BEHAVIOR CHANGE COMMUNICATION TOOLS TO SCALE UP RURAL SANITATION IN THE PHILIPPINES

Advocacy Handbook for Local Government Officials and Community Leaders
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“Yan talaga kami sa tribu namin noon. Wala. Hindi kami sinasanay na may CR. At kahit saan-saan kami mag-ano, mag-CR.

Pero ngayon hindi na. Kasi natuto na kami.

Meron na po kaming kubeta sa bahay.”

Noraisa Padillo
Alabel, Sarangani

[That was really our practice in the tribe. There were no toilets. We were not trained to use toilets so we would defecate in the open.

But now, it’s different. Because we’ve already been educated.

We now have a toilet in our home.]
CHAPTER I

Introduction

What you have in your hands is an Advocacy Handbook for UNLI Asenso pag may Inidoro, a behavior change communications campaign that aims to put an end to the practice of open defecation within rural communities in the Philippines. By educating audiences about social, sanitary, security and developmental implications, the end goal is to convince households to want to acquire, build and use hygienic toilets for the improvement of their quality of life and for the betterment of the entire community.

As a local government or community leader, your role is vital to the success of this campaign. Contained within these pages is important information about this advocacy, as well as suggested processes on how your support may help build awareness and generate action towards the eradication of open defecation in your area.

YOU WILL KNOW

- The Status of Open Defecation in the Philippines
- An Overview of the BCC Campaign
- The Campaign Concept and Tools
YOU WILL LEARN

- How you can be part of this campaign
  - As a **proponent of legislation** that will pave the way for Zero Open Defecation (ZOD) in your community
  - As an **initiator of programs** that will support Sanitation Marketing which will sustain the efforts for ZOD
  - As an **advocate** who can influence members of the community to campaign for and adopt the use of hygienic toilets

May you find this handbook helpful as you embark on this journey with us towards achieving Zero Open Defecation (ZOD) in the Philippines.
CHAPTER II

Open Defecation in the Philippines

The Philippine Government, through the Department of Health (DOH), and with the support of international organizations such as the World Bank’s Water Sanitation Program (WSP) and the United Nations Children’s Fund (UNICEF), has spearheaded efforts to improve people’s lives by addressing health and sanitation issues such as the eradication of the practice of open defecation in rural communities.

In 2010, the National Sustainable Sanitation Plan (NSSP) was adopted as a national policy and priority program, with the following targets set to be achieved by 2016:

**NATIONAL SUSTAINABLE SANITATION PLAN 2016 GOALS**

- All local government units (LGUs) have declared sustainable sanitation as their policy
- At least 60% of all barangays have been declared Zero Open Defecation (ZOD)
- Septage management plans are established and being implemented in at least 50% of all LGUs
- The incidence of diseases such as acute gastroenteritis (AGE) and Soil-Transmitted Helminthiasis (STH) attributable to poor sanitation is reduced by 60.8%

To date, the DOH’s efforts have already made significant progress; however, statistics show that the poorest of the poor are still lagging.²

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¹ Concept Note: Technical Assistance (TA), Support to Rural Sanitation Scale Up under the Philippine National Sustainable Sanitation Plan (P132174), WSP, p. 3.
### Rural Communities in the Philippines, 1990-2011

<table>
<thead>
<tr>
<th>Category</th>
<th>1990</th>
<th>Increased To</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved Sanitation</td>
<td>45%</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>Shared &amp; Unimproved</td>
<td>32%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Facilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Defecation</td>
<td>23%</td>
<td>12%</td>
<td></td>
</tr>
</tbody>
</table>

The goal of this campaign is to convert these last remaining areas through multiple efforts such as Behavior Change Communication (BCC) so that the Philippines may be classified as a country with Zero Open Defecation (ZOD).

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1. [http://www.childinfo.org/water_asia.html](http://www.childinfo.org/water_asia.html)
CHAPTER III

BCC Campaign Overview

BEHAVIOR CHANGE COMMUNICATION

Behavior Change Communication (BCC) is the process of instructional intervention with targeted individuals or communities to define behaviors that will lead to and sustain positive and desirable outcomes. While closely linked with information dissemination, BCC is unique in that for each target audience, based on research and evidence, it specifically defines:

- Which current behaviors to continue, modify or abandon
- Which new behaviors to adopt and practice

Within the context of the goal of eradicating the practice of open defecation in the Philippines, BCC has taken the form of different strategic interventions to attain its goal, which include:

<table>
<thead>
<tr>
<th>STRATEGIC INTERVENTIONS FOR BCC(^5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Mobilization</td>
</tr>
<tr>
<td>• Triggers initiative: Community-Led Total Sanitation (CLTS)</td>
</tr>
<tr>
<td>• Local Government Unit (LGU) initiative: Public Policy Workshops</td>
</tr>
<tr>
<td>Interpersonal Communications (IPC)</td>
</tr>
<tr>
<td>• Household Engagement and Training of Trainers</td>
</tr>
<tr>
<td>Actions toward Behavior Change</td>
</tr>
<tr>
<td>• Sanitation Marketing: Purchase of Household Toilets</td>
</tr>
<tr>
<td>• LGU Effort: Policy and Program Development vs. Open Defecation</td>
</tr>
</tbody>
</table>

**CLTS TRIGGERING**

Since 2013, Community-Led Total Sanitation (CLTS) Triggering sessions have been implemented in select areas across the Philippines. These initiatives gathered groups of households and used shock, shame and disgust (SSD) communications to:

- Build awareness for the negative implications of the practice of open defecation, as well as its repercussions on health, especially on children
- Create demand for improved sanitation facilities

Among the activities included at these CLTS sessions were:

**Calculation of Feces Accumulation**

The community calculates how much feces left lying around has accumulated within the span of a year based on the number of people who practice open defecation.

At one session in Negros, the result came to 10,416 kg of feces in a year!

**Defecation Mapping**

Participants identify the houses without toilets in a mock map of the barangay. The activity is meant to shame the residents of those houses as it clearly recognizes them as people who practice open defecation.

**Transect Walk**

The respondents are taken on a tour of areas where open defecation is practiced. They encounter feces lying around; the feces are identified and responsibility and ownership of the feces is discussed.

**Food/Feces Demonstration**

Food is placed beside feces to show how flies and insects would land on the feces and then transfer to the food, directly demonstrating how having feces lying around contaminates even the food they eat.
TARGET AUDIENCE

The campaign’s primary Target Audience are households who currently practice open defecation

- Households with no toilets
- Households with unimproved toilets

with the goal of elevating these households to the status of owning hygienic toilets.

TOILET CLASSIFICATIONS\(^7\)

**Unimproved Toilet**

- Pit without concrete slab
- No septic tank
- No facilities
- Bucket or hanging toilet
- Facility poses substantial risk of contamination of groundwater

**Hygienic Toilet**

- Pit with concrete slab
- Has a septic tank
- Pit sewer system
- Facility does not pose high risk of contamination of groundwater or direct human contact

Households with **unimproved toilets** also refer to those who may have acquired or installed individual, separate parts of a hygienic toilet (e.g. the bowl or concrete slab) but have not yet assembled the full set.

\(^7\) [http://www.wssinfo.org/definitions-methods/watson-categories/]
COMMUNICATION OBJECTIVES

With your support, and with the help of BCC tools which will be cascaded to frontliners and trainers within your community such as Barangay Health Workers, CLTS Facilitators, other volunteers, target households should exhibit the following behaviors after the campaign:

• Continue to reject open defecation both in belief and in practice
• Know the difference between an unimproved and a hygienic toilet
• Want to own a hygienic toilet in their individual homes for the following reasons:
  
  **Safety**
  Having a toilet in the house means not having to venture outside where one will be exposed to danger

  **Pride**
  Having a toilet means being able to entertain visitors without shame

  **Convenience**
  A toilet in the home means the residents may use it at any given time, any number of times and for as long as they want to

  **Progress**
  A hygienic toilet in every household reflects individual social status, as well as the general progress of the entire barangay
CHAPTER IV

Campaign Concept

CONCEPT TITLE AND RATIONALE

The campaign aims to communicate this simple insight to target audiences: There is unlimited progress when one has a hygienic toilet.

Short for “unlimited,” meaning an endless supply, the term UNLI is familiar as it is commonly used in mobile phone and restaurant advertising materials, even a television variety show.

On the other hand, Asenso is the perennial aspiration, not only for the common folk but for communities as a whole. For a person, it is the promise of comfort and a better life, moving up in society and earning the respect

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 USAGE OF UNLI IN ADVERTISING MATERIALS

On the other hand, Asenso is the perennial aspiration, not only for the common folk but for communities as a whole. For a person, it is the promise of comfort and a better life, moving up in society and earning the respect
of others. For the community, it is the dream of progress, which brings more than just the admiration of other localities; it opens more opportunities for growth and development.

To say that unlimited progress can be gained through a hygienic toilet is not an empty promise. And it is the purpose of the following campaign materials to show our audiences how kaligtasan/kaluwasan (safety), pagmamalaki/garbo (pride), ginhawa/katagbawan (comfort), and kaunlaran/kauswagan (development) can be obtained by rejecting the practice of open defecation and owning a hygienic toilet in the home.

CAMPAIGN MATERIALS

It is no easy task to convince people to abandon lifelong mindsets and habits, and to adopt practices that will lead to Zero Open Defecation. To help bring about this change, Training Programs for select members of your community are being conducted, empowering them as ambassadors for the campaign with the task of engaging our target households directly through interpersonal communications. Each of these frontline workers are provided with a Kit that contains the following materials:

FRONTLINE WORKER’S KIT

• Campaign Handbook
• Handheld Flipchart
• Stickers
• Poster
• Calendar
• A DVD that includes digital copies of:
  Audiovisual Presentations (AVPs) x3
  Poster files
  Large Format Flipchart
  Logo, etc.
• T-shirt
• Bag

UNLI Asenso pag may Inidoro: Behavior Change Communications Tools to Scale Up Rural Sanitation in the Philippines
Advocacy Handbook / Campaign Concept
Digital copies for additional tools will also enable frontline workers or the local government to produce more materials and resources that may be needed as the engagements continue.

SANITATION MARKETING

As your frontline workers engage households, those who have been driven to take action will most likely ask about next steps: what they will need to do, and how they can acquire hygienic toilets.

The acquisition of these toilets within the context of the campaign does not mean simply giving them away. Instead, we hope to empower our households to acquire them on their own by giving them access to a range of toilet models through easy and affordable ways. In so doing, we can instill in them a sense of ownership that will not only give them pride, but also drive them to take care of their toilet, to use it properly, and maybe even further improve it in the future.

The Informed Choice Catalog and Sanitation Marketing documents that accompany this Advocacy Handbook will also be provided to the frontline workers for distribution to target households. These materials contain the details on the various toilet models, prices and modes of payment, with enough options to ensure a greater possibility that any household can acquire their own toilet, despite having different capacities to pay.

Should you wish to know more about the Sanitation Marketing program, you may get in touch with local municipality Health Officers or CLTS facilitators in your area.
“Sa kanila na mismo. Nagkusa na sila. Naisip nila na ‘Hindi pala ako pwedeng umasa lang...sa aking paraan pala, kaya kong magpundar ng CR.’”

Dr. Tiong Eng Roland Tan Gumaca, Quezon

[They took the initiative. They became aware that they should not just depend on dole-outs, but that on their own, they can save up for a toilet.]
CHAPTER V

Advocacy Implementation Guide

DEFINING THE ADVOCACY

An advocacy is a political activity that involves influencing decision-makers within the community to champion desired outcomes. It involves the following process:

- Identifying & championing issues to get them on policy agendas, including the presentation of persuasive arguments to policymakers & other stakeholders
- Educating officials & citizens on the identified issues
- Mobilizing support from both stakeholders and citizens
- Creating coalitions
- Making internal changes in organizations to be able to do the above

There are nine guidelines to implementing an effective Advocacy Campaign:

- Identify priorities & issues
- Understand the policy issue
- Understand the policy decision-making process
- Identify decision-makers & stakeholders
- Comprehend the political environment
- Understand the group’s strengths & limitations
- Develop a comparative advantage
- Identify allies and the support they can provide
- Develop communication strategies & capacities
Within the context of the BCC campaign, the issues and target audience have already been identified; and the message, as detailed in the Campaign Concept in Chapter IV, has already been crafted. It is in the creation and implementation of Action Plans to carry out the strategies (Phase 4; refer to Table below) where your support will be most critical.

<table>
<thead>
<tr>
<th>PHASES OF ADVOCACY</th>
<th>BCC CAMPAIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Articulate the Priority/Issue</td>
<td>Scaling Up Rural Sanitation (SURS) through the eradication of the practice</td>
</tr>
<tr>
<td></td>
<td>of Open Defecation by acquiring hygienic toilets for the home</td>
</tr>
<tr>
<td>2 Identify who needs to be influenced</td>
<td>Households without toilets and with unimproved toilets</td>
</tr>
<tr>
<td>3 Craft the message to be communicated</td>
<td>UNLI-Asenso pag may Inidoro</td>
</tr>
<tr>
<td>4 Devise set of activities to carry out the strategy</td>
<td>(Your Action Plan)</td>
</tr>
</tbody>
</table>

**TAKING ACTION**

Championing an effective advocacy campaign for the eradication of open defecation within your community should include your local government’s presence and involvement in three key areas:

<table>
<thead>
<tr>
<th>As a Proponent of Policy Development</th>
<th>As an Initiator of Program Building</th>
<th>As an Advocate through Executional Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion of the issue in the Executive- Legislative Agenda (ELA) and the creation and ratification of local legislation: policies, protocols and strategies</td>
<td>The formation of teams and creation of localized programs to support the policies</td>
<td>Manpower, fiscal support, leadership presence or other means of supporting concurrent trainer household engagements</td>
</tr>
</tbody>
</table>
Policy development, or the creation and ratification of local legislation versus open defecation, delivers a clear message to other local governments and the constituency that your community considers sanitation as a serious issue that needs to be addressed. Local leadership action in this regard also reinforces mindsets within the community that the practice needs to be rejected.

The process of local legislation is outlined in the diagram below:

The Local Legislative Process

Policy DEVELOPMENT
Critical to expediting the process is for the Local Chief Executive (LCE) or the majority to certify the Proposed Ordinance (PO) as urgent, moving it up immediately to the Second Reading and bringing the community that much closer to an ordinance that will support ZOD.

**PROGRAM BUILDING**

Program Building refers to the formation of teams such as Technical Working Groups and committees, and the creation of programs to study, improve on and implement tactical programs relevant to the local community with the intent of communicating and furthering the created policies. As such, it is closely linked to Policy Development, and is highly dependent on the specific needs of the people in your area.

As seen at Public Policy Workshops for Sanitation held at several locations around the country in 2013, some examples may include the mobilization of new or more Barangay Health Workers to specific areas where sanitation is at its most unimproved, training workshops on engaging targeted market segments (such as mothers, children or indigenous populations), rewards and incentive schemes for households that acquire and install household toilets, and skills training and employment for local production, distribution, installation and sale of hygienic toilets.

**EXECUTIONAL SUPPORT**

Concurrent to the efforts in policy and program development is the empowerment of select representatives from each area to act as ambassadors for *UNLI Asenso*. These frontline workers - Municipal Health Officers, Barangay Health Workers and other local representatives - undergo training and are equipped with BCC tools to be able to directly engage target households to stop openly defecating and acquire hygienic toilets for their homes.
Other than initiatives in the production of additional training or communications materials, direct engagement with our target households though your personal presence at training session or community events may provide additional positive influence for the desired behavior change we want them to adopt.

PUBLIC POLICY WORKSHOPS FOR SANITATION

Public Policy Workshops for Sanitation held in 2013 have proven to be an invaluable resource for local leaders to begin the process of creating strategies and action plans to eradicate Open Defecation. Beyond looking at the solutions on a policy development level, these workshops also led to building programs that would support these policies.

Public Policy Workshops conducted in various municipalities have led to positive results, significantly advancing the campaign for ZOD:

- The Municipality of Calatrava, Negros Occidental worked on passing an ordinance to prohibit open defecation in order to achieve their specific goal: achieving 60% ZOD by the year 2016.
- The Municipality of La Libertad, Negros Occidental strengthened their Information and Education Campaign through more CLTS Triggering, training of frontline workers who will engage the households, and Barangay General Assemblies or community events. They also sought to provide incentives for Barangays who can achieve ZOD.
- In the Municipality of Bindoy, Negros Oriental, local leaders worked towards greater collaboration, promoting the integration of the sanitation advocacy and ordinance into the different programs of other agencies.

WSP: Various Public Policy Workshop Reports of the following Areas: Negros Oriental, Negros Occidental, Sarangani.
• In Malungon, Sarangani, the municipal mayor asked for policy support from the Sangguniang Bayan and urged Barangay Officials to appoint a Barangay Rural Sanitation inspector.
• In Alabel, Sarangani, the Municipal Administrator, in full support of the sanitation program, has pushed for the formulation of a Technical Working Group or Task Force for the effective promotion and monitoring of the ZOD program.
• For Glan, Sarangani, local leaders immediately pushed for the ordinance to define open defecation, and provide for the prevention, suppression and the imposition of penalties for violators.

These strategies and actions are only some of the alternatives that you may consider as you formulate the best course of action to implement the campaign in your own locality.

SPECIFIC LEADERSHIP INITIATIVES

Your support will be integral in the success of this campaign as your community members will be looking to you and following your lead. Below are specific action plans and behaviors that will go a long way towards achieving ZOD in your area.

POLICY DEVELOPMENT

• For the Sangguniang Bayan (Municipal Councils):
  • The councilors representing areas that still practice open defecation should be the ones to FILE and SPONSOR the Proposed Ordinance (PO).
• For Local Chief Executives:
  • Include Sanitation in the Executive Legislative Agenda
  • Certify the Sanitation Ordinance as Urgent in order for the PO to go immediately to 2nd reading, following the Legislative Process
PROGRAM BUILDING

• For the Sangguniang Bayan:
  • Allocate budgets for Sanitation in order to implement the different campaign activities
  • Pass other ordinances to support the ZOD campaign:
    • Establish Technical Working Groups and committees who will pursue the implementation and monitoring of the sanitation advocacy
    • Provide incentives for enterprises to support or to invest in Sanitation Marketing

EXECUTIONAL SUPPORT

• For Local Chief Executives:
  • Sponsor organized & thoughtful consultations with stakeholders (both frontline workers and households) to generate more alternatives for the Sanitation Agenda
  • Meet with BHWs and CLTS coordinators on a regular basis, and provide them with the policies, the authority and the resources that they need to be effective advocates for sanitation
  • Advocate sanitation by speaking out about the problems and the benefits of Sanitation during official speeches or public appearances, and share these experiences with other LGUs

By taking these concrete steps, and any other strategies that will lead to the eradication of open defecation, you will be bringing your community that much closer to UNLI Asenso.
About the Water and Sanitation Program (WSP)

The Water and Sanitation Program (WSP) is an independent, donor-funded body under the World Bank. It implements development projects in 25 countries all over the world, empowering not just governments and communities, but also individuals. In addition, WSP also supports the creation of policies and implementation of reforms that help developing countries and their people address sanitation problems.

Within Asia, WSP has spearheaded developmental work in countries such as Cambodia, Indonesia, India and the Philippines.