If you were to read only ten articles before CATS+2, might we suggest…

1. **The Case for Marketing Sanitation**, By Sandy Cairncross, 2004
   
   This seminal WSP Field Note on sanitation marketing introduces and justifies marketing concepts in the context of sanitation. The paper explains the four Ps of marketing: price, promotion, product, and place and provides four justifications for marketing sanitation—people choose to receive what they want and are willing to pay for; marketing is financially sustainable; marketing is cost-effective and can be taken to scale; and marketing ensures behavioural sustainability. The emphasis in this paper is on the potential and capacity of the market to simultaneously stimulate and respond to consumer demand for sanitation products and services.

2. **Who Buys Latrines, Where and Why?**, By Mimi Jenkins, 2004
   
   This WSP Field Note explains the concept of household demand for sanitation in developing countries, what stimulates demand among new adopters and how this knowledge can be used to develop marketing strategies to accelerate uptake. Insights are drawn from an in-depth study of household latrine adoption behavior in rural Benin and suggest the following advice on designing sanitation marketing programs: develop a large-scale communications campaign based on local knowledge of motivators/culture that uses a mix of mass media and traditional communications channels to promote and advertise the use of latrines, segment target populations and begin with where demand can most easily be stimulated and develop messaging and products sequentially according to each groups needs, based on an established supply chain and demand, create awareness of product options, lower the transaction costs (i.e. distance to information, sanicentres, etc), improve range of products available and allow flexible payment programs.

3. **Creating demand for sanitation and hygiene through Community Health Clubs: A cost-effective intervention in two districts in Zimbabwe**, By Juliet Waterkeyn and Sandy Cairncross, 2005
   
   This paper describes a participatory intervention study using Community Health Clubs in Zimbabwe to change hygiene behaviour and build rural demand for sanitation. The investigators found that club members’ hygiene was statistically significantly different from a control group across 17 key hygiene practices (handwashing, covered drinking water, rubbish pit, etc.), showing that if a strong community structure is developed and the norms of a community are altered, sanitation and hygiene behaviour are likely to improve. They conclude that this intervention can be scaled up for a larger impact.

4. **Behavioral indicators of household decision-making and demand for sanitation and potential gains from social marketing in Ghana**, By Marion W. Jenkins and Beth Scott, 2007
   
   This paper presents the findings of a study defining Ghanaian households’ decisions to adopt sanitation. The study aimed to understand what drives household demand, segment households by adoption stage, assess where marketing approaches can and cannot work to accelerate adoption of household sanitation improvements, and pinpoint focused strategies to stimulate increased rates of sanitation adoption. The investigators used a questionnaire survey to define, measure, estimate, and identify demand and factors affecting demand for sanitation adoption at different stages—preference, intention, and choice to install a toilet. They found that satisfaction, motivations for improving sanitation, priority over competing household concerns, and situational constraints affected preference for and likelihood of household toilet installation.

5. **Opportunities for Sanitation Marketing in Uganda**, By Tom Outlaw, Mimi Jenkins, and Beth Scott, 2007
   
   This is a report of USAID’s 2007 visit to Uganda to determine if sanitation marketing would be a viable approach there and make specific recommendations to move the sanitation marketing agenda forward, developing a new stand-alone sanitation marketing program. To accomplish these two objectives, the team from USAID did the following:

   - analyzed country coverage data
   - carried out formative research and analyzed existing consumer research
   - completed stakeholder analysis to gauge the policy environment
   - examined current sanitation promotion and implementation modalities at the local level
Based on their findings, they concluded that sanitation marketing is a viable and needed approach to increase sanitation uptake among rural households in Uganda. Specifically, USAID recommended creating a supportive policy and enabling environment, promoting desirable and affordable technology upgrades, stimulating demand for home sanitation technology upgrades, and facilitating linkages between demand and supply.


This WSP paper discusses SaniFOAM as a behaviour change conceptual framework to help analyze sanitation behavioural determinants. The main components of the framework are:

- **Focus**—What behaviours should be improved and identify whose behaviour needs to be changed?
- **Opportunity**—Does the individual have the chance to perform the behaviour?
- **Ability**—Is the individual capable of performing it?
- **Motivation**—Does the individual want to perform it?

Through a FOAM analysis, strategies for reaching different target groups may become more clear and more nuanced strategies for reaching the poorest may be elucidated. FOAM is being used in the Global Scaling Up Sanitation Project in Tanzania, East Java (Indonesia), and India (Madhya Pradesh and Himachal Pradesh) to help focus and prioritize interventions and analyze barriers and enablers of behavior.

7. **Output-Based Aid for Sustainable Sanitation**, by Sophie Trémolet and Barbara Evans with inputs from David Schaub-Jones, 2010

OBA is a results-based mechanism to increase access to basic services such as health or education. In this paper its application to sanitation is discussed and in particular how it can be used to better design financing of some or all elements of a sanitation program from demand creation, onsite facilities, collection, transport and treatment. Some of the opportunities discussed include creating incentives for service providers of demand creation activities (including CLTS and sanitation marketing) to become more efficient and to plan and monitor activities more closely to generate knowledge of the cost-effectiveness of different demand-creation techniques in many countries. Challenges with the approach thus far are that: there is limited application experience in sanitation so far, the challenge in measuring/verifying behavior change outcomes (i.e. ODF) and the transaction costs of implementing an OBA scheme at a small-scale (given the few opportunities/funding that exist to implement sanitation at scale).

8. **The Road to Total Sanitation: Notes from a field trip and workshop on scaling up in Africa**

This is the report of a ‘Scaling up Sanitation study tour’ that took place in July 2010 in Tanzania between WSP, UNICEF, Plan, WaterAid and Government of Tanzania. Projects visited included the WSP Total Sanitation Sanitation Marketing Project, WaterAid Mtumbo Project, Plan’s work on CLTS and UNICEF’s work with GoT on PHAST. The group examined some of the following questions: What government policies are most effective for scaling up, what is the most effective use of subsidies to enable poor families to gain access? How can the local private sector be most effectively stimulated to provide appropriate sanitation? A workshop at the end of the visits compiled shared common principles on sanitation marketing which included: a strong focus is needed on demand creation, on the grounds that if the demand exists, the market should naturally develop to meet the demand, sanitation must continue to be ‘advertised’ to maintain existing toilets, could there be some training across organizations on key components of sanitation marketing?

9. **Sanitation Marketing in the Context of CATS, A (draft) concept note produced by the UNICEF community of practice on sanitation marketing, August 2010.**

A note that discusses the language and concepts of sanitation marketing and how they might apply to UNICEF’s CATS programming. A justification for sanitation marketing as well as definitions of key terms such as
commercial/social/sanitation marketing as well as the numerous ‘Ps’ discussed in the literature on marketing sanitation. The paper suggests that triggering in CATS needs to be a foundational element of demand creation with marketing approaches providing the needed reinforcement and impetus for both bottom of the pyramid and top of pyramid consumers to move up the sanitation ladder. The paper also discusses sanitation marketing in the context of an opportunities, ability and motivational framework, the need for segmentation of strategies to address the various needs/motivations/barriers of different population segments. It also suggests a potential role for UNICEF in addressing or ensuring equity and special strategies for the poorest in moving up the ladder. Additionally, the fact that ‘marketing’ sanitation can be a catch all phrase that incorporates all elements of support - from financial to technical to social – to enable movement of all segments of the community up the ladder.

10. Case Study on Sustainability of Rural Sanitation Marketing in Vietnam, By Christine Sijbesma, Truong Xuan Truong, and Jacqueline Devine, 2010

From 2003 to 2006, a rural pilot project using a sanitation marketing approach to improve rural access to sanitation toilets was conducted in Vietnam. This paper reports on a case study carried out by WSP in 2009 investigating the sustainability of this rural pilot project—have the outputs and outcomes been sustained after the external support ended? Here are some of their main findings:

• The lack of budgeting for promotional materials, for training of new promoters/providers, and for market research may jeopardize future sustainability
• A financing strategy specifically for the poor is missing
• A key lesson was the lack of a good, but simple sanitation monitoring system
• Without further advocacy for a supportive political and administrative environment, institutionalized capacity building for promoters/providers, more regular consumer studies, further development of promotional materials/communication channels, and the design/testing of a specific strategy enabling the poor to install unsubsidized sanitary toilets, the approach used in the pilot study may not be sustained in the long term.

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