

Water and Sanitation Program: Toolkit

Introductory Guide to Sanitation Marketing

Appendix: Glossary and Acronyms

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acceptability	degree to which target audience likes or dislikes campaign materials	branding	developing a name for a product that reflects its benefits and aspirations instead of its features or technology options; encourages customers to ask for a product by name
accreditation	process by which suppliers or other actors are trained, certified, and monitored to ensure they meet national standards	broadcast-quality	video or audio recording of a quality suitable for broadcasting
advocacy activities	activities designed to increase support of an idea or cause	business aggregators	organize or manage entire supply chain
affordability	ability to bear the cost of a product or service	capacity-building specialist	manages the capacity-building process including needs assessment, development of strategies and plans, design and implementation of interventions to improve performance, and monitoring and evaluation
ARI	Acute Respiratory Infection	casting	selecting individuals for roles in a commercial or video drama
at scale	thinking big from the beginning to plan interventions that can be replicated effectively and efficiently across an entire country	CLTS	Community-Led Total Sanitation
attractiveness	degree to which campaign materials are appealing to target audience	communication channels	strategies to communicate campaign messages and materials to target audience; options include mass media, interpersonal communications, and direct consumer contact events
availability	supply of a product in a given market	communication concepts	broad directions for communication campaign, providing guidance for execution of each element; based on formative research
backward research	a research approach in which the researcher starts with a clear idea of what decisions the data will support, and then designs and implements the research effort to obtain this supporting information	communication products	TV commercials, video dramas, flyers, billboards, etc., intended to convey a message
basic frequencies	common characteristics in a collection of data	Community-Led Total Sanitation	methodology to mobilize communities to take action to eliminate open defecation and become open defecation free
BCC	behavior change communication	comprehension	degree to which target audience understands messages communicated through campaign materials
behavior change communication	strategic use of communication to promote positive health outcomes; based on proven theories and models of behavior change		
behavioral determinant	factor that facilitates or inhibits a behavior among a target population; can be internal (beliefs about feces) or external (sanctions for open defecation)		
brand	name, term, sign, symbol, or design used to identify the manufacturer or supplier of a product or service		

contact report	a report that summarizes discussion and agreements that took place during a meeting	experiential learning cycle	methodology that builds on the knowledge and experience of participants to increase retention of information
cost	amount of monetary or nonmonetary value used to produce or purchase a product or service	exposure survey	population-based survey conducted to track the level of exposure to communication channels and gauge message recall; also known as <i>tracking survey</i>
counseling cards	used to facilitate discussions between a counselor and target audience; typically include illustrations on one side and question prompts on the reverse	fieldwork report	document summarizing fieldwork timing and implementation, highlighting any circumstances that could influence interpretation of results
creative brief	reference document developed for ad agency that specifies target populations, behaviors, and communication objectives for campaign, based on formative research; lays the foundation for the design of the communication campaign; also known as ad agency brief, communications brief	fixed-point defecation	defecating in constructed toilets
DCC	direct consumer contact	focus group discussion	moderator guides a small group of participants through a series of topics; participants often share one or more characteristic such as age group, gender, or sanitation status
demand responsive	product design that incorporates features and benefits desired by target population; formative research and demand-side analysis can be used to identify demands	formative research	conducted during program development to assess current sanitation behaviors, behavioral determinants, and the types of sanitation products and services needed; may include a combination of quantitative, qualitative, primary, and secondary methods; findings should inform the intervention on a continuous basis
DHS	Demographics and Health Surveys	four Ps	core of marketing initiatives, includes product, price, place, and promotion; also known as <i>marketing mix</i>
direct consumer contact	community events that communicate key behavior change messages using entertainment-education approaches	franchising	standardize certain aspects of a business such as branding or price to create efficiencies and support scaling up
district and regional coordinators	coordinates capacity building, promotion, and other activities within geographic area; works closely with contracted firms to coordinate activities with local governments and small-scale service providers	frontline provider	person offering supply of sanitation goods and/or services to households; also known as <i>supplier</i> or <i>point of sale</i>
distribution	also referred to as place; movement of products to providers, making them available for purchase by consumers	HEW	health extension workers
dummy table	illustrative sample that show variable names and statistical measures; do not include data; also referred to as <i>mock table</i>	higher-level goals	outcomes or intermediary outcomes
entertainment-education	an approach to presenting information that both entertains and conveys a message	HWWS	Handwashing with Soap
		IDE	International Development Enterprise
		identification	degree to which target audiences feels the campaign is relevant to them
		IEC	Information, Education, and Communication

in-depth interview (IDI)	one-on-one interview with key informant, stakeholder, or member of target population; useful to obtain sensitive, complex, or detailed information or when there is no benefit in having participants interact		
interpersonal communication	two-way communication in small group settings or one-on-one during which a researcher can ask questions and clarify answers; suitable for skill building and for joint problem-solving	mass media	mode of communication that reaches a large audience (newspaper, TV, etc.)
IPC	interpersonal communication	MDG	Millennium Development Goals
JMP	Joint Monitoring Program	media monitoring	use of a third-party agency to verify that TV or radio spots are being aired according to plan and billboards are maintained and functional
key informant interview	qualitative research method used to collect information from decision makers, community leaders, technical experts, and others on topics such as target markets, competitors, and potential strategies	message recall	main messages remembered or taken away by target audience after exposure to communications campaign
lot quality assurance sampling	research method in which small random samples of the target population are surveyed to provide information useful to local managers	MICS	Multiple Indicator Cluster Surveys
LQAS	Lot Quality Assurance Sampling	MIS	Management Information System
marketing mix	core of marketing initiatives, includes product, price, place, and promotion; also known as the <i>Four Ps</i>	modularization	product design allowing for upgrades over time as customer needs and budget evolve
marketing plan	document detailing how marketing strategy will be implemented, by whom, when, and at what cost, within a one to two year timeframe; includes action plans, budget, research and monitoring plan; may include lower-level goals or outputs	monitoring and evaluation specialist	determines information that needs to be monitored to gauge program achievement at output, intermediate, and outcome levels; assesses existing monitoring systems and develops and implements a plan to augment if required
marketing specialist	manages research and advertising agencies, interprets results from formative research, develops marketing strategy and plan, and translates the strategy to support agencies such as advertising and capacity-building firms	NGO	nongovernmental organization
marketing strategy	a process through which an organization plans to achieve its overall marketing goals	observation	nonparticipative study of houses, facilities, and community spaces to inform sanitation and hygiene practices
market segmentation	a marketing approach that recognizes that markets are rarely homogenous; different segments of the population may have different needs, preferences, willingness to pay, and other factors	ODF	open defecation free
		open defecation	defecating outside, usually in a natural environment
		open defecation free	full sanitation coverage, with no open defecation occurring in the community
		outcomes	likely or achieved short-term and medium-term effects of an intervention's outputs
		outputs	products resulting from an intervention; can also include changes resulting from the intervention which are relevant to the achievement of outcomes
		performance monitoring	systematic and periodic review of progress against outputs and intended

	outcomes; data is used to refine implementation strategy or activities		
persuasion	degree to which campaign materials can convince, influence, or persuade the target audience	quantitative research methods	includes <i>focus groups</i> , <i>in-depth interviews</i> , <i>key informant interviews</i> , and <i>informal assessments</i> approaches designed to sample a large cross-section of the population; typically use a structured and standardized research instrument; includes intercept surveys
place	where a product or service is sold or obtained, and the means and channels through which it is distributed. Place is commonly referred to as <i>distribution</i>	research objective	main reasons for doing a study; answers the question, “Why do this study?”
pre-test	an initial test of a survey instrument; conducted with a small sample of the target population to ensure that the participants understand the questions, that the <i>skip patterns</i> work, and that the interview is not too long, etc.	research purpose	main goals for a study; answers the questions, “How the results be used? What decisions will the results support?”
pre-testing	test campaign elements with sample of target audience; factors to consider include <i>comprehension</i> , <i>attractiveness</i> , <i>acceptability</i> , <i>identification</i> , and <i>persuasion</i>	research question	specific questions the researcher seeks to answer
price	monetary or nonmonetary cost to target audience for a product or service	results framework	logic chain; shows how program goal or goals will be achieved; includes causal relationships and underlying assumptions
price elasticity	responsiveness of suppliers to changes in consumers’ willingness to pay a certain amount for a product, and of consumers to changes in price	rough edits	preliminary or unfinished version of a communication product
primary research data	data collected for the first time	SaniFOAM	a conceptual framework (Sanitation Focus, Opportunity, Ability, Motivation) designed to help program managers and implementers analyze sanitation behaviors to design effective sanitation programs
product	a physical item or a service that meets a particular need within the target market; can also refer to a desired behavior	sanitation ladder	tool for tracking improvement in sanitation coverage in step-wise increments from open defecation to a safe, hygienic, and enclosed latrine
program manager	person responsible for managing and implementing rural sanitation program; may be affiliated with a government organization, bilateral or multilateral donor or national non-governmental organizations	sanitation marketing	application of social marketing practices to scale up the demand and supply for improved sanitation, particularly among the poor
promotion	persuasive communications designed and delivered to inspire target audience to action	sanitation supplier	providers of materials for building latrines, such as hardware stores, as well as sanitation-related services, such as pit emptying
qualitative research methods	approaches designed to gain an in-depth understanding of a given situation, behavior, attitudes, beliefs, etc.;	secondary research data	data collected for another purpose at an earlier point in time; also known as <i>secondary data</i> or <i>desk research</i>

skip pattern	survey research instrument design in which irrelevant or inappropriate questions are filtered and omitted		
smart subsidies	subsidies that are targeted to a particular population	top-line results	preliminary results
social drivers	pressures within a society, such as status, that motivate members of that society to act in a certain way	training delivery	facilitation of training events based on a training design; requires strong communication and mentoring skills and the ability to guide learning as a process
social marketing	process for creating, communicating, and delivering benefits that a target population desires in exchange for adopting behavior that profits society	training design	process by which instructional interventions are planned using experiential and participatory learning approaches; includes setting training objectives, designing training sessions, and development of training materials; also known as <i>training strategy</i>
social norms	implicit or explicit standards for behavior, set by and for members of a social group; includes descriptive norms, what is typically done in a setting, and injunctive norms, what is approved in a society	training management	logistic components to support a training; includes venue, budget, staffing, transportation, schedule, materials, etc.
spot-check	unannounced or ad hoc supervision of a program activity; not formally scheduled	training strategy	process by which instructional interventions are planned using experiential and participatory learning approaches; includes setting training objectives, designing training sessions, and development of training materials; also known as <i>training design</i>
standardization	application of uniform specifications, criteria, methods, processes, or practices to product design, production, promotion, etc.		
study protocol	reference document that includes the study background, purpose, research objectives and questions, and data collection methods; should discuss sample size and other technical details	TSC	Total Sanitation Campaign
technology options	parts of a product that are not visible; for example, what is below the ground	UNICEF	United Nations Children's Fund
		WASH	Water, Sanitation, and Hygiene
		WHO	World Health Organization
		WSP	Water and Sanitation Program
		WSS	Water Supply and Sanitation

By Jacqueline Devine and Craig Kullmann

Today, 2.6 billion people live without access to improved sanitation. Of these, 75 percent live in rural communities. To address this challenge, WSP is working with governments and local private sectors to build capacity and strengthen performance monitoring, policy, financing, and other components needed to develop and institutionalize large-scale, sustainable rural sanitation programs. With a focus on building a rigorous evidence base to support replication, WSP combines Community-Led Total Sanitation, behavior change communication, and sanitation marketing to generate sanitation demand and strengthen the supply of sanitation products and services, leading to improved health for people in rural areas. For more information, please visit <http://www.wsp.org/scalingupsanitation>.

This Toolkit is one in a series of knowledge products designed to showcase findings, assessments, and lessons learned through WSP's Scaling Up Rural Sanitation program. It is conceived as a work in progress to encourage the exchange of ideas about development issues. For more information please email Jacqueline Devine at wsp@worldbank.org or visit www.wsp.org.

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