

Social Marketing for Improved Sanitation, and Hygiene

PROBLEM: LIMITED SANITATION AND POOR HYGIENE IN RURAL COMMUNITIES

Despite recent macro-economic gains in Vietnam, many individuals still lack access to improved water, sanitation, and hygiene (WASH) services and facilities. Improved sanitation is lowest in rural areas, such as the Mekong River Delta and the Central Highland regions where only 56 and 65 percent of households are using improved sanitation facilities, respectively.ⁱ An estimated 7 percent of rural households still practice open defecation in Vietnam.ⁱ Identified barriers to rural sanitation include accessibility and affordability of quality sanitation products and services as well as low demand.^{ii, iii}

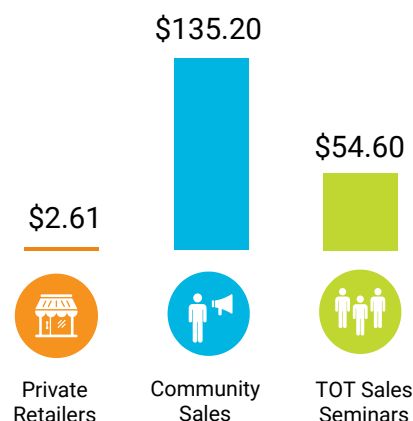


“TOT” (“Good”) Community Champions—like Ms. Hoa (wearing green TOT shirt)—are successful female entrepreneurs who are trained and motivated by PSI to integrate sanitation sales into their routine business activities such as market stall operations, household insurance sales calls, sugar cane juice sales, etc.

Unsafe drinking water, limited access to sanitation services and facilities, and poor hygiene practices 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.^{iv} WASH behaviors 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, and are associated with low engagement in WASH behaviors.

In alignment with the Sustainable Development Goal for clean water and sanitation, the Vietnamese Government has set a target to enable two million rural individuals to achieve hygienic sanitation every year from now until 2025.^{vi} In addition, the Vietnamese Government aims to completely eliminate open defecation practices by 2025.^{vi} Resources available to achieve these targets are limited, as current investments in WASH initiatives only 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 targets.ⁱⁱ To bridge this gap, private sector contributions are needed to complement public sector investment for improved WASH behaviors and to strengthen markets related to quality WASH infrastructure.

Field-level expenditure per ROTO tank sold (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 product. PSI has distributed and promoted ROTO tanks in two provinces of the Mekong Delta region using three main channels: rural 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 proved to have the most cost-efficient sanitation results among all three channels at an estimated local cost per tank of \$2.61.^{vii, viii}

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



Healthy lives. Measurable results.



PSI negotiates rural pricing and drafts memorandum of understanding (MOU) terms to facilitate contributions from both ROTO and other local manufacturers to improve rural access to quality, affordable sanitation supplies.



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



PSI trains, monitors, and incentivizes masons affiliated with rural sanitation retailers 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 (vs. larger household renovation) piece of their business.



PSI identifies, engages, and incentivizes influential local community members to encourage their neighbors and other members of the community to invest in hygienic sanitation.



PSI designs evidence-based social behavior change communication (SBCC) campaigns to increase demand for sanitation and to promote TOT retailers and trained masons. In addition, PSI encourages affiliated masons to offer flexible payments to the poorest families to improve affordability.

CREATING A RURAL 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 21 months of partnership, PSI mobilized 55 rural construction shops in two provinces to stock, display, and promote ROTO septic tanks to their customers. Additionally, PSI trained 663 masons who are affiliated with these ROTO retailers to comply with ROTO installation and 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 its existing rural distribution system to improve affordability and practicality for smaller families with limited resources.

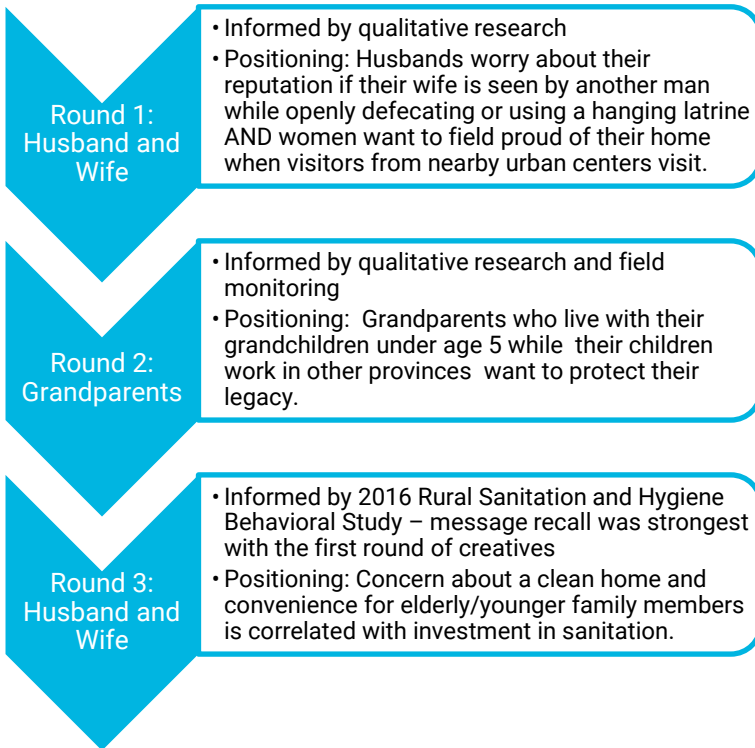


Mrs. Nhung and her family was able to build a toilet for her family in 2018 only after learning that she could invest in a flexible payment plan for a ROTO tank from a community champion and build the latrine themselves. She paid 17 percent up front and 7 percent monthly-payments for the ROTO tank. As a result, her two daughters ages 14 and 16 have more privacy and dignity.

EMPLOYING SOCIAL BEHAVIOR COMMUNICATION CHANGE (SBCC) CAMPAIGNS TO PROMOTE IMPROVED SANITATION



Healthy lives. Measurable results.



TOT Campaign Creative: "Care about the elderly and youngest members of your family? Invest in a hygienic latrine today!"

Behavior change requires exposure to evidence-based messaging through multiple channels over time. 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 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 engagement 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 engage with the community through household visits, promotion events, and collaboration with local influencers like town government and religious leaders

Point of sale marketing materials

inside 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 by using less mason assistance

REACHING FAMILIES IN NEED THROUGH KINDERGARTEN & MARKET EVENTS



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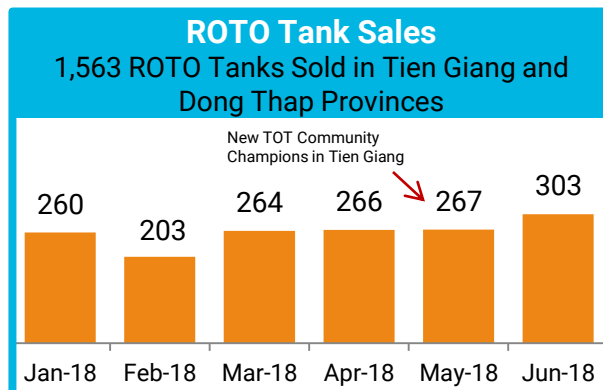
Minh Thu is a 4-year-old enrolled at Tan Thoi kindergarten where PSI and Jotun talked with parents about how building a hygienic latrine could improve the health and wellbeing of their family. She stands in front of a Jotun and TOT co-branded standee and holds a coloring book (with information on a sticker 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 face-to-face with guardians during school pick-up and shoppers at the local market. During the first five events, 530 rural households were reached. Six households from the kindergarten events and 32 households from the market events committed to build a hygienic latrine in their home. 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 thereby contributing to the increased sales of ROTO tanks among rural retailers affiliated with PSI. PSI will continue to work with Jotun to expand events to other kindergarten centers and markets, encouraging families of young children to invest in hygienic sanitation.

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 beauty services to other women in their community are well-positioned to advocate with their customers to invest in hygienic sanitation. According to global best practices, 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 – the TOT community champion model puts rural women at the center of rural hygienic sanitation progress in Vietnam.^{ix}



SINCE 2005, PARTNERS THAT HAVE SUPPORTED PSI VIETNAM SANITATION INITIATIVES INCLUDE:



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.