Welcome!

This flipchart is your guide and visual aid for household engagement - with the objective of behavioral change towards acquiring and owning a hygienic toilet in their home. It is intended as a supplement or follow-up to Community-Led Total Sanitation (CLTS) efforts, and outlines the different ways by which owning a household toilet can improve their lives; as well as an introduction to Sanitation Marketing, where payment options are presented and action is taken to acquire a toilet.

NOTE: Use this Flipchart only for small household engagements of up to 3 people. For larger audiences, you may need to use the bigger format of this tool found on your Training DVD.

CLTS
Triggering & Awareness
[Shock, Shame, Disgust]

THIS FLIPCHART
Behavioral Change
[Knowledge, Benefits and Positive Effects]

SANITATION MARKETING
Action
[Purchase of Toilet]

How to Use this Tool

This flipchart is divided into three sections:

Situation: A quick assessment of your audience’s knowledge and current behavior
Solution: Discussion on the benefits of owning a household toilet
Decision: Summary of how your audience’s behavior may change based on the discussion

At every engagement, we would like you to go through each section with your audience step by step, so as to ensure that our message is understood and that the benefits of toilet ownership are clearly communicated and discussed.

Your Goal

At the end of the engagement, the key goals for your audience are:

• They will know the difference between an unimproved toilet and a hygienic toilet
• They will be aware of the benefits of owning a household toilet: safety, social status and mobility, convenience, pride and progress for the household as well as for the community at large
• They will want to own a hygienic toilet in their home