Step 1: Ask
- What is their understanding of a toilet? What words are used to define it? Do these words mean the “room”, or just the bowl?
- What are their current defecation practices?

Step 2: Listen
Listen to their replies.

Step 3: Explain
Explain the nature of the campaign: that it is a program meant to stop Open Defecation through the acquisition of toilets in the home.

Step 4: Relate
Relate the campaign to their current scenario, based on what they described earlier.