

PROBLEM: UNSAFE WATER, POOR HYGIENE, AND LIMITED SANITATION IN RURAL COMMUNITIES



Ms. Mai, a construction shop owner in Cho Gao district of Tien Giang province, talks with customers about the benefits of ROTO tanks (pictured in front of Ms. Mai's desk) using PSI-designed promotional materials. PSI's 'TOT' ('good') toilet product shows are designed to draw customer attention to the advantages of hygienic toilets, and to grow the toilet segment of rural construction shop businesses.

Despite Vietnam's recent macro-economic gains, water, sanitation, and hygiene (WASH)-related diseases continue to limit improvements in health and socio-economic development, particularly among underserved rural communities. Diarrheal disease is the seventh highest contributor to Vietnam's national communicable disease burden, translating to over 107,000 healthy years of life lost annually.^{i,ii}

Limited sanitation services, unsafe drinking water, and poor hygiene practices are leading causes of pneumonia and diarrhea, which account for nearly one-third of deaths among children under five years old in Vietnam.^{iii,iv} This burden is highest among rural and ethnic minority communities—especially the 17 million rural people in Vietnam who live on less than VND 400,000 (USD 19) every month.^v WASH behaviors are inter-related with poor maternal and child nutrition.

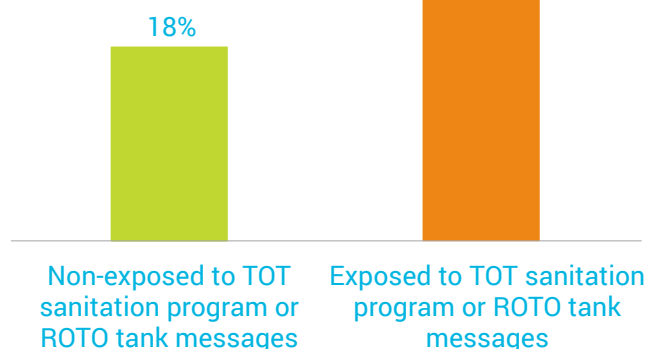
In Vietnam approximately one out of every three children under age five are stunted.^{vi,vii} Nutritional status is lowest among rural and ethnic minority communities where WASH behaviors are also low.^{viii} For example, in Dak Nong province, 42% of households live without a hygienic latrine and one in five children under five years old is underweight.^{ix,x}

WATER, SANITATION, AND HYGIENE (WASH) RESULTS

Following a landscape analysis in 2016, PSI launched a market based sanitation initiative in rural areas of the Mekong Delta and Central Highlands. After one year of implementation, PSI has shown the following results:

- **Significantly increased rural commercial sales** for ROTO —Vietnamese commercial manufacturer— of the Ministry of Health (MOH) endorsed, flood-proof plastic septic tanks, through the establishment of 33 rural sanitation retailers stocking ROTO tanks in 10 rural districts of Tien Giang.
- **Sold 880 ROTO septic tanks** to rural customers in Tien Giang, of which an estimated 78% were used to install hygienic latrines.
- **Motivated 97 rural families** in Dak Nong province to install a hygienic and gender-appropriate pour flush or septic tank latrine.
- **Trained & incentivized 397 rural masons** in Tien Giang and Dak Nong provinces to grow the toilet-installation segment of their businesses, in compliance with quality and gender guidelines.
- **Designed and placed evidence-based behavior change communication campaigns** to promote investment in sanitation as way to protect the privacy and dignity of women, create a home a family can be proud to share with visitors, and ensure the legacy of grandparents as benevolent providers.

% OF SURVEYED HOUSEHOLDS THAT BUILT A HYGIENIC LATRINE IN THE LAST YEAR *

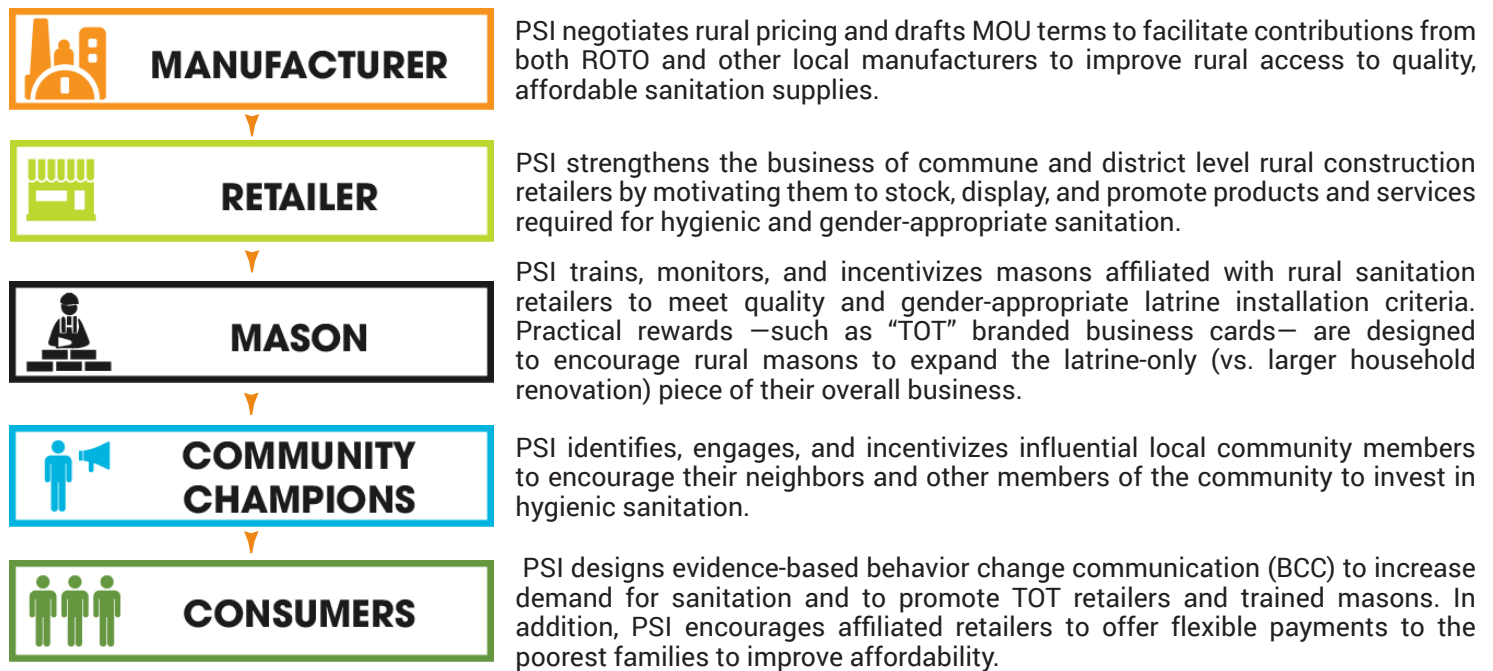


* from the time the survey was conducted in December 2016

KEY BEHAVIORAL RESULT

Households exposed to PSI sanitation campaign messages are **2.8 times more likely** to have built a hygienic latrine in the last year, compared to those not exposed.^{xi}

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



A NEW APPROACH TO SANITATION MARKETING: TOILET SALES SEMINARS AND ROTO PRODUCT SHOWS

PSI integrates commercial sales techniques into rural sanitation programming to engage more effectively with consumers and optimize program results. ROTO product shows are organized at rural construction shops to draw consumer attention to the benefits of the ROTO tank. Typical rural consumer purchase pathways include rural families visiting these shops to select tile, paint, and other ‘superstructure’ materials, which are viewed as critical to any home improvement project. PSI uses simple, low-cost techniques—specifically standees, balloons, limited time discounts, and onsite sales support—to ensure customers investing in home renovations also invest in hygienic sanitation.

Recognizing that the poorest families are the most likely to need improved sanitation but less likely to visit construction shops (as larger home improvement projects are often not a priority for families with less resources)—PSI organizes TOT sales seminars in the poorest districts and communes. TOT sales seminars are organized as highly interactive events which serve a dual purpose. First, these seminars enable PSI to engage directly with the poorest households to discuss the benefits of improved sanitation. Second, the TOT sales seminars serve as a channel for the provision of a targeted, ‘smart subsidy’—as participants are able to purchase a ROTO tank for a special, discounted price available only on the day of the seminar. TOT seminars are organized in partnership with the Departments of Health in each province to ensure that the neediest families are invited. Every TOT sales seminar, a representative from ROTO brings a sample tank and participates in question and answer sessions. In addition, locally-trained masons and one affiliated rural retailer attend to facilitate onsite sales and service delivery agreements.

ROTO product shows and TOT sales seminars have generated increased rural consumer investment in hygienic sanitation—both immediately and during a more extended, three to six-month decision-making period afterwards.

Results achieved through these channels to date include

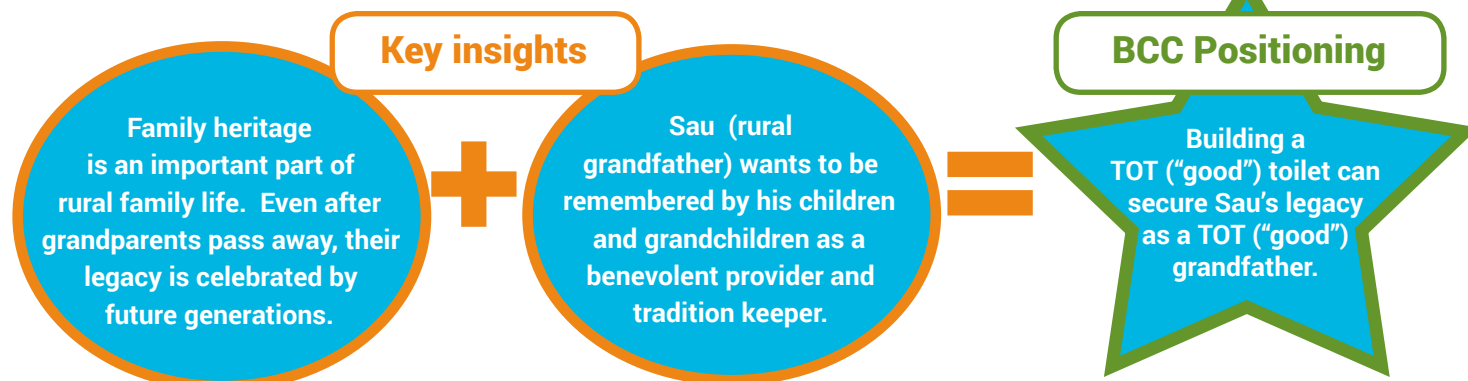
- ★ 1,986 rural household members reached with face-to-face engagement designed to increase demand for hygienic latrines
- ★ 48 families committed to installing a hygienic latrine during the first 11 TOT sales seminars and 29 families committed during the first five product shows.
- ★ Interviews with ROTO customers indicate that exposure to TOT seminars influences sanitation investment decisions for several months after a family attends a seminar.



TOT sales seminars provide a forum for participatory engagement with rural communities to discuss gender-based norms which may affect family sanitation decisions and practices. Pictured above, PSI’s Sanitation Field Officer talks with a young woman about the privacy, safety, and menstrual hygiene benefits of a hygienic toilet for women and girls.

APPLYING MARKET INSIGHTS TO DESIGN SANITATION BEHAVIOR CHANGE COMMUNICATION

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 insights regarding barriers and opportunities to motivate healthier behaviors. Insights are then used to design effective social marketing interventions to address both supply- and demand-side barriers to behavior change. For example, monitoring field visits in the Mekong Delta region identified many families without hygienic sanitation with grandparents raising grandchildren while the parents work in other provinces. Interviews with grandparents revealed a unique set of motivating— and limiting— factors affecting their sanitation behaviors. Based on these market insights, PSI developed a campaign targeting rural grandparents to promote investment in improved sanitation as a way to protect their legacy. The billboard shown above builds on the powerful family traditions associated with the “Tet” lunar new year celebrations in Vietnam.



USING MULTIPLE, TARGETED BCC CHANNELS TO MOTIVATE IMPROVED SANITATION BEHAVIORS



PSI'S INNOVATIVE APPROACH TO IMPROVING SANITATION FINANCING: MOTIVATING RURAL RETAILERS TO ACCEPT FLEXIBLE PAYMENTS FROM THE POOREST RURAL FAMILIES

Hygienic sanitation is a major investment for most rural households, as the cost of a pour flush or septic tank latrine is roughly equivalent to at least 1.5 times their average monthly household income.^{xii} For rural families relying on seasonal income, the up-front cost of sanitation is a key barrier. More than one-third of families reporting investing in a hygienic latrine in the last three years used a loan from the Vietnam Bank of Social Policy (VBSP), friends/relatives, or other sources.^{xiii} Rural households without a hygienic latrine are more likely to agree with the statement “VBSP loans for sanitation are not accessible.”^{xiv}

In this context, PSI designed a pilot to motivate rural sanitation retailers to offer flexible payments to the poorest households investing in hygienic sanitation. Through this pilot, PSI is encouraging select rural retailers to provide customers with the option to pay for a ROTO tank in multiple, smaller installments over a 9 to 12-month period. PSI incentivizes these retailers to provide this service by offering TOT-branded point-of-sales marketing (POSM) material designed to help grow their businesses and motivate rural families to invest in hygienic latrines, in addition to placing nearby wall paintings advertising their services. Additionally, PSI connects TOT retailers directly to customers through TOT sales seminars and product shows.



48 year old Ms. Ut and her husband Duong with their grand-daughter, standing in front of the pit they dug for the toilet they were able to afford as a result of flexible financing offered by their neighborhood construction shop. Ms. Ut and Mr. Duong heard about the benefits of a ROTO tank from their neighbors—who attended a TOT sales seminar—but were only able to build a hygienic latrine after learning about flexible payments offered through PSI's rural sanitation market-strengthening initiative.

PSI connects TOT retailers directly to customers through TOT

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



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