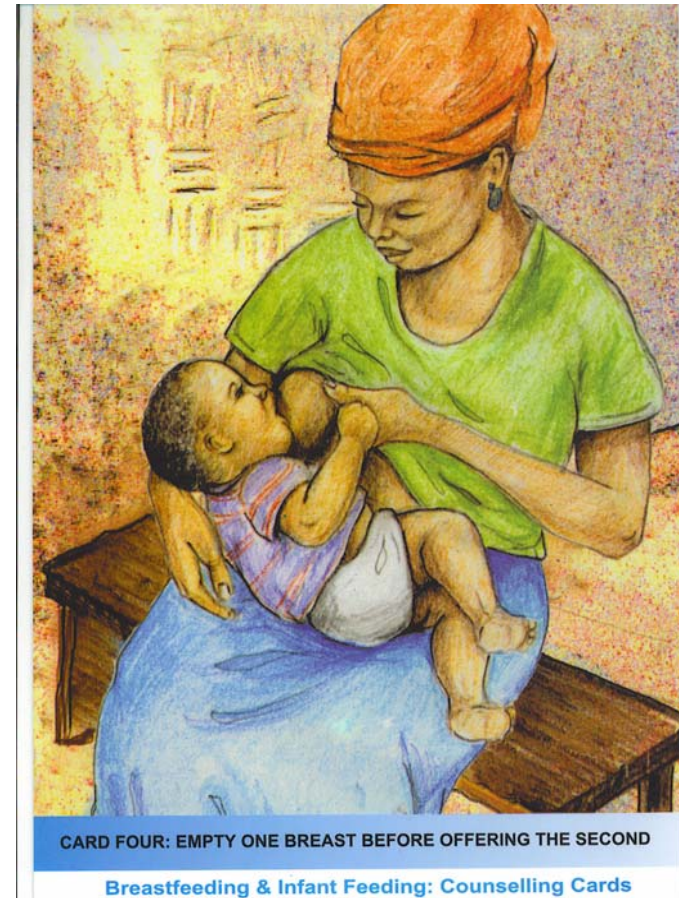
Save 1.3 million lives each year

Promote exclusive breastfeeding



Ghana: Messages for Mothers

- Why exclusive breastfeeding is important for the mother and baby; here's how to do it
- Breastfeeding need not be painful when the baby is correctly positioned; here's how to do it



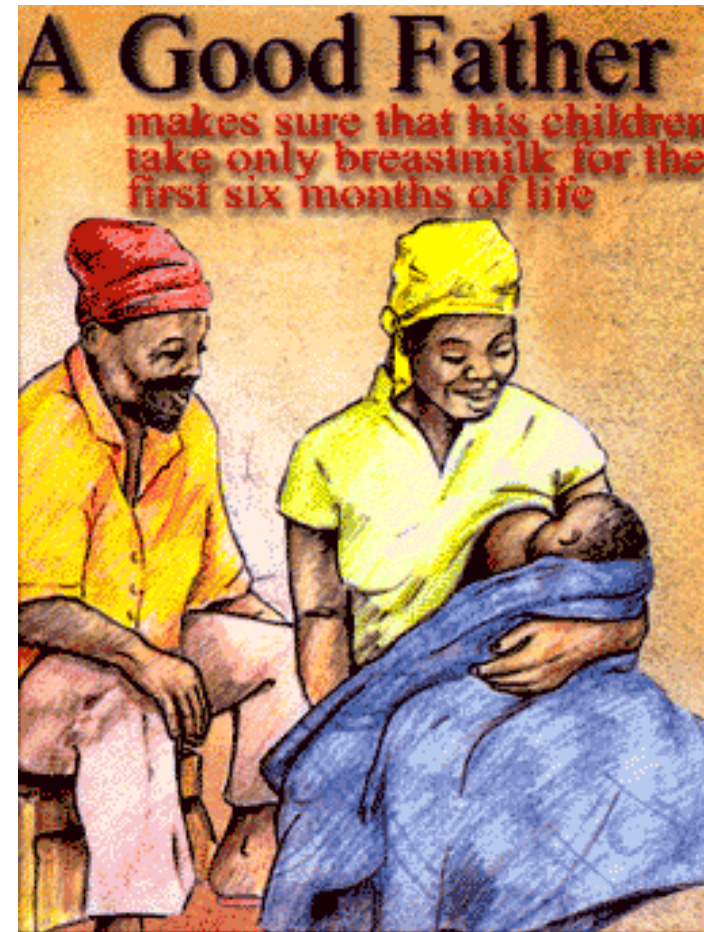
Ghana: Breastfeeding Messages for TBAs and Grandmothers



- Helps expel the placenta and reduce bleeding
- Helps the milk to come in faster; fewer problems with engorgement
- God's way of welcoming the baby into the world

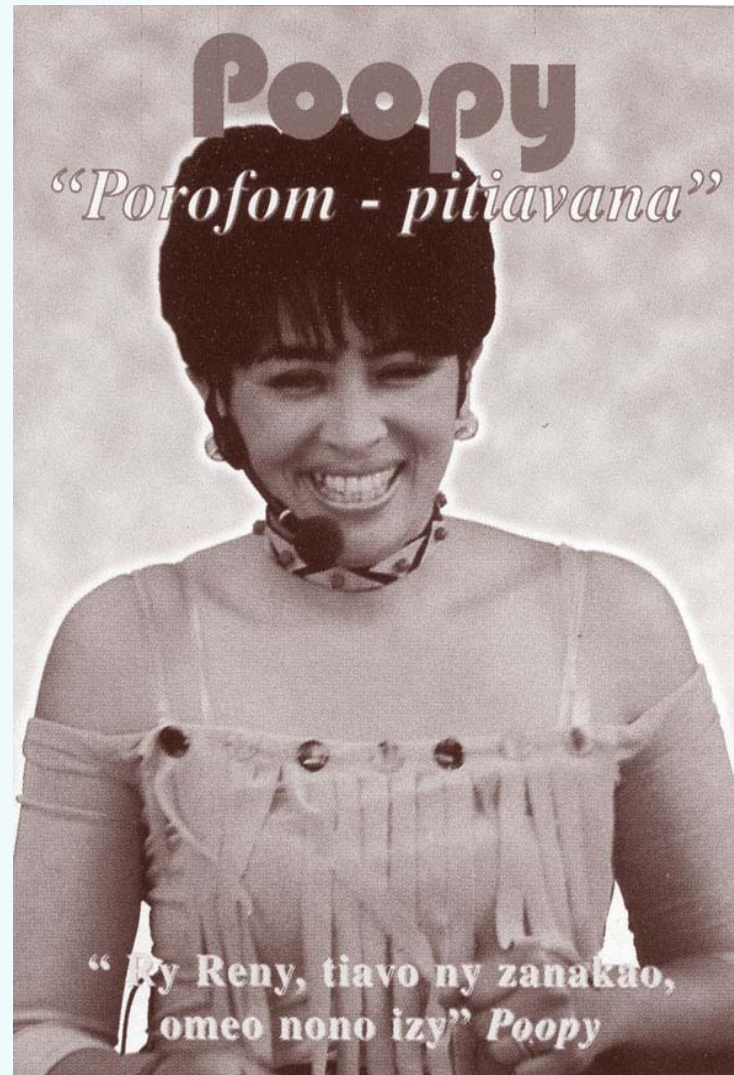
Ghana: Messages for Men

- When babies are EBF less money is spent on medicine, doctors, soap
- Wise fathers encourage EBF so their babies grow up to be strong, healthy and intelligent



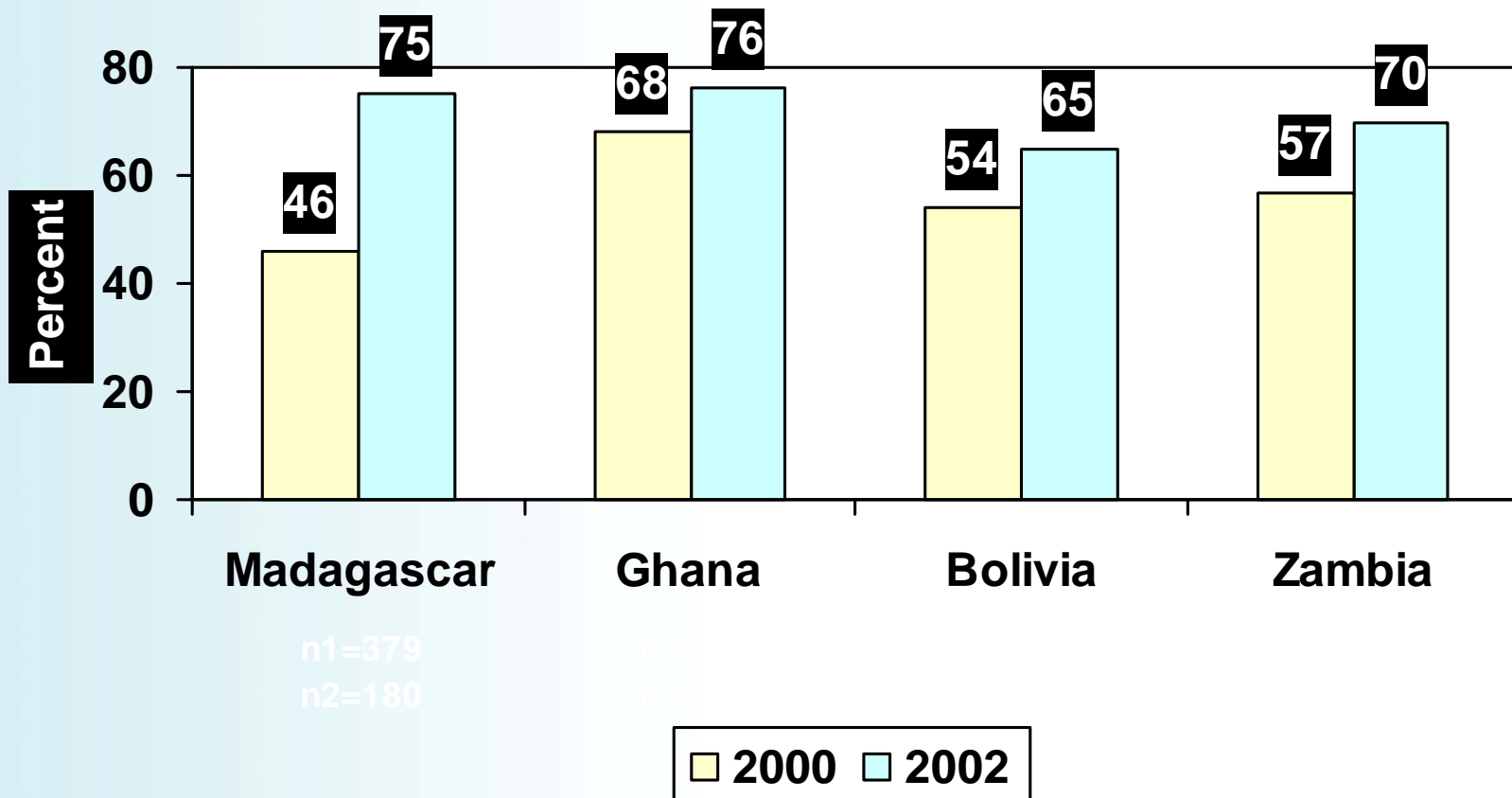
Find Champions:

Starring Poopy!



Results from the USAID-funded LINKAGES Project

Exclusive breastfeeding of infants 0-6 months



Step 1: Formative Research

- Provides insight into the needs and motivations of different audiences
- Guides the planning process so interventions are appropriate and tailored
- [Not enough to tell people to do something just because it's good for them]

Step 2: Behavior Change strategies get results

- “Tailored” and consistent messages (reinforced through all communication: print, radio, television, mother support groups, health workers, teachers, etc.)
- Fun and educational community activities and events keep things lively
- Regular monitoring and evaluation refine messages and approaches and keep things on track

Step 3: “Longer term” strategies enhance sustainability

- Improved curricula and skills building enhance schools’ / training institutions’ ability to teach/promote correct behavior
- Visibly endorse national policies and programs that promote the behavior

Step 4: Involve Partners actively throughout process

- Conduct literature reviews & field research
- Design strategies and approaches
- Train trainers including in support groups and behavior change communication
- Coordinate implementation
- Hold regular networking meetings and technical updates
- Monitor and evaluate: share results with partners and communities



Irresistible !

Works also for Hygiene Improvement

Behavior Change for:

- Handwashing
- Safe storage and water treatment at POU
- Sanitary disposal of excreta

Household Water treatment - POU

Offer Options/ Choice:

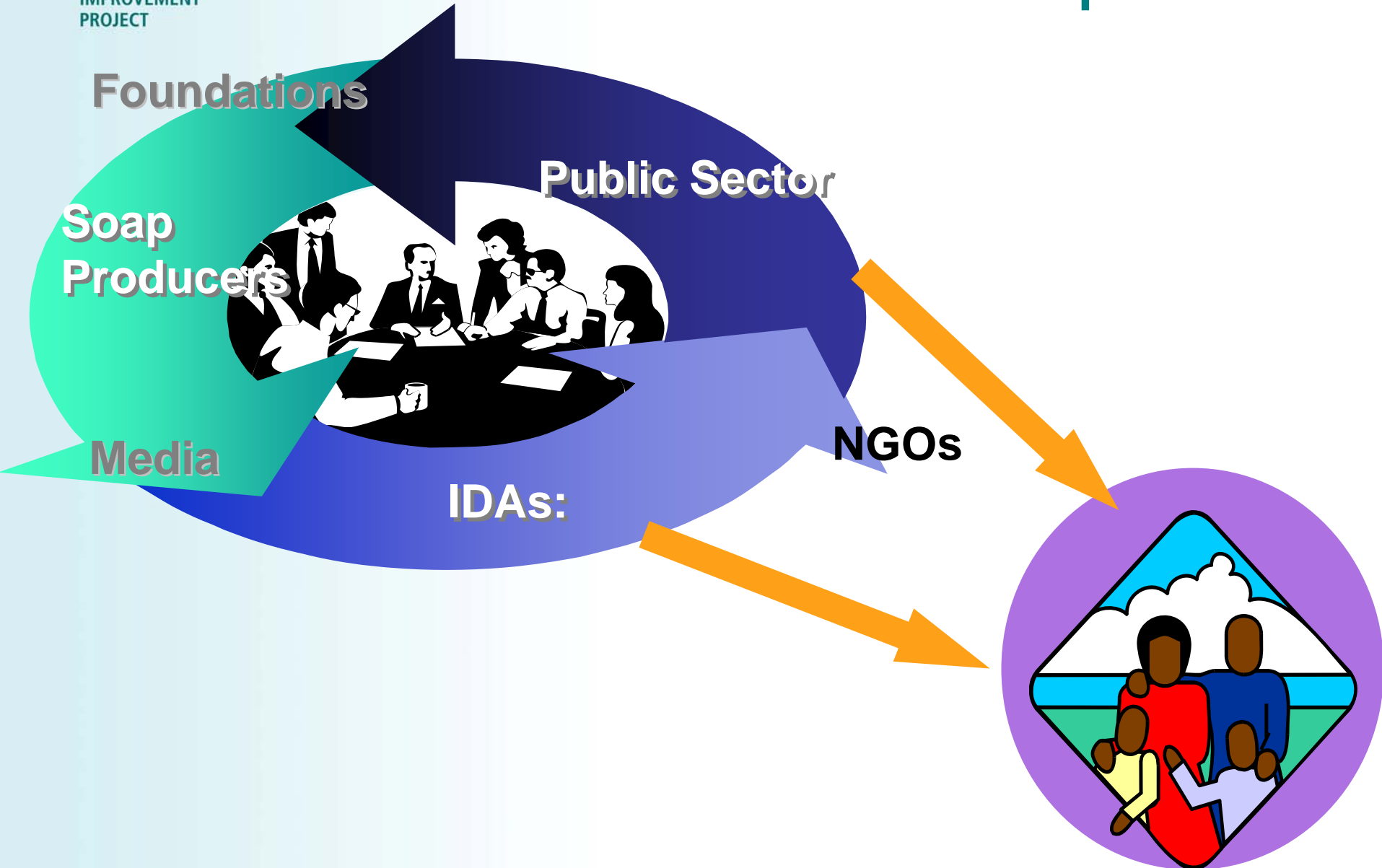
- Filtration
- Chlorination
- Boiling
- Solar Disinfection (SODIS)



PPP for Handwashing



Public-Private Partnership



Toilets: a tool for Sanitation Behavior



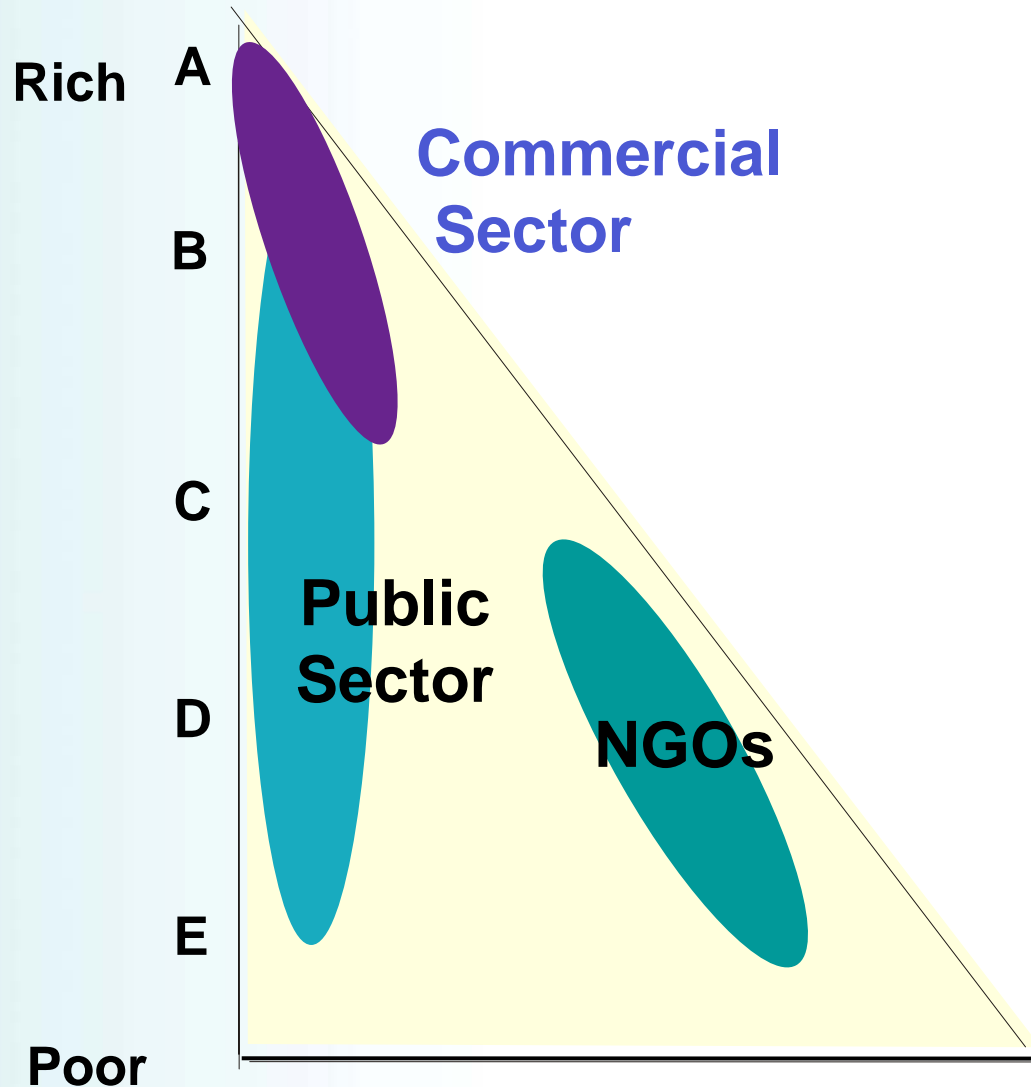


Successful behavior change

Satisfying Users' preferences through:

- appropriate **P**roduct
- right **P**rice
- accessible **P**lace
- effective **P**romotion

MDGs? Existing Situation: Inefficient Coverage



Achieving MDGs through PPP and Market Segmentation

