The Opportunity to Advance
A Behavior Change Communication Campaign to Promote Latrine Adoption in rural Laos PDR
Training of Frontline Workers

June 2015

Prepared and sponsored by:
Training objectives

- After the training, the trainees/frontline workers will...

1. Understand a new concept of the overarching campaign titled “The Opportunity to Advance”;
2. Gain basic communication skills;
3. Know how to use IPC/BCC Toolkit to conduct household visits and group meetings in their local community to promote latrine adoption amongst rural households in Lao PDR
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Content</th>
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<tbody>
<tr>
<td></td>
<td><strong>Day 1</strong></td>
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Self-introductions

Please share with others:

1. Your name, where you work and your position

2. Think about a time when you had to open defecate
   ▪ What did you like about it?
   ▪ What did you dislike about it?
# Training session rules

<table>
<thead>
<tr>
<th>Rules</th>
<th>Penalties for rule breaker</th>
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<td>2.</td>
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What’s an open defecation?
What’s an open defecation?

- No latrine
- Defecating in the open, often in fields, forests, bushes, open bodies of water, or other open spaces.
IMPROVED SANITATION?
• Improved sanitation: Having a sanitation facility that ensures hygienic separation of human excreta from human contact.
Session 1

Open Defecation
Current Situation in Lao PDR

4 out of 10 people defecate in the open every day

2 million people practice OD

2.3 million people lack access to improved sanitation
### Current Situation in Lao PDR

#### Open defecation by province (%)

<table>
<thead>
<tr>
<th>Province</th>
<th>Open Defecation (%)</th>
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<tbody>
<tr>
<td>Saravane</td>
<td>77.5</td>
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<tr>
<td>Phongsaly</td>
<td>61.8</td>
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<td>Attapeu</td>
<td>57.6</td>
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<td>Khammuane</td>
<td>57</td>
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<td>Savannakhet</td>
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<td>Champasack</td>
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<td>Sekong</td>
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<td>Oudomxay</td>
<td>46.9</td>
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<td>Luangprabang</td>
<td>39.3</td>
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<td>Xiengkuang</td>
<td>33.3</td>
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<td>Luangnamtha</td>
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<td>Bokeo</td>
<td>30.5</td>
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<td>Huaphanh</td>
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<td>Bolikhamxay</td>
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<td>Vientiane C.</td>
<td>1.4</td>
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Recent research in Lao PDR shows that poor sanitation poses an even greater risk than unsafe water or poor hygiene to children under 2 years of age.

In Lao PDR, each year poor sanitation contributes to:

- **3 million** cases of illness
- **6,000** premature deaths
  - Nearly **40% of deaths** in children under five are due to diarrheal diseases
- Almost half of children under five in Lao PDR are too short for their age, a result of chronic malnutrition

- Recent research in Lao PDR shows that poor sanitation poses an even greater risk than unsafe water or poor hygiene to children under 2 years of age.
Poor sanitation/hygiene and under-nutrition

Loss of nutrition

Under-nutrition increases a child’s risk for illnesses (diarrhea, colds, etc.) because their bodies are too weak to fight off germs

results in diarrhea in children
The importance of latrines
Wash your hands after using the toilet
Brainstorm

Why do you think 2 million people in Lao PDR still defecate in the open?
Why is sanitation important?
Why is sanitation important?

✓ Constructing or buying a latrine is important for protecting a family’s health, and in turn important to the health, prosperity and wellbeing of entire communities.

✓ Improved health and wellbeing as a result of providing you and your family with a cleaner living environment and reducing the spread of disease. No disease, children and family will be healthier and have more time for other activities...

✓ A latrine may be even less expensive than you think if compared to the opportunities that are more expensive.
Session 2

The Opportunity to Advance
What do we want them to do?

- **Households without a latrine** cease open defecation and take actions to build/obtain latrine.
- **Households using unhygienic latrine** take actions to upgrade to an improved latrine.
- **All members of community** support each other towards becoming open defecation free.
Small investment in latrine = increasingly greater benefits

The Opportunity to Advance

Quality of life

Convenience, Safety, dignity, health, status – wellbeing

Latrine!
Questions?
Lunchtime
Training cascades

Central-level TOT

Provincial & District-level TOT

Training for community volunteers and authorities
Roles and Responsibilities

- **Frontline Workers**
  
  ✓ Village Health Workers, Lao Women’s Union and/or Lao Front for National Reconstruction members, together with CLTS Committees, will directly facilitate group meetings and conduct household visits in their communities.

  ✓ Frontline Workers will work the Village Chief to determine which households are appropriate to target with messages and activities.
Community-level activities
Best scenarious IPC activity is conducted after CLTS triggering. Frontline Workers are tasked with carrying out interpersonal communication activities in their own communities, including:

1. Group/Village Meetings
2. Household visits
Best scenarious IPC activity is conducted after CLTS triggering. Frontline Workers are tasked with carrying out interpersonal communication activities in their own communities, including:

1. Group/Village Meetings

- Conduct this activity after CLTS triggering. Conducted with multiple households for approximately 60 minutes per session.
- The size of the group meetings can vary from a small group of 4-5 families or a larger village-wide meeting.
Best scenarious IPC activity is conducted after CLTS triggering. Frontline Workers are tasked with carrying out interpersonal communication activities in their own communities, including:

2. Household visits

✓ Conduct this activity after CLTS triggering. Trained frontline workers will visit with the individual families that have not yet made a latrine buying contract for 30 minutes per visit.
Session 5

BCC TOOLKIT
1. POSTERS

- **Description:** These posters contain the campaign’s key visuals and messages.
- **Use:** Hang them during larger group meetings, at health centers, village notice boards, and other public areas where people gather.
Building a Latrine Means
Taking Care of Your Family and Community

CONVENIENCE, SAFETY, PRIVACY
Together We Can Make An Open Defecation-Free Lao PDR
Having a latrine provides peace of mind

CONVENIENCE, SAFETY, PRIVACY

Together We Can Make An Open-Defecation-Free Lao PDR
A Developed Family Starts
With Having a Latrine

CONVENIENCE, SAFETY, PRIVACY
Together We Can Make An Open-Defecation-Free Lao PCR
2. STORY CARDS

- **Description:** Three stories that entertain and generate discussion while highlighting the different benefits of owning a latrine.

- **Use:** The suggested storylines and guiding questions are meant to be displayed, used to entertain and engage household members to discuss what they understand from the pictures and related stories.
Story#3
3. Pricing discussion and overcoming objections

- The pricing discussion is designed to help people to understand the actual price of a low-cost latrine as compared to other common household items.
- Review the tool and discuss.
- The section titled “Overcoming Objections” is designed as a series of responses that the Frontline Worker should be prepared to communicate to common objections presented by households/family members that think they are not ready to commit to buying/constructing a latrine.
4. Take action card

- **Description:** Get families to commit to making several actions towards a latrine after the meeting.
- **Use:**
Campaign Toolkit

- **POSTERS**
  - Posters
    - Create awareness and reminder

- **STORIES**
  - Stories
    - Create desire for latrines

- **PRICING DISCUSSION**
  - Pricing and objections discussion
    - Increase knowledge of latrine prices and overcome common objections

- **TAKE ACTION**
  - Take-Action Card
    - Discuss practical actions towards getting a latrine
BCC TOOLKIT
Demonstration and guidelines for group feedback
Communication skills

When we train frontline workers to carry out interpersonal communication, what things should they keep in mind?

✓ **Tools**: Bring all materials and extra handouts of latrine sales cards

✓ **Skills**: Practice the stories, know the pricing game, think about possible objections, know who are you are talking to, persuade through conversation/discussion (versus telling)

✓ **Attitude**: be friendly, be open to new information, be prepared to repeat messages, don’t tell - discuss
Steps for conducting visits and group meetings

1. Prepare
2. Introduce yourself and team
3. Use Story Cards/Flipcharts
4. Discuss price of the latrine and help villagers find solutions
5. Use “Take Action Card”
1. Instructions and Storytelling steps

- **Remember:** Consider which story best fits the household(s) you are visiting.

- **If father is at home**, choose the story of “Gan Long Tuun Tee Kuum Ka” (Mother Keo selling tam mak huung) – about improving livelihoods, convenience, protecting community health.

- **If mother is at home**, choose story of “Gan Pajon Phai Kong Nang La” (La forced to venture alone into the night) – about safety, convenience, responsibility for family.

- **If both father/mother are at home**, choose the story of “Sao Noy Key Ai” (Young Noy and her embarrassing predicament) – about pride, status, responsibility for family.
1. Instructions and Storytelling steps

1. Engage your audience
2. Build the scene
3. Build tension and release tension
4. Emphasize what’s important
5. Discuss by asking questions and listening
2. Pricing Discussion

Steps for leading the discussion:

Conduct this activity after the storytelling session is finished.

1. Show your audience the pictures of the two types of latrine (dry pit and pour flush) on the first page.
2. Explain there are two common kinds of the latrine and their structures (superstructure, slab and pit).
3. Ask them to think of anything that costs around 500,000 Kip.
4. Then, ask again if they can think of things they know of or have previously purchased that cost 500,000-750,000 Kip. If yes, what is it? How did they pay? (Savings? Borrow? Selling something?). Ask how much they think a simple latrine costs? Pay attention to what they say.
5. Next show them pictures of the items in page 2-3 and ask what they see and how much each item costs. Point one by one and ask the price of each item. (Note: When visiting a household try to notice items in the house, and what jobs the family members have. Do they have any additional jobs to earn extra income for their family? Ask them to compare the price of the items to the latrine).
6. Compare the cost of simple pour flush latrine with a mobile phone, a TV satellite dish/receiver, animals... (the idea is to make them know how the cost of buying latrine parts compares with these items).
7. Ask if they can build a simple latrine house. If yes, what kind of materials will they use?
8. Ask if they could save 500,000 Kip in the next 2-3 months from saving, selling rice and/or selling animals? If yes, how? If no, why?
2. Take Action Card

*Steps:*

*Do this session before finishing up the household visits or the group meeting.*

1. Write down the contact person’s name and the phone number of the latrine supplier on the card. (Do it prior the household visits)

2. Make enough copies and distribute them to households before closing the meeting or the visit.

3. Explain the purpose of the card and help them fill or make their plan, numbered: 1, 2, 3, 4... You can give them some examples that they can follow.

4. Assist the households, especially, the ones who are still hesitating, or are waiting and have not yet decided or made a buying contract. Tell them that you will visit them and support them to succeed with their plan.
Role Plays
Conduct a group meeting and a household visit
Role plays

Split into 3 groups

*Group 3*: Group meeting (7 people) – 2 Frontline Workers, 4 villagers, 1 observer

*Group 1*: Household visit (3 people) – 1 Frontline Worker, 1 man or woman, 1 observer

*Group 2*: Household visit (4 people) – 1 Frontline Worker, 1 man & woman, 1 observer

- During next 30 minutes, read over content and prepare for public demonstration of your visit
- The 1st group will present to the entire class followed by 2nd and 3rd groups
Demonstration & guidelines for group feedback

Please observe!

1. How well prepared was the Frontline Worker?

2. How well did Frontline Worker:
   ✓ ASK the questions,
   ✓ LISTEN to participants,
   ✓ EXPLAIN the answers,
   ✓ ENTERTAIN with the game and
   ✓ RESOLVE questions or challenges

3. How friendly was he/she?

4. What could be improved?
Summary of the training day 1 and homework
DAY 2
Prepare for role play
Group work
Role plays

Split into 3 groups

*Group 3*: Group meeting (7 people) – 2 Frontline Workers, 4 villagers, 1 observer

*Group 1*: Household visit (3 people) – 1 Frontline Worker, 1 man or woman, 1 observer

*Group 2*: Household visit (4 people) – 1 Frontline Worker, 1 man & woman, 1 observer

- During next 30 minutes, read over content and prepare for public demonstration of your visit

- The 1st group will present to the entire class followed by 2nd and 3rd groups
Introduction to household visit and group meeting plan
Afternoon
Time: 1PM

*Group 1: Goes to Ban ....*
*Group 2: Goes to Ban ....*
*Group 3: Goes to Ban ....*

Each group to conduct a group meeting. Take roughly 60 mn (10-15 people) and a household visit (30 mn).

Time: 4PM
Locations:.............
✓ Feedback and summary of the community-level activities
✓ Close the training
Any questions?
Nutrition Break
We would like to ask for your input to improve this course:

1. Content – too much, too little, what topics would you like to know more about?
2. Flow – does the order of the contents presented make sense? What could be improved?
3. Class practice – were the instructions clear? What could be improved?

Training Frontline Worker

4. In looking at the Training Guidelines for Frontline Worker, what could be improved?
5. What are some of the common challenges that you have faced in conducting training of Frontline Workers?