

Freddy the Fly campaign toolkit

#ODFworld #Freddy the Fly



Ideas and tools to help you create a Freddy the Fly campaign to help end open defecation



What is the link between your neighbour's
shit – and your dinner?

.....

Why are villages where people who poop
outside less healthy than villages where
people use fly-proof latrines?

.....

What is toilet fondue?

.....

Find out in the [Freddy the Fly](#) video!

.....



Become part of a global Freddy the Fly campaign to end the practice of open defecation!



Who is Freddy?

Freddy the Grumpy Fly is the main character in WSSCC's short animated video that illustrates the dangers of open defecation. The video clearly shows the link between flies, eating your own and your neighbour's shit, poor health and open defecation - and it could have a big impact!

Our aim is to see the Freddy the Fly video at work in every country around the world, and we ask for your help to make this happen. This campaign toolkit offers ideas and materials, such as **posters, stickers** and **social media messages**, for you to use, today and every day, including commemorative days such as Global Handwashing Day (October 15) and World Toilet Day (November 19).

Please don't hesitate to contact us if you have any questions: wsscc@wsscc.org, and enjoy promoting Freddy the Fly!

Download the video here:

- The 2 minute 49 second video is available in [English](#) and [French](#)
- You can arrange to add narration in your own language – we have a version that just has ambient sound
- Please download all three versions from this [Dropbox](#) link
- You can also find the videos on [WSSCC's Youtube channel](#)
- You can download the poem in [English](#), and in [French](#)



Freddy's main messages:

- 1 Defecating in the open and using uncovered latrines has serious health implications as it allows flies to spread germs and disease from shit onto food. Diarrheal diseases count for 1 in 9 child deaths worldwide.¹ This is preventable.
- 2 An Open Defecation Free (ODF) village is healthier and more productive. Healthy children spend more time in school.
- 3 Entire communities supported by WSSCC's Global Sanitation Fund are achieving Open Defecation Free (ODF) status in just a few months. Your community can also become ODF in a short period of time.

The video is based on the poem, 'Freddy the Grumpy Fly' written by WSSCC's Patrick England, with inspiration from Clara Rudholm and Oliver Jones. Video made by Hans Peter Schepp, Honolulu © Freddy the Fly WSSCC 2017

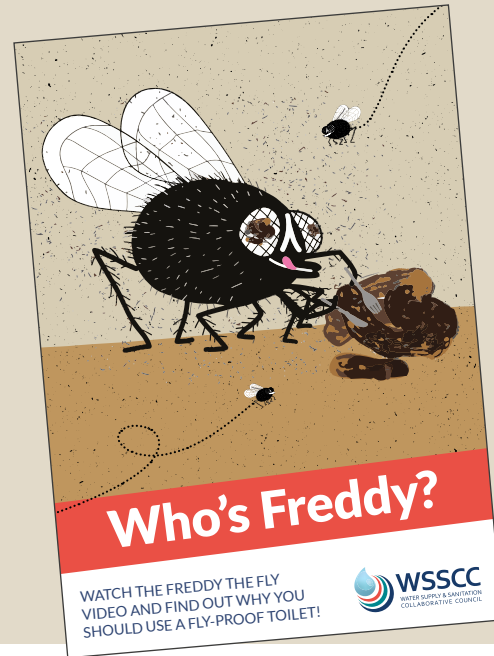
1. Hutton G, Haller L, Bartam J, *Global cost-benefit analysis of water supply and sanitation interventions*, J Water Health 2007

Some ideas and resources

- 1** Print this poster and hang it around your school/village (suggested size A3 – 29.7cm x 42cm)



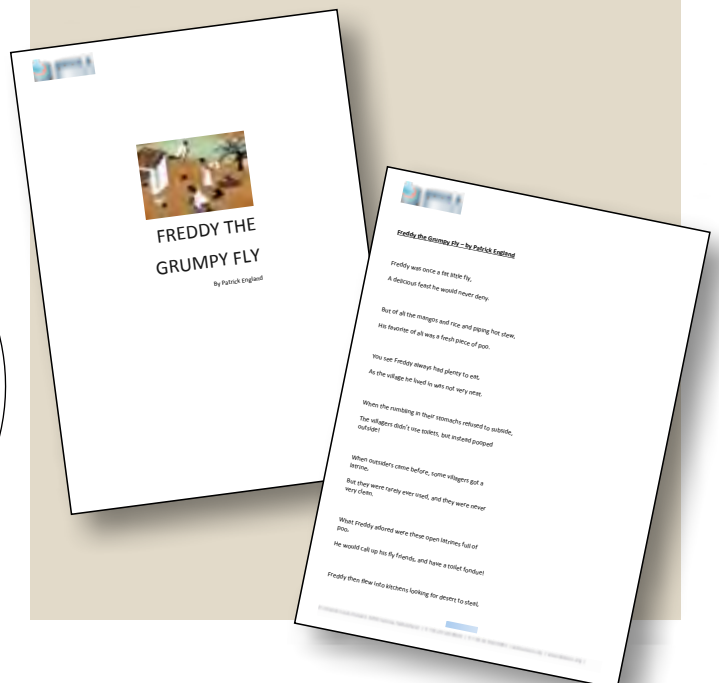
- 2** Use the 'Who's Freddy?' poster to tempt inquisitive minds to find out more (suggested size A3 – 29.7cm x 42cm)



- 3** Print these stickers locally. You can give these to school children to wear as a 'badge of honour' or prize for using the toilet and washing their hands! (suggested size 4cm x 4cm)



- 4** Use the Freddy the Fly poem in [English](#), and [French](#) in schools as part of the curriculum – learn it by heart! Or teachers: you can make Freddy the Fly into a play that the children can act out for parents!



WSSCC's Branding Guidelines are available on request by email to wsscc@wsscc.org

More ideas to build BUZZZZZZ around Freddy

5 Celebrate Global Handwashing Day – October 15 and World Toilet Day 2017 – November 19 EVERY YEAR with Freddy!



6 Trigger with Freddy! Train people with Freddy! Show the video in the local community hall, tea shop – and wherever else you think Freddy will make a difference!



7 Show the video to your country's Water, Health and Information Ministers, and ask that government supports, for example:

- playing Freddy in cinemas before the main film begins.
- playing Freddy on national television channels as a public health announcement/advertisement.

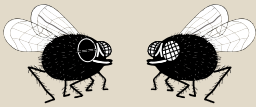


8 Show the video to Education Ministers, requesting that the video be included in school curricula and played at school events



9

Share the video with Nutrition partners, with Education partners, Health partners and so on



10

Hold a press event – make the press your allies in promoting Freddy, sharing his messages



11

Rally celebrities to sing about Freddy and to talk about him on public television and radio



12

Share the Freddy video widely on your social media!

Find Freddy on this bitly link: <http://bit.ly/2wTaQB5>

Suggested messages:

Help stop Freddy from spreading disease! ODF communities are healthier and more productive.

#FreddytheFly
#ODFworld

Let Freddy the Fly show you the link between your dinner – and your neighbour's shit!

#ODFworld
#FreddytheFly



Please include us in your plans – we will track Freddy’s progress and feature your success on our website and social media, sharing it with other WSSCC members.

Here is what people have said about Freddy so far:

“Excellent – funny and useful” – Simon

“Excellent, it is a good resource for training, the message is very well communicated” – Muraleedharan

“Brilliant and straight to the point” – Anthony

“Very useful resource, fun and engaging content” – Lyzette

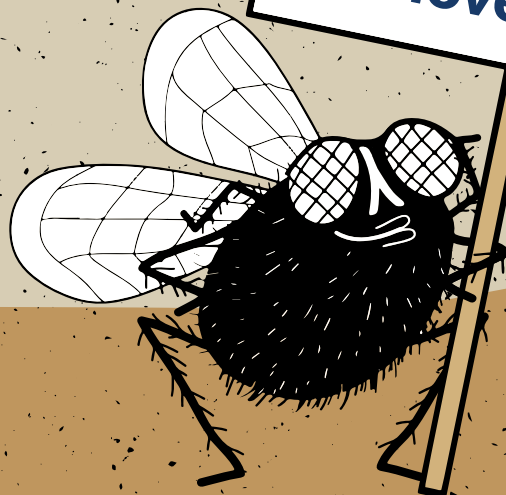
“Freddy will continue to fly high and far to deliver the ODF message in the neighbourhood” – Boyviterbo

“This is really illustrative and a good resource for training” – Michelle

“Very well made and captured all the points. We will use this on our projects” – Mansoor

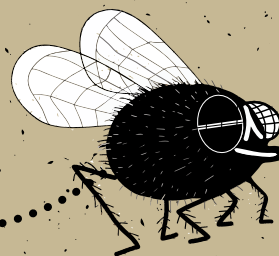
“Marvelous, easy to educate the communities” – Abdul

**Become part
of the global
FREDDY THE FLY
Movement!**



**#FreddytheFly
#ODFworld**

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Become a WSSCC member
Visit www.wsscc.org



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