



THE COMMUNICATION CONCLAVE ON SANITATION

INSIGHTS GAME
Priyanka Dutt, Country Director
BBC Media Action

According to the UNICEF-WHO Joint Monitoring Programme data from 2012, the open defecation rate in India is 48%, in Pakistan is 23%, in Kenya is 13%, and the Democratic Republic of Congo is 3%.

What is the rate of open defecation in Bangladesh?

3%

Countries like Bangladesh have been able to build cheap, safe, usable latrines for as little as Rs 3,000. The toilets that people in India want to build cost significantly more.

What do people in India want in their toilets that make them so much more expensive?

Septic tanks, or pits deeper than 9 feet

According to the r.i.c.e. institute's SQUAT survey 2014, what percentage of households with a working latrine has at least one member who defecates in the open?

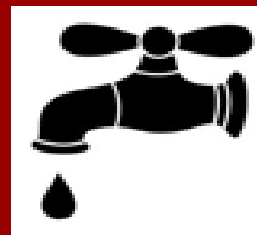
40%

According to the World Bank research on consumer preferences in Bihar, what percentage of those people who defecate in the open despite having a working household toilet is likely to be men?

90%

According to the r.i.c.e. institute's SQUAT survey 2014, what percentage of people who defecate in the open despite having access to a working toilet report doing so because they find the experience pleasurable, comfortable or convenient?

74%



Of the top eight competing priorities that men in Rajasthan have for any extra money they may have, where do toilets fit?

They don't feature in the top 8

What is one of the key motivators for toilet use among men?

Safety from snakes, insects and animals





According to the r.i.c.e. institute's SQUAT survey 2014, 51% of people who defecate in the open believe that toilet use is at least as good as what for child health?

Open defecation



We know that 67% of rural India defecates in the open. What percentage of urban India defecates in the open?

13%



In Rajasthan and Bihar, what is the number one reason women are motivated to build a latrine?
Embarrassment about being seen uncovered.
66% in Rajasthan and 56% in Bihar



According to the World Bank's research, 69% of latrine owners in Rajasthan, 63% in Bihar and 50% in Meghalaya quoted what as a main reason for building a toilet?

Improved security for women and children

W E E O L E 2015

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