

Social Marketing of Sanitation

BY

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Why market sanitation?

- At least 26.1 million people in Africa need to be served annually in order to achieve the MDG for sanitation.
- The poor uptake and coverage has highlighted the need for new strategies to sanitation promotion.
- Social marketing has been successfully applied to other social goods such as malaria prevention, HIV/AIDs and home water treatment.

Social Marketing of Sanitation!

What does it mean?



- It is the use of commercial marketing concepts and tools to influence the voluntary adoption of 'adequate' sanitation by households.
- The social marketing approach treat users as consumers who have the right to choose what product (toilet) to buy to satisfy their desire.

How does social marketing differ from other approaches?

Social marketing approach

- Studying the customers & the market.
- Responding to customers' demand
- Minimising the barriers
- Promotion based on target customer motivations for improved sanitation

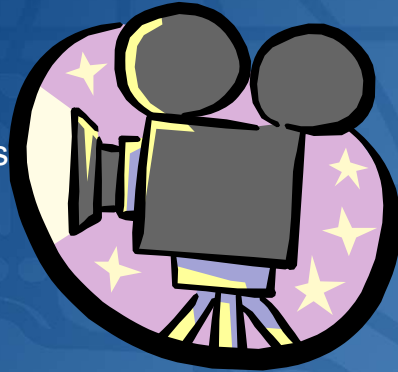
Conventional approaches

- We will educate them. Use latrines because it saves you from diseases!
- We know what is good for them, VIP and Ecosan toilets!
- We will provide subsidies to build 1000 VIP latrines or Ecosan in 6 months.

Is marketing sanitation not just advertising?

NOT really!

- understanding motivations & barriers
- providing the right products (toilets)
- setting appropriate prices and payment options.
- Identifying places where customers can get information/assistance
- Advertisement/promotion



What motivates households to pay for improved toilets?



Ghana (Small town)

- Being a good father *
- Having a happy wife and good marriage *
- Convenience, Comfort and Privacy
- Embarrassment and Public Image
- Pride and Self Esteem

Tanzania (urban slum)

- Cleanliness and good health
- Dignity (esp. with neighbours)
- Economic gains (rent)
- Convenience, comfort and privacy

Current situation - Ghana



'I cannot use the public toilet at night so I use the chamber pot. This is very embarrassing because my children hear all the noise that I make, the smell is terrible and they have to empty the pot the following morning' !!!

What do we need for social marketing of sanitation?

Product

Price

Place

Promotion

PROCESS

People

Policy

Partnership

Pennies



The 4ps of marketing for sanitation

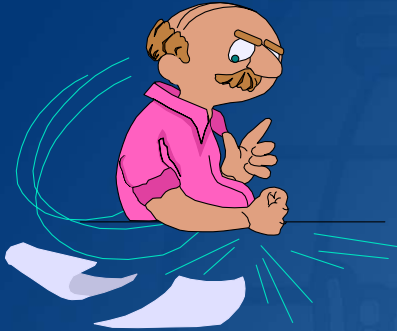
- **Product:** Various toilet options (Pit, VIP, Pourflush, ECOSAN, WC)
- **Price:** Clear costing and pricing of various components.
- **Place:** Toilet Information/Sales Centre (TISC);
Mobile Information/Sales Centre (MISC)
- **Promotion:** Creative development, launching, DCC

Who are the partners in the delivery of improved sanitation services?



- **District and Municipal government**
- **Private sector (Latrine builders)**
- **Local financial institutions**
- **Traders of construction materials**
- **Opinion leaders**
- **Central government**
- **Donor agencies**

Key challenges in social marketing of sanitation



- Capacity of the informal service providers.
- Limited latrine options.
- Access to credit facilities.
- Developing professional creative
- Emptying mechanisms & waste management
- Changing practitioners philosophy towards users.



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