COMMUNICATION TOOLS

Total Sanitation and Sanitation Marketing (TSSM) in Indonesia
August 2008
Chapter 1

Background

These menu options are designed to be used as support tools in implementing the sanitation marketing plan which will be organized depending on the local situation. The communication activity is part of the sanitation marketing process together with the supply strengthening activity, village society component capacity improvement and continuous environmental support to develop local sanitation.

The media options consist of various materials that can be selected and adjusted to reach the local communication objectives.

Communications activities in this menu are divided into 3 routes based on execution, target audience and communication objectives. These routes can be seen in picture 1.
1. Study the previously arranged marketing plan. Check the chart to see the best solution in arranging your marketing plan.

2. Divide communication activities that can be part of your marketing plan (see yellow box in picture 2 below).

3. For each activity, make your material selection presented in table 1. Keep in mind the target audience.

4. Study the usage for the material chosen (see part 3, communication material description).

5. Set the amount of communication material based on the objectives. Consider the village (area) range, campaign duration and target audience.

6. Calculate communication budget based on the table 3 guide, according to the campaign size and duration.
Chapter 2

COMMUNICATION STRATEGY FLOWCHART

PICTURE 2. EAST JAVA SANITATION MARKETING ACTIVITY IMPLEMENTATION FLOW CHART.

Process By TSSM Consultant

- Diagnose Market within SANI FOAM frame
- Develop creative concept
- Arrange Marketing Option Menu
- Arrange product catalog

Process By Stakeholder

- Pre-campaign
  - Society with open defecating segment
  - Society with access to unhealthy toilet segment

- Capacity Building
  - Promoting "open defecating is no longer acceptable" (CLTS Support)
  - Promoting motivational factors
  - Promoting healthy toilet advantages

- Demand
  - Promoting "excretion on the roadside is no longer pleasant" (CLTS Support)

- Supply
  - OOF Community Declaration as form of reward towards OOF villages
  - Scaling up to other villages or community

- Enabling
  - Innovation process producing services and affordable product options
  - Creating production center as the village sanitary service center
  - Facilitating supply network elements conference through exhibition

- Craftsman competency building through training
- Manufacturer competency building through workshop

Behavior Changing Communication.
### Table 1. Communication Material Options Based On Target Audience Group and Communication Objectives.

<table>
<thead>
<tr>
<th>No</th>
<th>Target group</th>
<th>Communication Objectives</th>
<th>Communication Media</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Demand Component</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Society with open defecating segment</td>
<td>Open defecating is no longer acceptable</td>
<td>Thematic: (LIK TELEK) &lt;br&gt;- Jangan Jadi Seperti Lik Telek (Don’t be like Lik Telek) - WANTED &lt;br&gt;- Jangan Jadi Seperti Lik Telek (Don’t be like Lik Telek) - Gossip Materials: &lt;br&gt;- Poster &lt;br&gt;- Radio &lt;br&gt;- Newspaper/Tabloid (Buang Air Besar di Sembarang Tempat, Tanggung Akitbarya) &lt;br&gt;- LIK TELEK Calendar &lt;br&gt; &lt;br&gt;- CLTS Materials: video, poster (LIK TELEK) &lt;br&gt;- PKK Materials: video, games. &lt;br&gt;- Traditional stage performance - Wayang &lt;br&gt;- Schools Materials: Drama performance, games.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Riverside excretion is no longer pleasant.</td>
<td>Thematic: (LIK TELEK) &lt;br&gt;- Awas &quot;Sator&quot; Malam-malam, Dinilai Lik Telek &lt;br&gt;- Jangan Sampai Sungai Dikuasai Lik Telek’ Materials: &lt;br&gt;- Poster &lt;br&gt;- Radio &lt;br&gt;- LIK TELEK Calendar</td>
</tr>
<tr>
<td>2</td>
<td>Society with access to unhealthy toilet yet free from open defecating segment.</td>
<td>Riverside excretion is no longer pleasant.</td>
<td>Thematic: (LIK TELEK) &lt;br&gt;- BuatJamban Jangan Gaya Lik Telek (Pake Tutup, Gak Ngundang Laler, and so on) Materials: &lt;br&gt;- Poster &lt;br&gt;- Radio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Promoting healthy toilet usage</td>
<td>Thematic: (LIK TELEK) &lt;br&gt;- Awas ada Lik Telek! Makanan Enak Jadi Bahaya Materials: &lt;br&gt;- Poster &lt;br&gt;- Radio &lt;br&gt;- Newspaper &lt;br&gt; &lt;br&gt;- PKK (Pendidikan Kesejahteraan Keluarga) Materials: video, games.</td>
</tr>
<tr>
<td>No</td>
<td>Target Group</td>
<td>Communication Objectives</td>
<td>Communication Media</td>
</tr>
<tr>
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<tr>
<td></td>
<td><strong>Supply Component</strong></td>
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</tr>
</tbody>
</table>
| 1  | Society with open defecating habit segment.  
**Activity Objective**  
Creating a society transition from a society with open defecating habit segment towards a society with no open defecating | To inform alternative latrine options | Materials:  
- Product Catalog  
- Mechanism: to be shared to stakeholders, facilitators, villages officials, sanitary experts, public leaders, masons. |
| 2  | Society with access to unhealthy toilet yet free from open defecating segment.  
**Activity Objective**  
Promoting healthy toilet usage | To promote healthy latrine (commercial product and service) | Materials:  
- Leaflet  
- Merchandise:  
- signage (shop sign)  
- cap  
- product display  
- in-store product poster |
|    | **Enabling Component** | | |
| 1  | Society and government officials (from village level to area level), stakeholder, sanitation expert, facilitator, public figures as influencer.  
**Activity Objective**  
Creating a social transition from a society with open defecating habit segment towards a society with no open defecating.  
**Ensuring**  
Giving appreciation or rewards to villages that have reached Open Defecating Free status. | Extending communication to surrounding villages (not included in TSSM range) to achieve ODF. | Materials:  
- ODF village inauguration event attended by stakeholder (officials from village and area level)  
- "Aksi Desaku Bersih Desaku Sehat" Calendar  
- Signage or information board indicating that the village is now ODF. |
| 2  | Commercial private sector, and government as regulator.  
**Activity Objective**  
Building commercial private sector role in developing village sanitation market.  
**Ensuring**  
To guarantee information regarding demand absorption from commercial private company’s product supply. | | Materials:  
- A village level conference facilitated by village’s sanitation expert by including sanitation service providers and product manufacturer up to area level.  
- Provincial Sanitation Exhibition. |
Chapter 3

COMMUNICATION MATERIAL DESCRIPTION

A. Behavioral Change Communication

POSTER

**POSTER 1**

**Title:** Jangan jadi seperti Lik Telek (Don’t be like Lik Telek)

**Sub Title:** Buang air besar di sembarang tempat nyeleri penyakit, nyeleri bau…malu kan?? (Open defecation spread disease and stench, shameful isn’t it?)

This Lik Telek poster will be the first published in this campaign. The aim of this poster is to introduce Lik Telek as someone who likes to defecate in the open. Lik Telek is depicted as a person with bad sanitary habits, which have negative effects in the surrounding society. This is aimed at societies with open defecating habits and with inadequate sanitary facilities.

**Size:** 49 x 70 cm  
**Material:** Art Paper 150 gr

Material CD is attached at the back of this book.

(Print only 1,000 copies, you will only be charged Rp 3,500 per piece)

**POSTER 2**

**Title:** Jangan jadi seperti Lik Telek (Don’t be like Lik Telek)

**Sub Title:** Buang air besar di sembarang tempat diomongin orang sak kampung, Baunya slalu….Breeeeeeeengggg! Ugh! Ke mana-mana dilikut! later! (Defecating in the open makes you the talk of the whole village. The stench is.......Yuck! Ugh! Flies follow everywhere you go!)

This Lik Telek Poster series addresses the issue of not keeping health and cleanliness by defecating in the open, by becoming the talk of the whole village. Open defecation is generally an unacceptable habit. This poster is aimed at people who defecate improperly.

**Size:** 49 x 70 cm  
**Material:** Art Paper 150 gr

Material CD is attached at the back of this book.

(Print only 1,000 copies, you will only be charged Rp 3,500 per piece)

**POSTER 3**

**Title:** Jangan jadi seperti Lik Telek (Don’t be like Lik Telek)

**Sub Title:** Susahnya ngga punya jamban di rumah. Enak-enak ngorok, suruh ngantar bini setor. Hiii...bintang malam berkelaruan. Malam Jumat Kliwon lagi! Hiiiiii...diintip Lik Telek lagi! (The trouble you have with no toilet at home. While enjoying yourself, you have to company the lady to poo. Urrghh...the nocturnal animal lurks. It’s a scary night! And watched by Lik Telek!!)

This Lik Telek poster addresses the relationship between defecating in the open with disease spreading, such as stomachache, and other dangerous illness, especially how flies transmit disease through food. This poster is aimed to societies that still defecate in the open.

**Size:** 49 x 70 cm  
**Material:** Art Paper 150 gr

Material CD is attached at the back of this book.

(Print only 1,000 copies, you will only be charged Rp 3,500 per piece)
**POSTER 4**

**Title:** Awas ada Lik Telek! Makanan enak jadi bahaya! (Beware of Lik Telek! Good food becomes dangerously (edible!)

**Subtitle:** Gara-gara ‘nge-bom’ di jamban terbuka... bau dan lilatnya nyebar ke mana-mana. Habis hingga di ‘anu’ memipir ke santapan kita. Bahaya kan? (Just because you pooped in the open... the stench and the flies spreads everywhere. After hopping on the poop, then it lands on our food? Disgustingly dangerous isn’t it?)

This Lik Telek poster addresses the relationship between defecating in the open with disease spreading, such as stomachache, and other dangerous illnesses, especially how flies transmit disease through food. This poster is aimed at societies that still defecate in the open.

Size : 49 x 70 cm  Material : Art Paper 150 gr

Material CD is attached at the back of this book  (Print only 1,000 copies, you will only be charged Rp 3,500 per piece)

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**POSTER 5**

**Title:** Buat jamban jangan seperti punya Lik Telek (Don’t be like Lik Telek when making a toilet)

**Subtitle:** Pakek tutup, biar gak bau dan gak ngundang laler. Pakek dinding bieh gak malu dan gak nyebar penyakit. (Use a closet, no stench and no flies. Build walls so you don’t have to be embarrassed and stop spreading disease)

This version of the Lik Telek poster series addresses open toilet problems that cause stench and flies swarming. This poster aims to educate societies who already have a basic toilet to improve their toilet into a healthy toilet. This is aimed at societies with unhygienic toilets.

Size : 49 x 70 cm  Material : Art Paper 150 gr

Material CD is attached at the back of this book  (Print only 1,000 copies, you will only be charged Rp 3,500 per piece)

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**POSTER 6**

**Title:** Jangan sampai sungai dikuasai Lik Telek. (Don’t let Lik Telek rule the river.)

**Subtitle:** Lik Telek ngendog di sini. Anak-anak mandi disini... bu-bu nyuci di sini... wlelh-wlelh... semua nyicipi Lik Telek! (Lik Telek poops here. The kids bathe here... Mothers wash cloth here... Everybody got a taste of Lik Telek)

This poster addresses the improper toilet building issue, in which the feces sewage line is directed to the river, thus polluting the water source and spreading disease. This poster is aimed at societies with unhygienic toilets.

Size : 49 x 70 cm  Material : Art Paper 150 gr

Material CD is attached at the back of this book  (Print only 1,000 copies, you will only be charged Rp 3,500 per piece)

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**POSTER 7**

**Title:** Lik Telek hilang desa cemerlang! (When Lik Telek is gone the village is clean and bright!)

**Subtitle:** Desaku bersih desaku sehat. Nggak ada bau, nggak ada lalat. Lik Telek pun kut minggit. Seluruh warga hidup lebih bermartabat. (My village is clean & healthy. No stench, no flies, and no more Lik Telek. The whole village is more dignified.)

This poster depicts a village that has experienced a transition from an “open defecating village” into an “open defecating free village”. Once the village is an open defecating free village, the people live healthier, happier lives, with more dignity. This is the last poster from the Lik Telek series.

Size : 49 x 70 cm  Material : Art Paper 150 gr

Material CD is attached at the back of this book  (Print only 1,000 copies, you will only be charged Rp 3,500 per piece)
**Village Level Competition Print Advertising.**

This print advertising is an announcement ad for village level competition, describing the competition category, general criteria and competition mechanism. Village level competition detail is available in the competition part in this book.

Size: 158 x 200 mm

Material CD is attached at the back of this book.

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**Area Level Competition Print Advertising.**

This print advertising is an announcement ad for area level competition, describing the competition category, general criteria and competition mechanism. This competition detail is available in the competition part in this book.

Size: 158 x 200 mm

Material CD is attached at the back of this book.

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**Testimonial Print Advertising.**

**Title:** Buang air besar di sembarang tempat, tanggung akibatnya! (Defecate in the open space at your own risk!)

**Content:** Ibu Siti hanya dapat berlinang air mata melihat anaknya terbaring lemah karena diare yang berkepanjangan. Siapa sangka kebiasaan BAB di sembarang tempat bisa bikin keluarga sendiri celaka. Kalau sudah ada yang jatuh sakit, baru menyentuh kebiasaan hidup yang tidak bersih dan sehat. Sesal kemudian tiada guna. Ibu Siti can only shed tears witnessing her child lying in bed, suffering a bad case of diarrhea. Who would’ve thought that defecating in the open space can bring harm to your own family. When illness has taken its toll, we are reminded of the benefits of living with cleanliness and good health. Regret cannot fix anything.)

This print advertising conveys a message that bad sanitation habits will bring negative effects such as disease spreading. It’s better to be cautious now, rather than regretting something in the future.

Ukuran: 158 x 200 mm

Material CD is attached at the back of this book.

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**Placement Guide:**

To place print advertising in a newspaper, tabloid, or magazine, ask for local print media cooperation. Please make sure that the target audience has interest in reading the related print media. Find out what material is needed to publish print advertising. Define size and material type that can be in the form of film or soft copy file (in CD format). Make sure the coverage is adequate in order to deliver the information effectively.
**Village Level Competition Poster.**

This is an announcement for village level competition, describing the competition category, general criteria and competition mechanism. Village level competition detail is available in the competition part in this book.

Size : 49 x 70 cm  
Material : Art Paper 150 gr

Material CD is attached at the back of this book  
(Print only 1,000 copies, you will only be charged Rp 3,500 per piece)

---

**Area Level Competition Poster.**

This is an announcement poster for area level competition, describing the competition category, general criteria and competition mechanism. This competition detail is available in the competition part in this book.

Size : 49 x 70 cm  
Material : Art Paper 150 gr

Material CD is attached at the back of this book  
(Print only 1,000 copies, you will only be charged Rp 3,500 per piece)

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**Placement Guides:**

Posters can be displayed at a location that has high people traffic, however it has to be somewhere convenient for those who would like to see it such as: local store, health center, local government office, guard post, praying facilities, motor cycle taxi base, etc. It is advised to selectively choose a location so that people can see it over a long period of time.

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**Radio Spot**

**“Gossip” Version Radio Spot**

This 60 seconds radio ad conveys a message that defecating in the open can be very embarrassing and a disadvantage due to a peeping tom, and becoming ridiculed by becoming the talk of the village.

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**“Bab Malam-malam” Version Radio Spot**

This 60 seconds radio spot conveys a message that defecating in the open space during the night is very dangerous and inconvenient. Not only from the wild animals, bug bites, but also from a peeping tom.

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**“Unimproved” Version Radio Spot.**

This 60 seconds radio spot is aimed at the people that already have a toilet, but not an improved one. This spot conveys a message that a proper toilet is one using a lid, doesn’t emit stench, spread disease and has walls so no one can peek.

Radio material CD (3 version) is attached at the back of this book. (Attachment 1)

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**Placement Guide:**

To place a radio spot, cooperate with local radio station. Discuss the appropriate airtime that fits the target audience for this radio spot. Make sure the audience group is interested in listening to that radio station, and listens to the radio during the chosen broadcast time with adequate frequency.
Main theme: Do not defecate in open spaces.

Objective:
The objective of this competition is to increase awareness about open defecating dangers. By participating in this competition, people will become aware of the negative effects of open defecation and can express them in form of pictures, or posters, logos, words, and slogans. By adequate media exposure, this awareness may also spread to other areas apart from East Java.

Category:
1. General Public
2. Student

General Public Category
1. Song Writing Competition.
   Definition: In this competition, participants may write a new song or alter the lyrics of an existing song. Lyrics must relate to the main theme “Stop Open Defecation”. The winner’s song will be played on a local radio and may be used as a theme song for the area campaign. Judges consist of local public figures.

   Main target: open for all, individual or group.

2. Logo Competition.
   Definition: This is a logo design competition with the main theme “Stop Open Defecation”. The winning logo will be used in posters or any other campaign materials for that area.

   Main target: open for all, individual or group

3. Slogan Competition.
   Definition: In this competition participants are expected to create a slogan to express the main theme, “Stop Open Defecation”. The winner’s slogan will be used as the area’s campaign slogan.

   Main target: open for all, individual or group
**CALENDAR**

**WALL CALENDAR**

This calendar is designed to be given to institutions such as schools, offices, government offices, hospitals or clinics. The calendar picture shows conditions before they are free from open defecating, and the other when they are open defecating free.

**POCKET CALENDAR**

This is a mini size calendar, conveniently small to carry around and distribute to individuals. This calendar shows the same pictures and messages used in Lik Telek Poster series.

**VILLAGE SIGNAGE/BOARD**

This village signage/board with the logo “Desaku bersih, desaku sehat” is placed at the village gate, as a sign to show that the village has become ODF (Open Defecating Free).
**Student Category:**
This student competition is divided into several categories:
1. Drawing Competition (Elementary level)
2. Poetry Writing Competition (Junior High School level)
3. Poster Competition (Junior High & High School level)
4. Scientific Essay Competition (High School level)

Student competition uses the same rules as the general public category.

**Mechanism:**
- Contact teachers / school officials; inform them of the objectives and competition regulations. Involve them in the activity, such as becoming a judge or committee member.
- Distribute the information by placing information material (poster), or leaflets in strategic places often visited by the target audience.
- Give registration address and a clear, reachable information center.
- Monitor all activity development (total participants etc) periodically.

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**Village Level Competition**

The competition would be held at village level will be a cleanliness competition between villages.

**Objective:** To ask people to join a cleanliness improvement campaign in their village, free from open defecation, and ask the people to change their living habits into healthy and clean living.

**Mechanism:** Every village will be evaluated based on several criteria such as: cleanliness, creativity, public facilities cleanliness (public toilets in schools, or toilets at homes). A village that fulfills all the criteria will be given the title “Desaku bersih” with a sign marking the village as “open defecation free”.

**Implementation:**
- Contact local officials from the village, area and other government officials - explain the activity objective and mechanism, get them involved in the activity as a judge or member of the activity committee.
- Explain the activity mechanism using posters and other information materials placing them at strategic places, most visited by the target audience.
- Give registration address and a clear, reachable information center.
- Monitor all activity development (total participant etc) periodically.
This video presentation conveys the message on how dangerous the open defecating habit is, and how that habit is bad for health. The simple story line makes the message easy to understand by the target audience. This video presentation will be played during campaign activities or distributed to individuals.

**Story Line.**

The presentation opens in the morning at Bapak Agus residence, a poor farmer with a wife and three children. Two of his children go to elementary school while the youngest is still an infant. They have their breakfast together, a very simple breakfast with rice and homemade chilly sauce. Afterward, Pak Agus goes to the paddy field while his two children go to school.

On his way, Pak Agus has a stomachache. He then heads for the bushes to defecate. Pak Bagong, his neighbor, who happens to pass by, warns him not to defecate in the open. While they are chatting, we see flies flying over and landing exactly where Pak Agus just been.

At school, it’s break time for the kids. The students go outside the classroom to play and buy some snacks. Chandra, Pak Agus son, finds Ro 500. After no one admits losing the money, he then buys some snacks for himself and his brother. We see flies also swarming over the snacks being sold.

At home, Ibu Agus sees that her infant child is sleeping peacefully. She then rushes to the river to wash the baby’s dirty diapers. She washes them in a hurry, afraid that her baby will wake up while she’s not at home. Without washing her hands, she returns to the house and prepare a meal. The food is then contaminated with her unwashed, dirty hands.

That day, the whole Pak Agus family gets stomachaches. The kids are crying in pain when Pak Bagong pays Pak Agus a visit to see what has happened. Pak Bagong then continues explaining the danger of defecating in the open air, and then invites Pak Agus and his family to use his toilet. Even though equally poor, Pak Bagong manages to have a simple yet hygienic toilet. He then advises Pak Agus to make his own toilet.

The next day, Pak Agus and Pak Bagong go to a material store with the “thumb” symbol to buy the materials required to build a toilet. Pak Agus receives lots of advice on how to build a proper hygienic toilet.

The video ends with Pak Agus who now has built his very own toilet.

*The CD is attached in the back of this book in VCD format (Attachment 2)*
SCHOOL DRAMA/PLAY

This scenario can be played by the students in their school in the form of a drama or a puppet show.

How:

A week before the performance, the students will be given direction on the roles of the characters to be played. The students will play all the characters. This performance will be held on an open stage and the spectators/audience can sit in front of the stage. The audience is expected to actively participate and give comments on what happens on the stage. This performance will use popular songs familiar to the students. The story line is very simple, and the message will be conveyed repeatedly in different ways.

Message:

The main message is to warn people on the danger of open defecating. In this play the character Lik Telek will be played as a person who likes to defecate in the open, and spread disease.

Story:

Four students are being disobedient toward their teacher by defecating in the open, and eating contaminated food. Those four students and their families then become ill. A doctor visits and explains their illness. By the end of the show, the teachers will interact with the audience to ask about the message.

(The script is attached in Attachment 3, at the back of this book)

GAMES

SNAKES AND LADDERS

This game is aimed at kids at school and their family members. This game can be enjoyed while at the same time conveying a simple message on good and bad sanitation. Players may climb the ladder if he/she does something good, and will slide down the snake tail if he/she does something bad.

(This game board is available in Attachment 4 at the back of this book)
B. PROMOTING SUPPLIERS

LEAFLET

This leaflet can be used to promote recommended toilet products by suppliers. It consists of brief information on toilet products and price estimates on building a toilet. This leaflet will be distributed to individuals.

The facility types can be customized to local condition and situations. This also applies to price estimates.

MERCHANDISE

The pin and cap are merchandise distributed among accredited craftsmen and suppliers. People will be able to easily identify the person who has the skill to aid them building a proper hygienic toilet.
This complete catalog will be used to promote recommended comprehensive toilets. With this catalog, customers may choose the desired toilets from a variety of models presented. This catalog is very useful in choosing a toilet because it shows the toilet with all the details including advantages and disadvantages between toilet models. The target for this catalog is people who still defecate in the open.
The store signage with the thumb logo is placed at the store entrance. This is to show that the store is an accredited agent and will give free consultation on building a proper hygienic toilet.
The Posters are placed in accredited shops, to provide a simple explanation about the recommended latrines. The posters are for people who practice open defecation.

Size : 40 x 60 cm  
Material : Art Paper 150 gr

The designs of posters, print ads, calendar, and board game is available on the cd attachment 5 in the back of this book.
### Table 2. Main Activity Options

<table>
<thead>
<tr>
<th>Package A</th>
<th>Communication Objective</th>
<th>Material</th>
<th>Communication Material</th>
<th>Scope of role and organizer</th>
</tr>
</thead>
</table>
| **Open Defecation is no longer acceptable.** | | 1. Poster 1: **WANTED**  
Specification: 49 cm x 70 cm  
5,000 pieces | **POSTER**  
- Posters placed at highly crowded areas and spots passed by target group, such as: wet market, community hall, government offices, health centers, crossroads, etc.  
- Location and poster placement must be carefully selected so the poster placed will not be easily damaged.  
- Placement allocation must be spread equally for each village within one area. | Area |
| | | 2. Poster 2: **GOSSIP**  
Specification: 49 cm x 70 cm  
5,000 pieces | | |
| | **Defecating at riverside is no longer pleasant** | **“Setor” poster.**  
Specification: 49 cm x 70 cm  
5,000 pieces | | Area |
| | **Promoting healthy toilet features** | **“Jamban Lik Telek” poster.**  
Specification: 49 cm x 70 cm  
5,000 pieces | | Area |
| | **Promoting the advantages of having a healthy toilet as a motivating factor in adopting an hygienic toilet** | **“Delicious meal becomes dangerous” poster version.**  
Specification: 49 cm x 70 cm  
5,000 pieces | | Area |
| | **Informing alternative toilet options** | **Sanitation alternative facility catalog (Informed Choice Catalog)** | **Catalog is distributed among stakeholders, facilitator, local officials, local public figures and sanitation expert.** | Area |
| | **Appreciating or rewarding villages that have become ODF** | **ODF village inauguration ceremony by placing ODF signage** | **The ODF ceremony should be attended by stakeholders (government officials) both village and area level) to present the signage as symbolic gesture of reward.** | Village or Community |
| | **Scaling up to other surrounding villages (not included in TSSMP) to reach ODF state toward Total Sanitation** | **Village level conference facilitated by village level sanitation expert, involving sanitarian service and product provider from area level.** | **Hold annually to commemorate World Sanitation Day (between March – April) by actively involving the private sector and the media.** | Area |
| | **To guarantee information regarding demand absorbance from commercial private company’s product supply.** | | | |

### Table 3. Activity Addition Basis For Willingness Resource

<table>
<thead>
<tr>
<th>Package A</th>
<th>Communication Objective</th>
<th>Material</th>
<th>Communication Material</th>
<th>Scope of role and organizer</th>
</tr>
</thead>
</table>
| **Open Defecation is no longer acceptable** | **“Shame” radio spot**  
- Media Plan  
- Spot amount  
- Prime time  
- Regular time  
(See Tool Menu on media plan) | | **Choose local radio stations within the area that have the most listeners and widest coverage.** | Area |

Additional activities can be chosen from the communication material list in chapter 3. The campaign coverage and frequency has to be adjusted regarding fund availability and other resources according to each area.
<table>
<thead>
<tr>
<th>Description</th>
<th>Target</th>
<th>Size</th>
<th>Material</th>
<th>Color Separation (printing films)</th>
<th>Proof Print (Check Colors)</th>
<th>Quantity</th>
<th>Media costs &amp; Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster</td>
<td>Jangan Jadi Seperti Liuk Telik - Poster 1</td>
<td>49cm x 73cm</td>
<td>Art Carton 150g/1 side Full Color Print</td>
<td>1,175.000</td>
<td>2,000.000</td>
<td>5,000.000</td>
<td>17,500.000</td>
</tr>
<tr>
<td></td>
<td>Jangan Jadi Seperti Liuk Telik - Poster 2</td>
<td>49cm x 73cm</td>
<td>Art Carton 150g/1 side Full Color Print</td>
<td>1,175.000</td>
<td>2,000.000</td>
<td>5,000.000</td>
<td>17,500.000</td>
</tr>
<tr>
<td></td>
<td>Districts &amp; Teik</td>
<td>49cm x 73cm</td>
<td>Art Carton 150g/1 side Full Color Print</td>
<td>1,175.000</td>
<td>2,000.000</td>
<td>5,000.000</td>
<td>17,500.000</td>
</tr>
<tr>
<td></td>
<td>Malaysia Free Media</td>
<td>49cm x 73cm</td>
<td>Art Carton 150g/1 side Full Color Print</td>
<td>1,175.000</td>
<td>2,000.000</td>
<td>5,000.000</td>
<td>17,500.000</td>
</tr>
<tr>
<td></td>
<td>Bajat Jangan jangan seperti punya Liuk Telik</td>
<td>49cm x 73cm</td>
<td>Art Carton 150g/1 side Full Color Print</td>
<td>1,175.000</td>
<td>2,000.000</td>
<td>5,000.000</td>
<td>17,500.000</td>
</tr>
<tr>
<td></td>
<td>Jangan Sabai Sepaiki okumani Liuk Telik</td>
<td>49cm x 73cm</td>
<td>Art Carton 150g/1 side Full Color Print</td>
<td>1,175.000</td>
<td>2,000.000</td>
<td>5,000.000</td>
<td>17,500.000</td>
</tr>
<tr>
<td></td>
<td>J. Liuk Telik Kiling, Desa General</td>
<td>49cm x 73cm</td>
<td>Art Carton 150g/1 side Full Color Print</td>
<td>1,175.000</td>
<td>2,000.000</td>
<td>5,000.000</td>
<td>17,500.000</td>
</tr>
<tr>
<td>Radio Ad</td>
<td>Broadcast</td>
<td>60 seconds</td>
<td>File, word inside CD</td>
<td></td>
<td></td>
<td></td>
<td>15,000.000</td>
</tr>
<tr>
<td></td>
<td>SATS maximum</td>
<td>60 seconds</td>
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<td></td>
<td></td>
<td></td>
<td>15,000.000</td>
</tr>
<tr>
<td></td>
<td>Unimproved</td>
<td>60 seconds</td>
<td>File, word inside CD</td>
<td></td>
<td></td>
<td></td>
<td>15,000.000</td>
</tr>
<tr>
<td>Print Ad</td>
<td>Broadcast</td>
<td>60 seconds</td>
<td>File, word inside CD</td>
<td></td>
<td></td>
<td></td>
<td>15,000.000</td>
</tr>
<tr>
<td></td>
<td>Testimonial Print Ad</td>
<td>150mm x 200mm</td>
<td>Full Color magazine and newspaper print ad</td>
<td>107.500</td>
<td>281.600</td>
<td></td>
<td>15,000.000</td>
</tr>
<tr>
<td>Well Calendar</td>
<td>Unimproved &amp; Open decorations</td>
<td>60cm x 90cm</td>
<td>Art Carton 150g/1 side Full Color Print</td>
<td>1,814.000</td>
<td>4,724.000</td>
<td>6,000.000</td>
<td>17,500.000</td>
</tr>
<tr>
<td>Pocket Calendar</td>
<td>Unimproved &amp; Open decorations</td>
<td>90cm x 19.5cm, 3 lid</td>
<td>Art Carton 150g/2 side Full Color Print</td>
<td>221.780</td>
<td>590.800</td>
<td></td>
<td>15,000.000</td>
</tr>
<tr>
<td>Village Level Competition</td>
<td>Print Ad Alang Ada Berih Arter Dua</td>
<td>150mm x 200mm</td>
<td>Full Color magazine and newspaper print ad</td>
<td>102.900</td>
<td>281.600</td>
<td></td>
<td>18,000.000</td>
</tr>
<tr>
<td></td>
<td>Poster Alang Ada Berih Arter Dua</td>
<td>150mm x 200mm</td>
<td>Full Color magazine and newspaper print ad</td>
<td>102.900</td>
<td>281.600</td>
<td></td>
<td>18,000.000</td>
</tr>
<tr>
<td></td>
<td>- Song Writing Competition</td>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,560.000</td>
</tr>
<tr>
<td></td>
<td>- Logo Competition</td>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,560.000</td>
</tr>
<tr>
<td></td>
<td>- Slogan Competition</td>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,560.000</td>
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<tr>
<td>Area Level Competition</td>
<td>Print Ad Alang Ada Kena 29 Kabupaten</td>
<td>150mm x 200mm</td>
<td>Full Color magazine and newspaper print ad</td>
<td>107.500</td>
<td>281.600</td>
<td></td>
<td>15,000.000</td>
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<tr>
<td></td>
<td>Poster Alang Ada Kena 29 Kabupaten</td>
<td>150mm x 200mm</td>
<td>Full Color magazine and newspaper print ad</td>
<td>107.500</td>
<td>281.600</td>
<td></td>
<td>15,000.000</td>
</tr>
<tr>
<td></td>
<td>- Song Writing Competition</td>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10,000.000</td>
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<tr>
<td></td>
<td>- Logo Competition</td>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10,000.000</td>
</tr>
<tr>
<td></td>
<td>- Slogan Competition</td>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10,000.000</td>
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<tr>
<td>Student Competition</td>
<td>- Drawing Competition</td>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,560.000</td>
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<tr>
<td></td>
<td>- Poetry Writing Competition</td>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,560.000</td>
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<tr>
<td></td>
<td>- Poster Competition</td>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,560.000</td>
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<tr>
<td></td>
<td>- Scientific Essay Competition</td>
<td>Price</td>
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<td>Video Presentation</td>
<td>Unimproved &amp; Open decorations</td>
<td>Duration: 10 minutes</td>
<td>VCD</td>
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<td>2,560.000</td>
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<td>Games</td>
<td>SD, SMP and SMU</td>
<td>49x64 cm</td>
<td>Art Carton 300g/1 side Full Color Print &amp; Finish</td>
<td>1,200.000</td>
<td>2,109.000</td>
<td>5,000.000</td>
<td>17,500.000</td>
</tr>
<tr>
<td>School Drama/Play</td>
<td>SD, SMP and SMU</td>
<td>49x64 cm</td>
<td>Art Carton 300g/1 side Full Color Print &amp; Finish</td>
<td>1,200.000</td>
<td>2,109.000</td>
<td>5,000.000</td>
<td>17,500.000</td>
</tr>
<tr>
<td>Leaflet Product</td>
<td>Unimproved &amp; Open decorations</td>
<td>A5</td>
<td>Art Carton 150g/2 side Full Color Print</td>
<td>201.600</td>
<td>598.000</td>
<td></td>
<td>15,000.000</td>
</tr>
<tr>
<td>Merchandise</td>
<td>- Pin</td>
<td>Mason</td>
<td>jawi with thumb loop</td>
<td></td>
<td></td>
<td></td>
<td>20,000.000</td>
</tr>
<tr>
<td></td>
<td>- Cap</td>
<td>Mason</td>
<td>jawi with thumb loop</td>
<td></td>
<td></td>
<td></td>
<td>40,000.000</td>
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<tr>
<td>Flyer retail</td>
<td>Material shop's customers</td>
<td>A4</td>
<td>Art Carton 150g/2 side Full Color Print</td>
<td>403.200</td>
<td>1,095.000</td>
<td></td>
<td>12,500.000</td>
</tr>
<tr>
<td>Store Signage/Board (Taxable)</td>
<td>Membership</td>
<td>Signage or banner</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15,000.000</td>
</tr>
<tr>
<td>Village Signage/Board</td>
<td>Village leader</td>
<td>Signage</td>
<td>Signage on village gate</td>
<td></td>
<td></td>
<td></td>
<td>15,000.000</td>
</tr>
</tbody>
</table>
ATTACHMENT 1.

COMMUNICATION MATERIAL CD
(RADIO SPOT)
Attachment 2.

Communication Material CD
(Video Presentation - VCD Format)
ATTACHMENT 3.

SCHOOL DRAMA PERFORMANCE SCENARIO
Attachment 4.

Games
Attachment 5.

Communication Material CD
(Poster, Print Advertising, Calendar & Games)