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THE FUTURE OF WATER, SANITATION AND HYGIENE:  
INNOVATION, ADAPTATION AND ENGAGEMENT IN A CHANGING WORLD

**The mass media as a tool for sanitation marketing and  
hygiene promotion: a case study**

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*The case study is the Sanitation Micro Credit Revolving Fund Scheme for Poor Female Headed Households in urban slums (Informal Settlements) in Jos Metropolis. It is implemented by a local Non Governmental Organization called COWAN (Country Women Association of Nigeria), Plateau State Chapter and funded by UN Habitat. UN Habitat and the Country Women Association of Nigeria are in partnership to implement the sanitation project in three informal settlements in Jos metropolis namely: Jenta, Tudun Wada and Rankeng-Gyel. The project aims to provide improved and affordable sanitation facilities and hygiene promotion to poor female headed households. This is being done using micro credit, working with solidarity groups. For the social marketing, the electronic media (the radio) was used as the major medium for awareness raising and demand creation.*

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## **Introduction**

The sanitation micro credit scheme was implemented as a pilot scheme in the WAC II (Water for African Cities Phase I) programme. It is an initiative of UN Habitat aimed at achieving one of the six thematic areas – sanitation for the urban poor, hence the target of poor female headed households in urban slums. To be eligible for the assistance, the beneficiary must be known to be incapable of constructing a latrine through direct payment. The loan was disbursed with an interest rate of 12% repayable within a time frame depending on the amount received.

WAC II is a continuation of the Water for African Cities Programme Phase I (WAC I) which was initiated in December 1999, as a direct follow-up of the Cape Town declaration of 1997 adopted by African ministers to address the urgent need to employ better practices in the management of water resources in African cities. WAC II was formulated in consultation with water and sanitation experts throughout Africa and launched by African Ministers in December 2003. The six thematic priority areas are: (a) Pro-poor governance and follow-up investment; (b) Sanitation for the urban poor; (c) Urban catchment management; (d) Water demand management; (e) Water education in schools and communities; and (f) Advocacy, awareness-raising, and information exchange with cross-cutting themes of gender mainstreaming and capacity building to ensure sustainability.

The sanitation micro credit scheme uses several approaches in its implementation. The use of micro credit, the social marketing via the electronic media (radio and TV) and the use of IEC materials for awareness raising and demand creation, capacity building for women's solidarity groups and artisan groups.

The focus of this paper is to look at the impact created by the use of the media.

The MOU between COWAN and UN Habitat was signed on 3<sup>rd</sup> April 2009 to last for 12 months. The first tranche was received 26<sup>th</sup> June 2009; hence the project officially started July 2009 to end June 2010. The project is, however, ongoing due to frequent sectarian violence in the city of Jos, Nigeria and so far, two out of the four installments of the funds have been received.

## **Social marketing**

Social marketing is the use of commercial marketing concepts and tools to influence the voluntary adoption of adequate sanitation by households.

For the project's social marketing, COWAN:

1. Identified, assessed and selected an FM radio station within the state and developed an MoU with it;
2. Developed and transmits content messages and skits content in conjunction with the FM station;
3. Identified and sensitized guest speakers for the periodic weekly radio talk show on the program;
4. Discusses issues relating to access, equity and inclusion in WASH;
5. Broadcasts regular public service announcements on the programme events and project progress, with active involvement of beneficiaries sharing their testimonies; and
6. Develops monthly monitoring and monthly reports and records all the transmissions.

The Plateau Radio and Television Corporation (PRTVC), a tripartite radio station was selected out of the radio stations that bid for the project due to its wide coverage (about five states). The station has three arms: FM, AM and TV. The budget presented by the FM radio station for the weekly discussion programme entitled 'Keep Clean', was 6,307,200.00 Naira (43,497.93US\$), which includes a 20% discount, (exchange rate at 1US\$ to 145 Nigerian Naira). It was also to cover and transmit all activities on FM and AM radio and TV, produce three documentaries, at the beginning, mid way and at the end; and to produce jingles on water, sanitation and hygiene education, and construction of inclusive facilities.

Other activities in the project include the establishment of women's solidarity groups and training them on savings and loans; training of community artisans on the construction of improved and affordable sanitation facilities which all took place before the construction of sanitation facilities began. Consultation was extensive and community awareness creation and mobilization was carried out in the communities. As part of the WAC II programme, the steering committee of the WAC II, which is composed of key implementing partners from various ministries, departments and agencies at the federal and state levels were all consulted. All these agencies made their inputs into the implementation of the project.

## Social marketing implementation

The social marketing involved the use of several media.

**The radio** 'Keep Clean' is a weekly 30 minute discussion programme from 5.30pm to 6.00pm every Tuesday for six months. It has run, however, for over 12 months now and it is still running. This is at the request of the Plateau State government due to the impact it is creating. The first edition of 'Keep Clean' was aired live on 22nd September 2009. For every edition of the programme, a discussion guide was developed by COWAN and sent to the guest for the week prior to the date of the programme for his/her input. When the guide is returned, it is sent to the host of the programme. At first 'Keep Clean' was a live broadcast; it was thereafter pre-recorded for transmission. Some of the topics that featured prominently in the different editions of the programme are: sanitation during festive seasons; waste disposal in public places; the importance of hand washing; the importance of water in sanitation; how to construct a simple latrine; WASH and gender; effects of lack of sanitation children etc.

Some of the guests that have featured on the programme are: the Commissioner for Water Resources and Rural Development; General Manager of the State Water Board and that of Plateau Environmental Protection and Sanitation Agency, the Permanent Secretary of the Ministry of Health, beneficiaries from project communities, many experts within the WASH and other related sectors, etc.

Some of the messages received include the following:

- How do we build a toilet when our house is on rocks? - Andrew , Dadin Kowa
- If this toilet thing will continue then COWAN should come to Fadama, Sankon, Sot, Sabon Gidan Kanar etc. Solomon Bukuru, Jos
- Flying toilets exist because landlords don't provide the needed toilets to tenants; please advise them- Pam Nyango, University of Jos.

**The Television** There was also news coverage of all project activities by the television arm. These activities include disbursement of funds to beneficiaries, dissemination workshops, training activities with different groups within the project communities. Several other television organizations within the state also covered some activities because of how popular it has become.

**The newspapers and magazines** The state-owned Standard Newspaper and the New Environment Magazine, a private magazine, have covered activities of the project at different times giving it further publicity.

**The use of the mobile phone** The programme was made interactive by giving listeners the phone contact of COWAN. Through this medium, listeners had time to send in questions, comments and contributions. The most significant use of the mobile phone was when construction of latrines started. Phone calls were received from the beneficiaries within and outside the project communities, the State and other neighbouring States asking for advice on WASH issues. People from project communities call anytime they want a new latrine, or when they want their latrines upgraded or rehabilitated, and when they want to repay the loans. The mobile phone became the easiest way to reach COWAN.

### **The outputs**

The total outputs so far generated throughout the lifetime of the project may not be completely assessed. This is because apart from those who collected microcredit from the implementing organization COWAN, other residents within the project communities have constructed latrines on their own. As at January 2011, within the project communities, Jenta, Tudun Wada and Rankeng-Gyel, about 444 sanitation facilities have been constructed with micro credit. Over 200 have been constructed without the use of credit facilities within the State. Although not all the reports have been verified.

### **The outcomes**

The outcomes recorded so far are the hardware outputs that were constructed in communities other than the pilot communities. On 'Keep Clean', announcements are always made for those outside the project communities who have been triggered to construct sanitation and hygiene facilities to contact COWAN so that their work can be documented. It is plausible that most of the results of the awareness creation and the education may never be fully captured, however, there are cases of construction of sanitation facilities by communities and individuals in schools and markets in some communities within the State.

- An NGO, Manna Development Center, working in a community called *Ratsat*, near Jos, carried out a needs assessment. The results showed that the people enlightened by 'Keep Clean' want twin-pit ecological latrines so they can recycle the feces in their farms. The programme officer of COWAN was part of the design and construction of the facilities. The community was given cement and squatting pans as a subsidy while they supplied labour and locally available materials.
- On the 8<sup>th</sup> of October 2010, at the second national CLTS conference organized by UNICEF and the National Task Group on Sanitation in Calabar, Cross River state, PRTVC was presented an award for the best media organization in sanitation promotion for its work on the above project.
- In the aftermath of an outbreak of cholera in Nigeria within the period in some neighbouring states, there was no case in Plateau, because 'Keep Clean' was used to enlighten the public.
- The programme has been used to advocate for the State WASH policy which is in the process of being validated and passed into law.

### **Monitoring and evaluation**

For monitoring and evaluation of the project, an M & E plan was developed. A number of activities are involved: in each community, there are focal persons who along with the field staff take stock of the outputs; in the FM Radio station, the focal person and the programme officer keep copies of each edition of the programme 'Keep Clean'; the credit officer of the microfinance institution keeps records of all disbursements and repayments. All these records are forwarded to the programme officer weekly. The programme officer also receives text messages and phone calls and documents them in the same way that completed latrines are being supervised by the field officers and documented pictorially. All outputs and outcomes are reviewed monthly to identify where changes are necessary.

The programme officer of COWAN and that of the WAC II Programme assess the outcomes before each monthly report is produced. The monitoring and assessments can be improved by setting up a committee in the communities to facilitate participatory monitoring and assessment alongside the implementing partners. Similarly, a quarterly newsletter is produced and shared in a dissemination workshop.

### **Lessons learned**

- It was discovered that in the course of the radio programme, that simple topics should be discussed on simple issues using the local *lingua-franca* (*Hausa language or Pidgin English*). This is because the people mostly affected by insufficient WASH services are the poor who also have literacy challenges, hence find technical issues too hard to comprehend.

- The discussions will be more robust if the host or anchor of the programme has a WASH sector background in order to tease out critical WASH issues in the course of discussions.
- Pre-recorded editions create more impact than live broadcasts, because it is then possible for interaction with listeners.
- Sani mats with the contact details of trained artisans will improve the supply of construction materials and save time. Materials are always bought from shops between 5 and 15 kilometers from the communities.
- WASCOMs and volunteer hygiene promoters will help improve hygiene in the communities better than one-off training for selected community members which did not create much impact. Disbursements should be made only when all beneficiaries have dug suck aways and the 20% advance agreed upon is at hand. This is because it was discovered that some households collect materials and keep for long without constructing latrines with them.
- Penalties for defaulters on the credit should be decided by the communities.
- Listener groups can be of help in the monitoring and evaluation of the programme.
- The social marketing budget should be substantial. The radio programme budget is 6,307,200.00 Naira (43,497.93US\$), while COWAN's budget for social marketing for the entire project is 986,000 (6,800US\$)

### **Conclusion**

For more effective sanitation implementation, it is important to adopt several functional strategies rather than restrict the programme to only one strategy no matter how efficient. However, in the case of the sanitation micro credit project, the medium that created the most impact was the radio and the television.

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