

**Water and Sanitation Program: Toolkit**

# Introductory Guide to Sanitation Marketing

A Framework to Improve Rural  
Sanitation at Scale

# I. A Framework to Improve Rural Sanitation at Scale

## Key Points

### 1.1 The Sanitation Challenge

- ✓ Seventy percent of the 2.6 billion people worldwide who lack access to improved sanitation live in rural areas; one of every two people who lack access to improved sanitation practice open defecation
- ✓ Combining CLTS and sanitation marketing approaches have proven effective in stopping open defecation at scale and moving households up the sanitation ladder

### 1.2 What Is Sanitation Marketing?

- ✓ Sanitation marketing draws on research and approaches used in social marketing
- ✓ Social marketing relies heavily on the “Four Ps”—product, place, price, promotion

## Key Terms

For definitions of terms, see Appendix, p. 51

at scale  
behavior change communication (BCC)  
Community-Led Total Sanitation (CLTS)  
fixed-point defecation  
open defecation  
open defecation free (ODF)  
sanitation ladder

“Four Ps”  
marketing mix  
program manager  
sanitation marketing  
social marketing

# I. A Framework to Improve Rural Sanitation at Scale

## 1.1 The Sanitation Challenge

At the current pace, the Millennium Development Goal (MDG) of halving the proportion of the world's population without access to sanitation by 2015 will not be achieved. Currently, 2.7 billion people lack access to basic sanitation.<sup>1</sup> About 88 percent of diarrheal diseases are attributed to unsafe water supply and inadequate sanitation and hygiene. Some 1.8 million people die every year from these diseases, the vast majority of whom are children under five.<sup>2</sup>

WSP's *Economic Impacts of Sanitation in Southeast Asia* estimates that Cambodia, Indonesia, Vietnam, and the Philippines lose a combined US\$9 billion a year (2005 prices) because of poor sanitation.<sup>3</sup> The effects of poor sanitation on health, coupled with the impact that poor sanitation has on developing countries' economies, make sanitation a key pillar to economic and social development. Further, although urban sanitation is a priority, an estimated 70 percent of people lacking access to improved sanitation—almost 1.9 billion people—live in rural areas.<sup>4</sup> The reasons for the significant lag in rural sanitation coverage are many, but key issues and barriers include inadequate national policies, poor institutional arrangements, lack of political leadership, insufficient demand, and inadequate supply of products and services.<sup>5</sup>

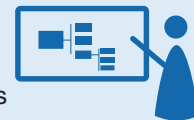
To address these challenges, WSP has been working with governments to advocate an approach that combines two concepts, *Community-Led Total Sanitation* (CLTS) and *sanitation marketing*, to stop open defecation practices and help households move up the sanitation ladder (see Figure 1). In addition, to ensure sustainability, WSP works with governments to strengthen the enabling environment through policy and institutional reforms, and build the capacity of local governments and other stakeholders.

CLTS grew out of work conducted initially in Bangladesh, and later in India and Indonesia. It has now been applied in some form in many countries throughout Asia and Africa. CLTS aims to move a community from defecating in the open to fixed-point defecation.<sup>6</sup> Through a process of social awakening that is stimulated by facilitators from within or

### See Online

#### What Is Sanitation Marketing?

[www.wsp.org/sanmarketingtoolkit/whatis](http://www.wsp.org/sanmarketingtoolkit/whatis)



outside the community, CLTS focuses on igniting a community's desire to change sanitation *behaviors* rather than constructing toilets. Because CLTS is community focused, it concentrates on changing community norms to influence individual behaviors. It evokes the collective benefits from stopping open defecation to encourage a more cooperative approach whereby community members decide together to contribute to creating a clean and hygienic environment. It should be noted that CLTS and sanitation marketing draw on approaches developed in other sectors, particularly health, to encourage and sustain behavior change. These techniques include *behavior change communication* (BCC) and *social marketing* (discussed in the following section).

Based on formative research, BCC aims to stimulate the adoption of a particular behavior by a target group. Beginning in the 1950s, BCC has been applied in the public health sector on a range of topics, including vaccination, diet, exercise, HIV/AIDS, and family planning. While CLTS focuses on changing community practices, BCC focuses on changing individual or household behavior. Within a sanitation context, BCC can be used to sustain and supplement CLTS in motivating individuals to become open defecation free (ODF) and sustain the behavior over time.

## 1.2 What Is Sanitation Marketing?

It is fair to say that there is, as yet, no broad consensus on what sanitation marketing is. Some practitioners define sanitation marketing as strengthening supply by building capacity of the local private sector; others discuss it in terms of “selling sanitation” by using commercial marketing techniques to motivate households to build toilets. Building consensus and learning how to apply sanitation marketing at scale requires ongoing dialogue and efforts.

<sup>1</sup> Joint Monitoring Program (JMP)—Progress on Sanitation and Drinking Water, 2010 Update, World Bank, 2008; [www.wsp.org/wsp/sites/wsp.org/files/publications/Sanitation\\_Impact\\_Synthesis\\_2.pdf](http://www.wsp.org/wsp/sites/wsp.org/files/publications/Sanitation_Impact_Synthesis_2.pdf)

<sup>2</sup> World Health Organization, Water Sanitation and Health (WSH), “Burden of Disease and Cost-Effectiveness Estimates”; [www.who.int/water\\_sanitation\\_health/diseases/burden/en/index.html](http://www.who.int/water_sanitation_health/diseases/burden/en/index.html)

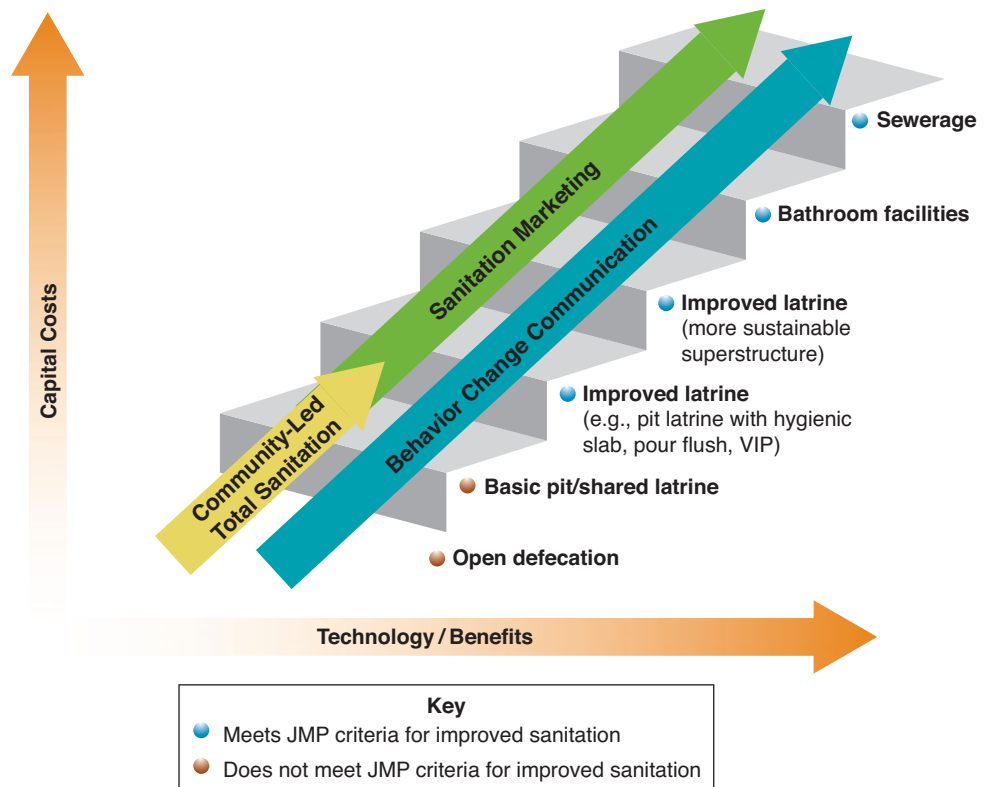
<sup>3</sup> *Economic Impacts of Sanitation in Southeast Asia*. WSP Research Report, World Bank. Feb. 2008; [www.wsp.org/wsp/sites/wsp.org/files/publications/Sanitation\\_Impact\\_Synthesis\\_2.pdf](http://www.wsp.org/wsp/sites/wsp.org/files/publications/Sanitation_Impact_Synthesis_2.pdf)

<sup>4</sup> Ibid

<sup>5</sup> United Nations Development Programme (UNDP), 2006, *Human Development Report 2006. Beyond Scarcity: Power, Poverty and The Global Water Crisis*, New York: UNDP

<sup>6</sup> For more information on CLTS see [www.communityledtotalsanitation.org](http://www.communityledtotalsanitation.org)

**FIGURE 1: A CONCEPTUAL MODEL FOR CHANGING SANITATION BEHAVIORS AND MOVING UP THE SANITATION LADDER**



To better understand sanitation marketing, it is useful to first understand *social marketing*.

**Keep in Mind**

Sanitation marketing is about more than just training masons. It involves a more comprehensive demand and supply strengthening strategy drawing on social and commercial marketing and behavior change communication approaches.

Social marketing is a process for creating, communicating, and delivering benefits that a target population desires in exchange for adopting a behavior that profits society.<sup>7</sup> It gained recognition as a professional discipline in the 1970s, when marketing practitioners began to apply commercial marketing techniques to change behaviors to improve health and protect the environment.<sup>8</sup> Over the past four decades, the field of social marketing has made significant strides and is now widely acknowledged and applied. In any social marketing intervention, a specific behavior is targeted for modification or adoption for the benefit of society as a whole. To improve rural sanitation, individuals and the community as a whole must stop the practice of open defecation, acquire and use a hygienic sanitation facility, properly maintain sanitation facilities, and properly dispose of children’s excreta.<sup>9</sup>

A complementary hygiene behavior is handwashing with soap after defecating or handling feces.

<sup>7</sup> P. Kotler and N.R. Lee. *Social Marketing: Influencing Behaviors for Good*. 3rd ed. Sage Publications. 2007.

<sup>8</sup> Ibid

<sup>9</sup> For more information on SaniFOAM, see *Introducing SaniFOAM: A Framework to Analyze Sanitation Behaviors to Design Effective Sanitation Programs*, [www.wsp.org/wsp/sites/wsp.org/files/publications/GSP\\_sanifoam.pdf](http://www.wsp.org/wsp/sites/wsp.org/files/publications/GSP_sanifoam.pdf)

How the behavior is modified or adopted depends on the application of what is known as the *marketing mix*, including product, place, price, and promotion. The marketing mix is also known as the *Four Ps*. The Four Ps are at the core of any sanitation marketing initiative. Although a sanitation marketing program might not have complete control over the Four Ps, it tries to influence them.

Because social marketing initiatives aim to benefit society rather than achieve a profit, they are usually led by government agencies, NGOs, and the nonprofit sector. However, these initiatives often rely on the private sector to provide products and services to support that change in a sustainable manner, such as the production and distribution of condoms to prevent HIV/AIDS, improved cook stoves to decrease Acute Respiratory Infections (ARI), and water treatment products and devices to reduce the incidence of diarrheal episodes.

Having an understanding around social marketing is a good first step to understanding sanitation marketing—but commercial factors are critical to consider. Recognizing that supply chains, distribution centers, and small-scale sanitation entrepreneurs are necessary to ensure sustainable access to improved sanitation facilities and services, **our working definition of sanitation marketing promotes a broader idea of what sanitation marketing entails, and how to apply it at scale:**

Sanitation marketing is the application of the best social and commercial marketing practices to change behavior and to scale up the demand and supply for improved sanitation, particularly among the poor.

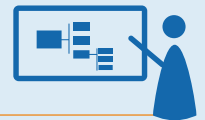
### Keep in Mind

Sanitation marketing can be applied for much more than increasing coverage of improved sanitation. It can support a wide range of behaviors including ceasing to defecate in the open, cleaning and maintaining the facilities, improving management of children's feces, and washing hands with soap after toilet use.

### See Online

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[www.wsp.org/sanmarketingtoolkit/whatis](http://www.wsp.org/sanmarketingtoolkit/whatis)



Below is a sample of available resources. Additional resources will be added on an ongoing basis.

*Introducing Sanifoam: A Framework to Analyze Sanitation Behaviors to Design Effective Sanitation Programs* (WSP)

*The Case for Sanitation Marketing* (WSP)

*Private Sector Sanitation Delivery in Vietnam* (WSP)

*Sanitation Marketing for Managers: Guidance and Tools and Program Development* (USAID/HIP)

*Marketing Sanitation in East Java* (WSP)  
*CDCynergy—Social Marketing* (Turning Point)

*Social Marketing for Nutrition and Physical Activity Web Course* (CDC)

*On Social Marketing and Social Change*

*Social Marketing Institute ListServe*

#### Additional Reading

*Social Marketing—Influencing Behaviors for Good* (2008), by Philip Kotler and Nancy R. Lee

*Hands-On Social Marketing: A Step by Step Guide to Designing Change for Good* (2010), by Nedra Kline Weinreich

*On Social Marketing and Social Change: Selected Readings 2005–2009* (2011), by R. Craig Lefebvre  
*Switch: How to Change Things When Change is Hard* (2010), by Chip Heath and Dan Heath

## By Jacqueline Devine and Craig Kullmann

Today, 2.6 billion people live without access to improved sanitation. Of these, 75 percent live in rural communities. To address this challenge, WSP is working with governments and local private sectors to build capacity and strengthen performance monitoring, policy, financing, and other components needed to develop and institutionalize large-scale, sustainable rural sanitation programs. With a focus on building a rigorous evidence base to support replication, WSP combines Community-Led Total Sanitation, behavior change communication, and sanitation marketing to generate sanitation demand and strengthen the supply of sanitation products and services, leading to improved health for people in rural areas. For more information, please visit <http://www.wsp.org/scalingupsanitation>.

This Toolkit is one in a series of knowledge products designed to showcase findings, assessments, and lessons learned through WSP's Scaling Up Rural Sanitation program. It is conceived as a work in progress to encourage the exchange of ideas about development issues. For more information please email Jacqueline Devine at [wsp@worldbank.org](mailto:wsp@worldbank.org) or visit [www.wsp.org](http://www.wsp.org).

WSP is a multi-donor partnership created in 1978 and administered by the World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services. WSP's donors include Australia, Austria, Canada, Denmark, Finland, France, the Bill & Melinda Gates Foundation, Ireland, Luxembourg, Netherlands, Norway, Sweden, Switzerland, United Kingdom, United States, and the World Bank.

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The Water and Sanitation Program is a multi-donor partnership administered by the World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services.

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