

## Social Marketing for Improved Sanitation & Hygiene

### PROBLEM: UNHYGIENIC SANITATION AND POOR HYGIENE PRACTICES IN RURAL COMMUNITIES

Despite recent macro-economic gains in Vietnam, rural communities have limited access to safe water, hygienic sanitation, and hygiene (WASH) products and services. An estimated 7 percent of rural households still practice open defecation in Vietnam. Sanitation coverage is lowest in rural regions including the Mekong River Delta and the Central Highlands where only 56 and 65 percent of households are using improved sanitation facilities respectively.<sup>i</sup> Barriers to improving rural sanitation include accessibility and affordability of quality sanitation products and services as well as low demand.<sup>ii, iii</sup>

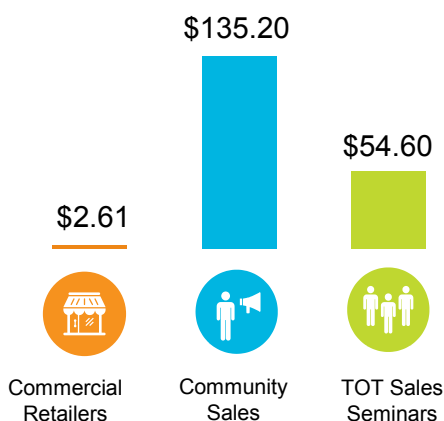


“TOT” (“Good”) Community Champions—like Ms. Hoa pictured above wearing her green TOT uniform—are trained and motivated by PSI to integrate sanitation sales into their routine business activities such as market stall operations, household insurance sales calls or sugar cane juice stand operations.

Unsafe drinking water, unhygienic sanitation and low rates of handwashing with soap are known risk factors for diarrheal diseases. In 2016 alone, it is estimated that there were over 10 million cases of diarrheal disease among children under 5 years of age in Vietnam.<sup>iv</sup> WASH deficiencies also contribute to poor nutritional status among children in Vietnam where one in four children under age 5 are stunted. Both malnutrition and WASH gaps rates are highest among rural and ethnic minority populations.

In alignment with the Sustainable Development Goal (SDG) for clean water and sanitation, the Vietnamese Ministry of Health aims to enable two million rural individuals to achieve hygienic sanitation every year from now until 2025.<sup>vi</sup> In addition, the Vietnamese Government aims to completely eliminate open defecation practices by 2025.<sup>vi</sup> Resources available to achieve these targets are limited, as current investments in WASH account for 0.4 percent of Vietnam’s Gross Domestic Product (GDP) – far lower than the estimated 2.5 percent required to achieve Vietnam’s WASH-related SDG targets.<sup>ii</sup> To bridge this gap, private sector contributions are needed to complement public sector investment for improved WASH behaviors and strengthened WASH markets.

#### Local cost per ROTO tank sold by sales channel (USD)



#### DEVELOPING RURAL MARKETS TO ACHIEVE IMPROVED SANITATION

Since October 2015, PSI has partnered with ROTO – a Vietnamese manufacturer of a Ministry of Health (MOH)-endorsed plastic septic tank – to strengthen rural sanitation market access to a high quality, easy to install, and flood-resistant sanitation solution. PSI has distributed and promoted ROTO tanks in Tieng Giang and Dong Thap provinces using three main channels: commercial construction material retailers and affiliated mason networks, community sales, and TOT sales seminars in collaboration with provincial Government partners. Based on analysis of sales data and field-level expenditure by channel in 2017 (excluding Hanoi-office and global costs), retailers and affiliated mason networks have generated the highest proportion of ROTO sales (91 percent) and have generated the most cost-efficient results among all three channels at an estimated local cost per tank of \$2.61.<sup>vii, viii</sup>

## PSI USES A MARKET-BASED APPROACH TO ADDRESS GAPS AT EVERY LEVEL OF THE RURAL SANITATION SUPPLY CHAIN



Healthy lives. Measurable results.



PSI negotiates memorandum of understanding (MOU) terms with suppliers of quality sanitation products and services—including rural pricing structures and manufacturer contributions—to improve rural access to quality, affordable sanitation supplies.



PSI strengthens the business of rural commune and district level commercial construction retailers by motivating them to stock, display, and promote products and services required for hygienic and gender-appropriate sanitation.



PSI trains and incentivizes rural masons to meet quality and gender-appropriate latrine installation criteria. Practical rewards – such as electric drills – are provided to encourage rural masons to expand the latrine-only component of their business and to offer flexible payment terms to their poorest customers.



PSI engages influential local female entrepreneurs to integrate sanitation sales into routine commercial and community engagement activities including insurance sales or market stall operations.



PSI designs evidence-based social behavior change communication (SBCC) campaigns to motivate rural households to practice hygienic sanitation and handwashing with soap behaviors.

## CREATING A NETWORK OF ROTO-RETAILERS AND TRAINED MASONS TO STRENGTHEN RURAL SANITATION MARKET ACCESS

Prior to PSI's partnership with ROTO, most of the company's revenue was generated through urban sales of water tanks. During the first 32 months of partnership, PSI mobilized 55 rural construction retailers in two provinces to stock, display, and promote ROTO septic tanks to their customers. Additionally, PSI trained 663 masons affiliated with the same retailers to comply with MOH-endorsed quality and PSI gender-appropriate guidelines. PSI encouraged masons to offer flexible payment options for families in need of latrine-installation only services rather than larger home renovation projects to improve affordability. **Between October 2015 and June 2018, 4,195 ROTO tanks have been sold to rural families through various channels.** Assuming an average family size of four, this has enabled more than 16,000 individuals to access hygienic sanitation. In 2018, PSI secured Ministry of Health approval to integrate smaller 500- and 800-liter tanks into the existing ROTO-PSI rural distribution system, to improve affordability and practicality for rural families with limited resources.



Mrs. Nhung's family was able to build a toilet for in 2018 after learning that she could pay for a ROTO tank in installments. She paid 17 percent up front and additional 7 percent monthly-payments—transforming what was previously thought of as an unaffordable into a manageable investment. Today Nhung and her daughters ages 14 and 16 have more privacy and dignity.



# SOCIAL & BEHAVIOR CHANGE COMMUNICATION (SBCC) CAMPAIGNS TO PROMOTE IMPROVED SANITATION & HYGIENE PRACTICES



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## Round 1: Husband and Wife

- Informed by qualitative research
- Insight: Husbands worry about their reputation if their young wife is seen by another man while defecating AND women want to feel proud of their home when visitors from nearby urban areas visit.

## Round 2: Grandparents

- Informed by qualitative research and field monitoring
- Insight: Grandparents who live with their grandchildren want to protect their legacy as benevolent providers and tradition-keepers.

## Round 3: Husband and Wife

- Informed by 2016 Rural Sanitation and Hygiene Behavioral Study findings – positive results from Round 1 as well as continuing concerns about convenience for younger and elder family members.
- Insight: Desire to create a home you will be proud to share with visitors and reduce day-to-day hassles for the older and younger members of your family.



TOT Campaign Creative: “Care about the comfort of the oldest and youngest members of your family? Invest in a hygienic latrine today!”

Drawing on commercial marketing techniques, PSI conducts practical research among target audiences, including rural families in need of hygienic sanitation, to identify specific barriers and opportunities to motivate healthier behaviors. These insights are then used to design effective social marketing interventions to address both supply- and demand-side barriers to behavior change.

## USING MULTIPLE, TARGETED SBCC CHANNELS TO MOTIVATE IMPROVED SANITATION & HYGIENE BEHAVIORS

### Outdoor billboards

in high visibility locations including rural markets, village entrances, outside schools, and on local commuter ferry boats



### Toilet sales seminars

provide a ‘smart subsidy’ and face-to-face encouragement to invest in hygienic sanitation with the poorest families

### Market-based events

with face-to-face engagement through house meetings, booths in rural markets, or kindergarten events



### Community Champions

are local entrepreneurs who PSI recruits to integrate sanitation sales into their routine business activities and community engagement.

### Point of sale marketing materials

Placed in rural construction shops to draw consumer attention to the benefits of ROTO septic tanks



### YouTube videos

give instructions for do-it-yourself installation of both ROTO septic tanks and pour flush latrines – making it easier and more affordable for rural families to invest in sanitation with less mason assistance and therefore lower cost

# REACHING FAMILIES IN NEED THROUGH KINDERGARTEN & MARKET EVENTS



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Minh Thu is a 4-year-old enrolled at Tan Thoi kindergarten where PSI and Jotun talked with parents about how building a hygienic latrine could improve the health and wellbeing of their family. She stands in front of a Jotun and TOT co-branded standee and holds a coloring book (with information on a sticker for her parents.)

In 2018, PSI partnered with Jotun Paint Company to bring sanitation information and services to rural families in need by collaborating with rural kindergartens and organizing market installations. PSI engaged with rural households in need of sanitation during school pick-up and local market visits. During the first five events, 530 rural households were reached. Thirty-eight rural households reached through these events committed to build a hygienic latrine in their home within the next month. Subsidies, valued between 30-70 percent of the cost of the ROTO tank, improved the affordability and feasibility of improved sanitation for families in need.

## TOT COMMUNITY CHAMPIONS: WOMEN HELPING OTHER WOMEN INVEST IN HYGIENIC SANITATION

PSI is building a network of women helping women invest in hygienic sanitation based on the understanding that face-to-face engagement with households in need has potential to extend results achieved through other channels including retailers, masons and TOT sales seminars. By training and incentivizing well-connected female entrepreneurs with strong communication skills to integrate sanitation sales into their routine business activities, PSI leverages existing community networks to achieve improved sanitation coverage.

Women who are already selling sugarcane juice, life insurance, or market goods to other women in their community are well-positioned to advocate with their customers to invest in hygienic sanitation. Sanitation projects that involve women in planning, operations, and maintenance are six to seven times more effective than projects that do not involve women in the implementation process. PSI's TOT community champion model puts rural women at the center of rural hygienic sanitation progress in Vietnam.<sup>ix</sup>

## SINCE 2005 THE FOLLOWING PARTNERS HAVE SUPPORTED OUR WASH PROGRAMMING:



## SOURCES

- i. General Statistics Office & UNICEF. (2015). Viet Nam Multiple Indicator Cluster Survey 2014, Final Report. Ha Noi, Viet Nam.
- ii. Water and Sanitation Programme (WSP). (2014). Vietnam Water Supply and Sanitation: Turning Finance into Services for the Future. *Service Delivery Assessment*. Washington, D.C.: The World Bank.
- iii. PSI/Vietnam. (2016). Rural Sanitation and Hygiene Behavioral Study. Hanoi, Vietnam: PSI/Vietnam
- iv. Institute for Health Metrics and Evaluation (IHME). (2016). [Interactive data results tool summarizing burden and spread of disease around the world]. GBD Compare Data Visualization. Retrieved from: <http://vizhub.healthdata.org/gbd-compare>
- v. World Health Organization. (2018). World health statistics 2018: Monitoring health for the SDGs, sustainable development goals. Retrieved from: <http://apps.who.int/iris/bitstream/handle/10665/272596/9789241565585-eng.pdf?ua=1>
- vi. Ministry of Agriculture and Rural Development. (2010). National Rural Clean Water Supply and Sanitation Strategy Up To Year 2020.
- vii. PSI Vietnam. (2018). Cost-Effectiveness of Private & Public Channels Used to Improve Access to ROTO Septic Tanks for Improved Rural Sanitation Coverage in Tien Giang Province, Vietnam.
- viii. Calculated using i) ROTO tank sales data (Tien Giang & Dong Thap provinces) and latrine installation mason reports (Dak Nong province) together with total sanitation program expenditure—including local implementation and global support—during the period July 2017 to June 2018.
- ix. UNICEF: Eastern and Southern Africa. (2017). Gender, Water, Sanitation and Hygiene.

## ROTO Tank Sales

1,563 ROTO Tanks Sold in Tien Giang and Dong Thap Provinces

