What is Sanitation Marketing?
This module focuses on formative research.

The learning objectives for this module include understanding:

-- WSP’s conceptual framework for large scale sanitation initiatives.

-- how sanitation marketing is defined in the context of this tool kit.
WSP’s conceptual framework combines Community-Led Total Sanitation and sanitation marketing to stop open defecation and to help households move up the sanitation ladder.

Both of these approaches draw on behavior change communication or BCC and social marketing that have been well developed in other sectors, notably public health.

Equally important to ensure sustainability, is the work WSP carries out with governments to strengthen the enabling environment. The enabling environment includes factors such as national policy, institutional reforms, financing, and capacity building.
Community Led Total Sanitation

- Pioneered in Bangladesh
- Move community from open to fixed-point defecation
- Ignite change through social awakening

Community Led Total Sanitation, or CLTS, was pioneered in Bangladesh, and later expanded throughout Asia and Africa. CLTS was designed to change community norms and practices and move a community from defecating in the open to fixed-point defecation.

The community’s desire to change sanitation behaviors is ignited through social awakening. This process is led by facilitators from within or outside the community. During ignition, the collective benefits from stopping open defecation are evoked to encourage community-wide commitment to change. Community members agree to do their part to end open defecation and create a clean and hygienic environment.
Behavior change communication (BCC) supports and sustains the behavior change triggered by Community-Led Total Sanitation. While CLTS focuses on community practices, behavior change communication focuses on encouraging an individual or a household to adopt and sustain a particular behavior, such as ending open defecation.

Typically, BCC is based on formative research, which you can learn more about in the Formative Research module. BCC was developed in the public health sector and has been applied to a range of health and social issues, including vaccination, diet, exercise, HIV/AIDS, and family planning.

Woman with HIV Photo: © Trevor Samson / World Bank
Woman getting vaccinated. Ghana. Photo: © Curt Carnemark / World Bank
Woman and children washing hands. Indonesia. Photo: © Ray Witlin / World Bank
There are a number of sanitation and hygiene behaviors that can be targeted through BCC. These include:

- ceasing to defecate in the open
- properly maintaining one’s sanitation facility such as through cleaning and emptying
- replacing the facility when the pit is full or collapses
- correctly disposing of children’s excreta
- washing hands with soap after defecation

Woman with HIV © Trevor Samson / World Bank
Woman getting vaccinated © Curt Carnemark / World Bank
Woman and children washing hands © Ray Witlin / World Bank
So, we have defined Community-Led Total Sanitation and behavior change communication. What about sanitation marketing?
It is fair to state that so far there is no broad consensus on what sanitation marketing is. Some practitioners equate sanitation marketing with strengthening supply through the private sector.
Others discuss it in terms of selling sanitation by using techniques from commercial marketing to motivate households to build a latrine.
WSP currently defines sanitation marketing as the application of the best social and commercial marketing practices to scale up the demand and supply for improved sanitation, particularly among the poor.

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This completes the overview. To learn more, please explore the entire module. You’ll find the corresponding chapter, key terms and tips to keep in mind, and additional tools and resources.