

WEEWOLE 2015

THE COMMUNICATION CONCLAVE ON SANITATION

Needling

or PROVOCATION is the first
necessary condition for evoking a
response

How about I give you

Rs. 10,000

for building a small park
in front of your home





It's wholesome and healthy!!

Aaaahhh!!!



It is dirty, disgusting & claustrophobic! Who will clean it?

Ughhh!!!



This is how
e
fr It'
It's free and maintenance free

It is dirty, disgusting &
Toilet pits fill up so
Unhygienic. Requires
a
I built it to protect my wife's dignity.
It's not for men.

Rural Landscape

- Current access: 27-32% in north India
 - Among HH with functional latrines: 70% men do not use consistently
 - Overall, nearly 70% women and 90% of men are not using toilets consistently
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- Source: WSP Consumer research on rural sanitation





What?



A complete **U-turn** in their knowledge, beliefs, attitudes and norms

- What's in it for them?
- Why should they want to do it?
- What are the most potent benefits?

Communication Tasks

- Make open defecation socially unacceptable / create stigma
- Increase priority / address affordability
- Promote maintenance
- Make toilet use desirable

More and more people are now using toilets

Privacy/helps avoid embarrassment

Aspirational/modern

Socially unacceptable

Protects honor

Demeaning for you and your family

Status symbol

Risky, dangerous, unhealthy

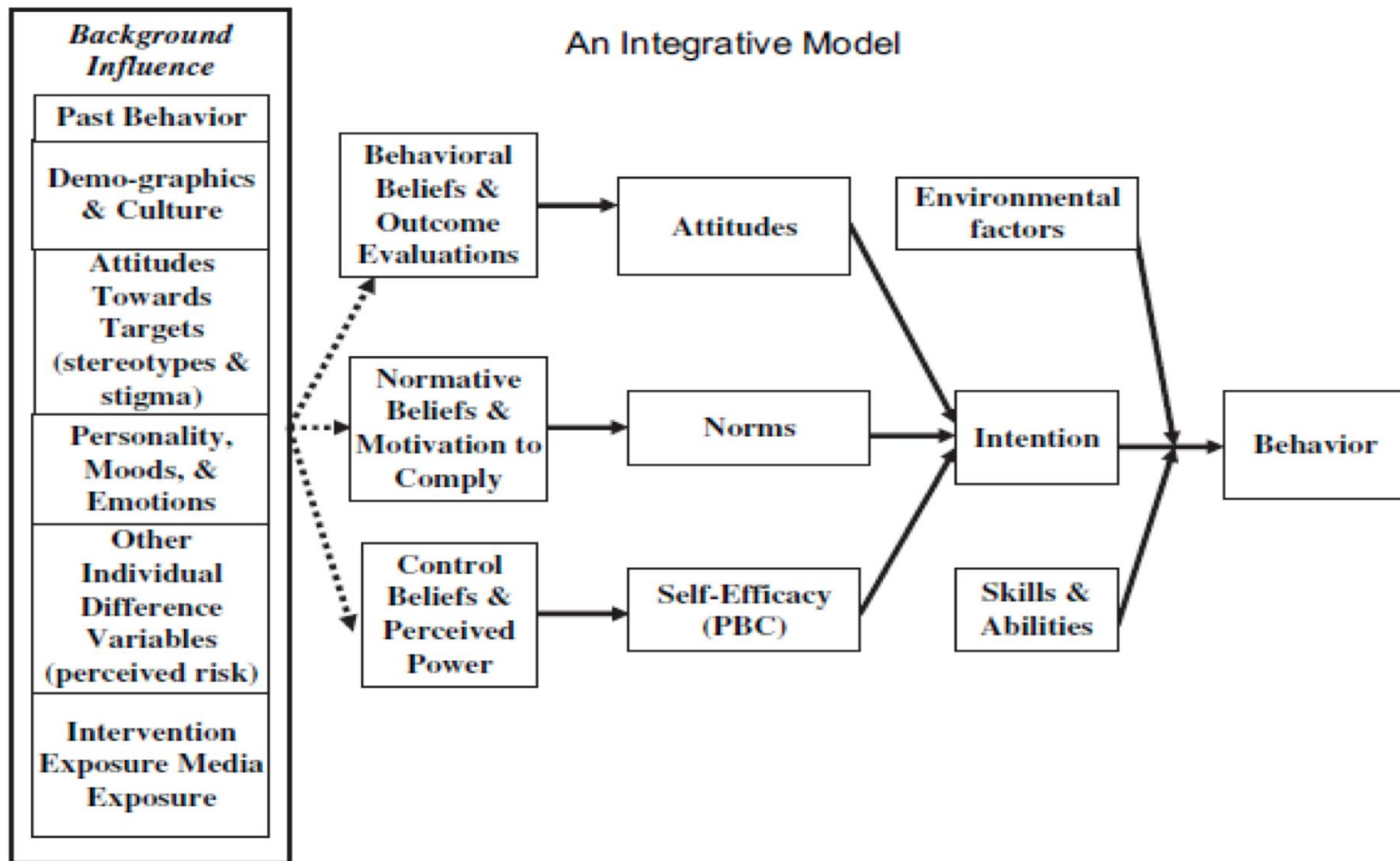
Convenient – time/season

Cannot afford to continue

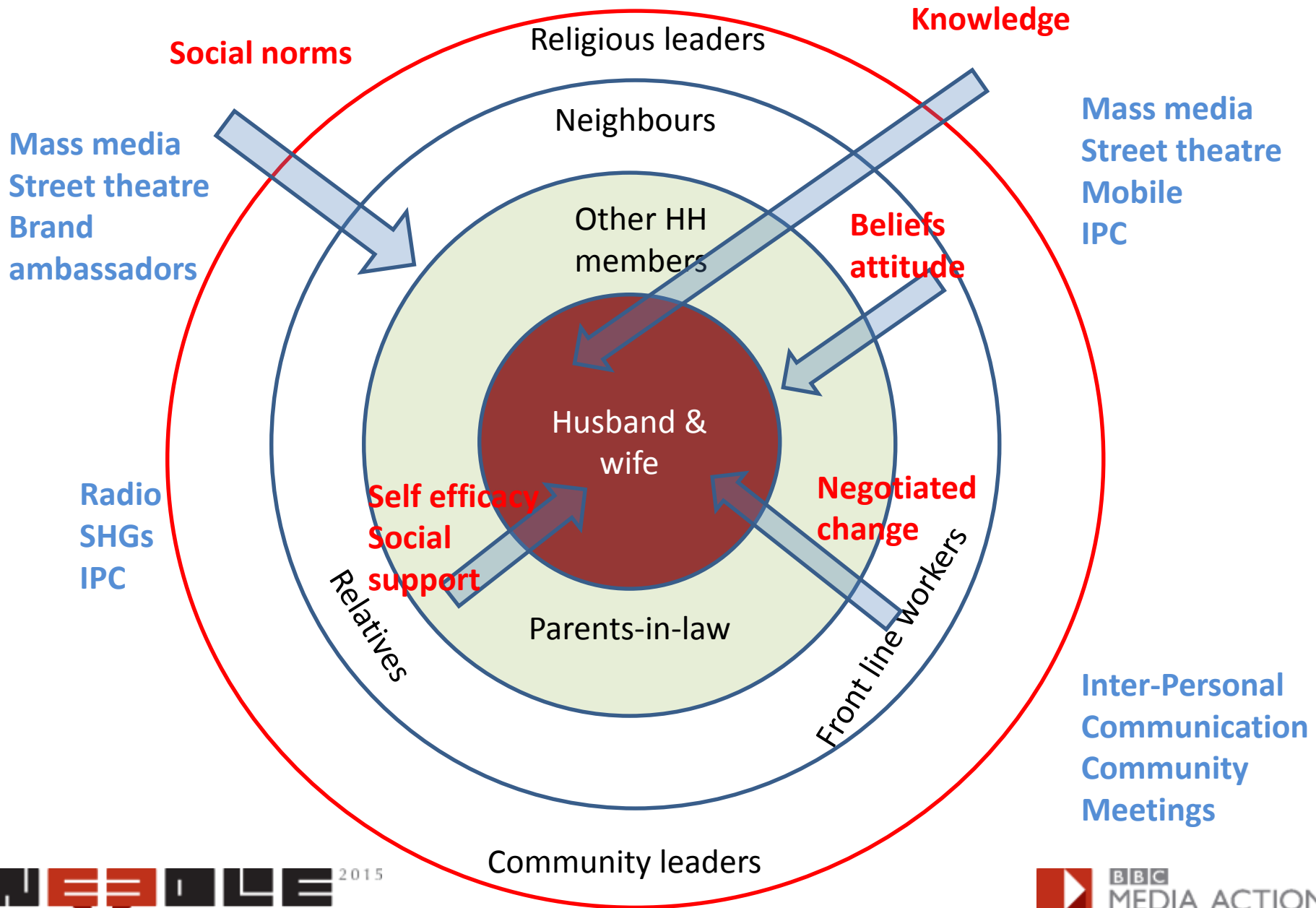
Cannot afford to not use

Affordable, Govt. subsidy





360 Degree Approach: MEDIATING AND MULTIPLYING EFFECT



So where does the
NEEDLE point:

*A National
Sanitation Brand*

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