

# WATERAID

## SANITATION & HYGIENE PSA CAMPAIGN

### CLIENT

#### BACKGROUND

WaterAid transforms lives by improving access to safe water, hygiene and sanitation in the world's poorest communities. They work with partners and influence decision-makers to maximize their impact."

*"WaterAid enables the world's poorest people to gain access to safe water and sanitation. Together with improved hygiene, these basic human rights underpin health, education and livelihoods, forming the first essential step in overcoming poverty. We work with local partners, who understand local issues, and provide them with the skills and support to help communities set up and manage practical and sustainable projects that meet their real needs. We also work locally and internationally to change policy and practice and ensure water, hygiene and sanitation's vital role in reducing poverty is recognized."*

#### MISSION.

The mission of this PSA campaign is to raise awareness that one in three people in the world are without access to adequate toilet and sanitation. They want to promote this awareness and make it go hand in hand with World Toilet Day that will take place on November 19, 2014.

#### BASIC BRANDING POSITIONING. (BUILD A UNIQUE PRESENCE FROM ITS COMPETITORS)

Their work is driven by their values of being inclusive, inspiring, courageous, always learning, accountable and collaborative. They are also unique in that they try to address safe water, hygiene, and sanitation altogether, and pay a strong attention to how it affects women and also train local people to maintain their new water and sanitation facilities so they can keep them working long into the future. Their partners' understanding of local culture, languages and institutions ensures that together we can cost-effectively develop programs that meet the real needs of vulnerable communities.

### PROJECT OVERVIEW

#### WHAT IS THE PROBLEM?

One in three (or 40% another resource states) lives without an adequate toilet. Only 63% of the world's population has access to improved sanitation. 2.5 billion people lack access to improved sanitation; 1.1 billion still practice open defecation.

#### WHY?

Improved sanitation has proven impacts on health, quality of life and poverty reduction. However progress in increasing sanitation coverage has been slow for a number of reasons:

- Lack of political will and institutional responsibility.
- Improving sanitation is difficult and requires people to change their behavior.
- The health benefits are not immediately seen or always understood.
- The poorest and most marginalized people are often unable to invest in improving sanitation.

## WHAT IS THE RESULT OF THE PROBLEM?

- Germs in human waste spread diarrheal diseases that claim the lives of 2,000 young children every day. Many rural households lack basic sanitation facilities and awareness of good hygiene practices is limited. There is often no toilet or any soap for hand washing at home or in school. Children are more likely than adults to touch unclean surfaces and particularly vulnerable to unhealthy environments. Poor sanitation and hygiene leads to the transmission of numerous water-borne diseases including Diarrhoea, Dysentery, Typhoid, Cholera, and Hepatitis A.
- Women and girls are particularly affected, being exposed to shame, disease, harassment or attacks that could be prevented by having basic sanitation available. Women and girls living without access to a toilet spend 97 billion hours each year looking for a place to go to the bathroom.
- Schools cannot provide clean, safe toilets, girls' attendance drops.
- 443 million school days are lost each year due to water-related illness.
- Surveys from 45 developing countries show that women and children bear the primary responsibility for water collection in the majority of households. This is time not spent working at an income-generating job, caring for family members, or attending school.
- Girls are ashamed to discuss or talk about menstruation. They are also culturally shunned from being around the community/men.

*“Women also struggle most from the lack of adequate sanitation, the often unspoken part of the water and sanitation crisis. The sanitation crisis for women can be summed up in one word: ‘dignity.’ Around the world, fewer than one person in three has access to a toilet. In many countries, it is not acceptable for a woman to relieve herself during the day. They wait hours for nightfall, just to have privacy. This impacts health and puts their safety at risk. About half of all girls worldwide attend schools without toilets. The lack of privacy causes many girls to drop out when they reach puberty.” -water.org*

## WHAT BIG PICTURE (SOCIAL) NEEDS SHOULD BE ADDRESSED?

*“Targets set for maternal and child health, primary education, gender equality and economic growth are all in some way dependent on people gaining access to the most basic of human needs: safe water, improved hygiene and sanitation.”*

- Providing access to sanitary toilets for women and girls to keep their dignity and to feel less ashamed
- Allowing access to menstruation material and toilets for girls so they don't miss school
- Improving children's life expectancy
- Changing social and cultural perceptions of menstruation as being tainted and corrupt

## EDUCATION

- Increased girls' school attendance, level of education and literacy rates, as they no longer need to miss school to secure water for their families and have adequate and separate sanitation facilities.

## HEALTH

- Improved health for women and girls who no longer have to delay defecation and urination.
- Reduced child and maternal mortality as a result of access to safe water, sanitation facilities and improved hygiene during child birth.
- 
- Increased dignity and reduced psychological stress for girls and women particularly when symptoms associated with menstruation, pregnancy and childbirth can be managed discreetly.
- Reduced risk of rape, sexual assault, and increased safety as women and girls do not have to go to remote and dangerous places to defecate or to fetch water during the night.

## SOCIOECONOMIC OPPORTUNITY

- Increased recognition of women as having skills and knowledge outside the scope of their

traditional roles.

- Strengthened voice for women in their families and communities to negotiate their own needs.
- New opportunities for women's employment as well as greater autonomy and independence.

## CATEGORY REVIEW

### WHAT OTHER ORGANIZATIONS ARE WORKING WITH SIMILAR ISSUES? HOW EFFECTIVE IS THEIR WORK?

#### **WORLD TOILET ORGANIZATION (WTO)-**

They focus on the overall movement towards toilet sanitation in developing countries. They are active at hygiene and sanitation conventions/events, particularly the founder, Jack Sim.

They participated recently with: Singapore WASH (Water, Sanitation and Hygiene) Conference 2013, German Centre (Singapore), Jack Sim founded World Toilet College (WTC) in 2005, and World Toilet Summit.

#### **WORLD TOILET COLLEGE (WTO)-**

The ultimate goal of WTC's programmes is to ensure the dignity of sanitation workers and elevate the otherwise poor image (and consequent low pay) reserved to this employment category in many places around the world.

We do this by training and providing toilet caretakers with professional skills in both cleaning and performance of small repairs, thereby boosting their self-confidence by providing them with the opportunity to master a profession while at the same time enhancing their productivity.

#### **SANISHOP (WTO)-**

SaniShop's social franchise model has a participatory approach, not just focusing on rural households as customers, but also engaging and empowering them as part of the solution. The SaniShop ecosystem revolves around a business model where local sales entrepreneurs trigger demand in their community through sales and awareness events, working alongside local influencers.

Toilets are then built and supplied by local masons who have undergone SaniShop production training. SaniShop's low-cost and high-quality toilet products are made with locally available materials and local masons who have the knowledge on maintenance and repairs.

This simple market-based model is easily adaptable, replicable, scalable, and localised to suit the needs of the community. The model is also driven by the spirit of entrepreneurship – focusing on the last-mile entrepreneur – who has the drive, energy, motivation, local connections and understanding to change perceptions and behaviours around sanitation, facilitating demand creation.

**WATER.ORG** - they focus on overall clean water and sanitation for developing countries. Their website has the most clear-cut educational information about both issues, and they also address women's issues.

#### **WATER SUPPLY & SANITATION COLLABORATIVE COUNCIL (WSSCC) -**

#### **CREATING SANITATION MARKETS (CSM) -**

The Creating Sanitation Markets (CSM) initiative is a partnership led by the World Bank Water and Sanitation Programme. In 2007, the CSM set out to increase access to household sanitation in Peru, using a market-based system for sanitation at the bottom of the pyramid and encouraging sustainable development through private enterprise. The model relies on public-private partnerships at local to national levels. After 24 months, the results of the initiative were clear. Household investment reached \$1.2 million with the private sector contributing about \$570,000 for training, promotion, and lending. Across the four pilot areas, households without access to sanitation decreased from 32 per cent in 2007 to 21 per cent in 2010 and approximately 9,000 households invested in new or improved sanitation facilities.<sup>54</sup>

**UNILEVER & DOMESTOS** - The opportunity for businesses in improving sanitation -

(<http://www.domestos.co.uk/article/category/835596/our-mission>)

Unilever Domestos works with a number of public organisations to form partnerships. One example is the partnership with UNICEF on the CATS (Community Approaches to Total Sanitation) programme which helps promote behaviour change through mass media and messaging in schools and health centres. Through the support provided during the first year of our partnership, an estimated 600,000 people are living in open defecation free communities in The Gambia, Ghana, Nicaragua, Nigeria, Pakistan, Philippines, South Sudan, Sudan and Vietnam. Other Domestos partnership activities employ different solutions for different localised needs. Domestos Toilet Academies take a business led approach to improving sanitation by training local people in Vietnam in sanitation marketing while the Clean Team rents households a portable toilet at a low-cost, suiting the needs of urban consumers in Ghana

**UNICEF** (<http://www.unicef.org/toilets4all/>) - a little online game + facts, not too much stuff.

**SANITATION HACKATHON**, sponsored by Bill & Melinda Gates Foundation & World Bank Group. The Top 10 Finalists apps, in alphabetical order, are below.

- Empowering Girls monitors girls' school attendance to track appropriate sanitation facilities.
- LION Sync provides decision-makers with access to real-time data online and offline.
- LooRewards promotes sanitary behavior by rewarding safe sanitation practices.
- School monitors the status of water and sanitation infrastructure in schools.
- Sewage crowdsources the identification of open defecation sites and sewage outflows.
- San-Trac reminds users about hygienic practices and gathers real-time data for trend analysis.
- Sanitation Investment Tracker tracks investment and expenditure in sanitation at the household level.
- SunClean teaches sanitary and hygienic behavior through games for children.
- Taarifa enables citizen reporting and tracks decision-makers' feedback.
- Toilight finds toilets in a smart and easy way.

**SANITATION DRIVE 2015** - not very much.

**WORLD VISION** (<http://wvcampaign.org/water-sanitation-and-hygiene>)

## HOW IS YOUR CLIENT DIFFERENT, WHAT IS THEIR UNIQUE PROPOSITION?

They are different in that they put large emphasis on women's rights and helping them regain their dignity. They have a large section about women on their website, and they also provide education to teach girls about menstruation and how to prepare and manage it.

**Campaigns that WaterAid has done:**

### **DIG BIG - WATERAID.UK**

Using Instagram, Facebook, blogging, and Twitter. (See images at end of this brief).

What worked: It became a great success raising more than the goal they set. It helped connect donors with the projects they were supporting using social media. A lot of this success is attributed to the campaign being supported by the UK government.

### **WHO GIVES A CRAP: THE 'SIT DOWN'**

Simon Griffiths who sat down for what he believes in. He sat on a loo for over 50 hours until he had raised his target of \$50,000. Who Gives a Crap is a social enterprise that aims to give 50 per cent of profits to WaterAid and to take their product to the next stage they needed to raise money from the public.

What worked: It added humor to the issue and did it in a very unique way. It utilized the kickstarter type of campaign to raise money not only for the toilet paper Who Gives a Crap, but half the proceeds will go to WaterAid. (See images at end of this brief).

### **INDIA'S POO IN THE LOO**

A commercial with techno music and an anthropomorphic poop character singing about not pooping outside. It works in that it spread virally because of how hilariously ridiculous it is.

## WHAT OTHER CAMPAIGNS ARE OUT THERE THAT ALSO ADDRESS THESE ISSUES? WHAT WORKS (OR NOT) ABOUT THESE CAMPAIGNS.

**UNITED NATIONS SANITATION FOR ALL** - Create coordinated action toward clean water and sanitation improvement (they support implementations, not help fund).

**UNITED NATIONS OPEN DEFECTION** - Updated site. "Donate your time." + Share it on social media. (<http://opendefecation.org/>). Simple "raise awareness" website.

**UNITED NATIONS WE CAN'T WAIT** - Women Focus (PDF) -

Several ideas about what we can do to resolve the sanitation issue. Their report talks about:

- Global challenge of women and children
- Menstrual Hygiene Issues
- Water, Sanitation and Hygiene Education

**UNICEF TAP PROJECT** (<http://tap.unicefusa.org/>):

"Go without your phone to help give clean water to children in need."

What works:

- Beautiful website with the campaign + mobile app where you measure how long you can go without touching your phone. They had big businesses donate money to the cause based on how many minutes were calculated by the app
- Celebrities sold tap water from their home for \$5 online

**CHARITY:WATER** (<http://www.charitywater.org/>):

A non-profit that focuses on projects to build clean water stations. Not sanitation focused completely, but their approach is amazing.

What works:

Responsive and modern website/landing page with strong visuals (great cinematography + photos)  
Attract the younger audience with their merchandise (hipster merchandise like wooden iPhone case or cool t-shirt, or cool water filter product)

They started out selling bottles of water for \$20

**MATT DAMON** ([water.org](http://water.org)):

"Strike With Me" campaign, actor Matt Damon poses with a toilet seat to raise awareness of the 2.5 billion people who lack access to safe water and sanitation. Damon founded Water.org with Gary White by merging his earlier H2O Africa project with White's WaterPartners International in July 2009.

What doesn't work: It's not visually captivating. It's just Matt Damon representing the organization with a toilet around his neck.

What works: Famous people create attention

## TARGET AUDIENCE

### WHO IS AFFECTED BY THE ISSUE? HOW ARE EACH OF THESE TARGET AUDIENCES AFFECTED BY THE ISSUE?

**THE CITIZENS** who still openly defecate do not necessarily understand the health benefits of using

proper toilets and sanitation because they are not immediate. Improving sanitation on their end requires people to want to change their behavior or know how to change it. Educational PSA is one outlet to move forward in (e.g. facts on washing hands, how sanitation can reduce infant deaths, how sanitation and water is a human right, how it can improve one's life).

**LOCAL GOVERNMENTS** of the communities that have sanitation issues

Country Examples:

Africa: East Africa (Ethiopia, Kenya, Rwanda, Tanzania, Uganda), Southern Africa (Lesotho, Madagascar, Malawi, Mozambique, South Africa, Swaziland, Zambia), West Africa (Bukina Faso, Ghana, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone)

Asia & Pacific: Bangladesh, Cambodia, India, Pakistan, Nepal, Pakistan, Papua New Guinea, Timor-Leste

Americas: Nicaragua

Governments must participate in supporting sanitation policies. If they do not have the funding, they must work with non-profits to help implement them through their funds. Without their participation, progress cannot happen.

**BUSINESSES** that are concerned with finding solutions for a better public image

Examples:

Domestos (Unilever)

TOTO

Business participation can increase support for the cause. The greater the support the greater the resources. Businesses can participate in Toilet Day campaigns to improve their own image as a company.

**INTERNATIONAL COMMUNITY** is made up of citizens living in the developed world who can contribute to the Toilet Day campaign through monetary support and public awareness. Without their support there wouldn't have been as many projects completed today. The greater attention the issue has with the masses via social media, the more it will spread to their respective countries. Countries that are contributing to the cause now: Australia, US, Canada, Sweden, UK, Japan, Singapore

## WHO WILL BE THE FOCUSED AUDIENCES FOR THIS PARTICULAR PSA CAMPAIGN?

**WOMEN AND GIRLS IN THE U.S. AGES 20-45** In order to reach out to this audience, the campaign will focus on the women issues that relate to lack of toilet and sanitation. These issues encompass larger issues such as women's dignity, privacy, education, and safety.

## STRATEGY

Women need safety. Women need freedom. Women need privacy.

## PLAN

The campaign will approach women using the communication method of Identification. We want women to identify with the embarrassment of dealing with periods, and to sympathize with the value of education, confidence, and dignity of women and girls. The end goal is to get women to donate or contribute to raising awareness by participating in the postcard submission.

## BY OCTOBER 27:

Deliverable: Complete poster idea.

Task during the week: Paint the red watercolor dot(s) that will be used for the postcards.

## BY NOVEMBER 3:

Deliverable: A mockup of the postcard, sketches for the landing page.

Task during the week: Get feedback on the landing page. Order prints for the postcards and have classmates write their secrets. Collect the assets to build the landing page.

**BY NOVEMBER 10:**

Deliverable: **Get Feedback.** A folder of assets for the landing page + revised sketch. Postcards almost filled out. A draft of the landing page.

Task: Start sketching or brainstorming what the handout will be for passerbys to take home.

**BY NOVEMBER 17:**

Deliverable: **Get Feedback.** A first draft of the handout. Website finished (except for the post card section)

Task: Scan final post cards to place onto the website. Brainstorm and start building the 3D ambient installation that will attract views.

**BY NOVEMBER 24:**

Deliverable: **Get Feedback.** A final draft of the handout. A draft of the ambient installation.

Task: Shoot pics for the 3D installation. Make it real? Or Photoshop?

**BY DECEMBER 1:**

Deliverable: Finalize ambient installation. Take a pic?

Task: Prep for final presentation.

**BY DECEMBER 8:** Final Presentation. Prepare the landing page + Postcard examples on a board + 3D visual of ambient + A sticker/handout with the web address to go home with + Poster

**WHO WILL BE REVIEWING THE WORK?**

Female classmates who are able to give input as to whether it would encourage them to donate or contribute to raising awareness by participating in the postcard submission.

## RESOURCES:

Sanitation Drive to 2015 Planners' Guide (PDF)

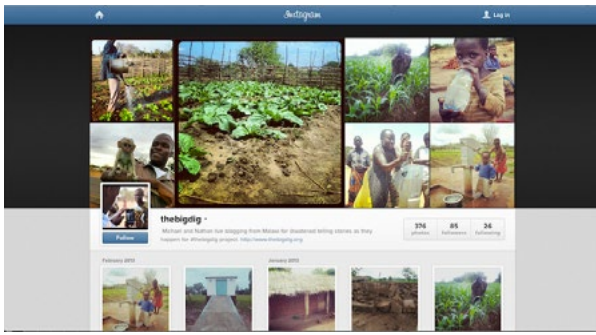
We Can't Wait (PDF)

Improving Sanitation is Achievable Face Sheet (PDF)

World Vision's Campaign for Every Child (PDF)



## DIG BIG



Using a blend of social media, Dig Big became very successful by connecting donors closely with the projects they were funding. Constant updates were made via Instagram, Twitter, Facebook, and blog. There were live streams and images of wells being drilled in Africa. The amount that was raised the UK government donated twice that amount.

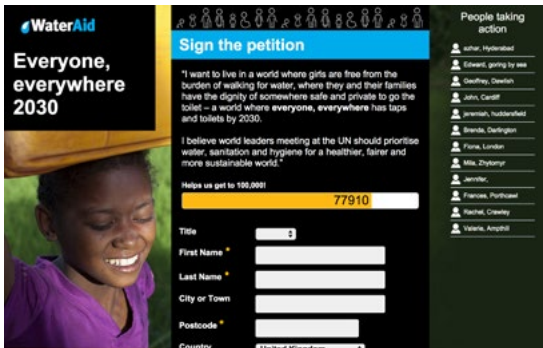


## WHO GIVES A CRAP



An Australian kickstarter campaign that supported WaterAid by donating half of its kickstarter money to the toilet cause. The Australian business wanted to start a pop up shop to sell their eco-friendly toilet paper called Who Gives A Crap. They raised the money by sharing a live stream of the toilet paper founder sitting on a toilet for 50 hours until the money was collected. Because it was so successful, they made another kickstarter campaign.

## SIGNING A PETITION



A passive online petition that also came with UK government support in the news I believe. "Everyone, Everywhere by 2030." It was to get the subject of sanitation into an international conference March 2013.

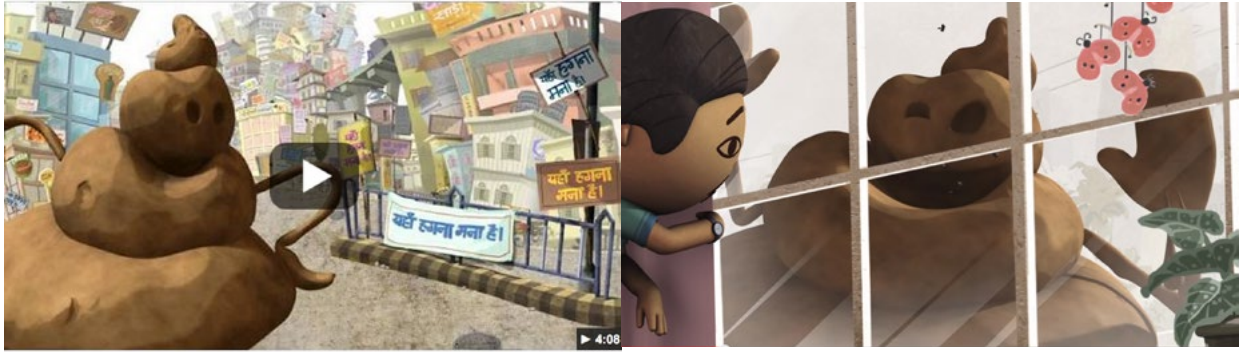
## MATT DAMON



Matt Damon makes a video of a fake conference where he vows that he won't use the toilet until the issue of sanitation is solved. The vow seemed very unrealistic, and thus not that effective.



## POO IN THE LOO TOILET VIDEO FOR INDIA



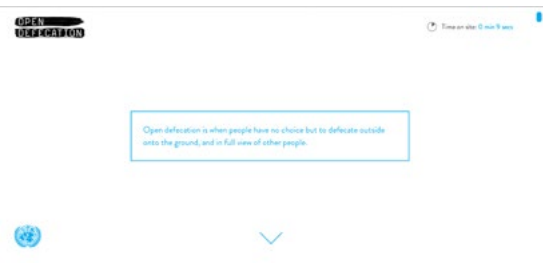
The catchy techno song seems to have been very effective for the younger audience in India.

## TAP PROJECT



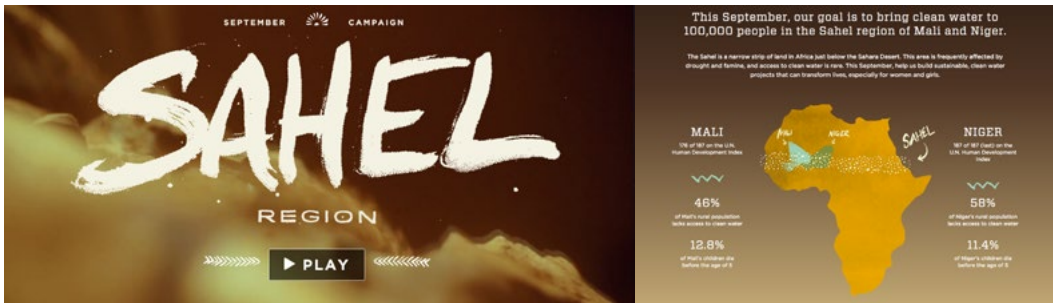
Not about toilets, but uses an app idea to get people to see what it's like to not have ones phone at hand to compare what it's to lack fresh water.

## DONATE YOUR TIME



A scrolling landing page that gives facts about water and toilet sanitation, while recording the time it took to scroll to the bottom. It's more about dedicating one's time to read about the cause.

## CHARITY:WATER



A passive campaign with a very attractive landing page. They have a beautiful video about the Sahel region as well as infographics.