



Ministry of Housing and Urban Affairs  
Government of India



# The Science, Art & Craft of SBCC







## Foreword

In 2014, in an attempt to tackle a normalized practice over generations, India embarked on an ambitious mission of making the country open defecation-free (ODF). While India was declared ODF in 2019, the momentum to sustain ODF behaviour and to effectively dispose of the increased waste required extending adequate and safe faecal sludge management (FSM). Without the safe collection, disposal and treatment of human waste, citizens are exposed to serious health and environmental hazards because that same waste is dumped untreated in open fields and water bodies.

Mindful of this reality, the National Faecal Sludge and Septage Management (NFSSM) Alliance, was formed in 2016 with support from the Bill & Melinda Gates Foundation, to build consensus and drive forward the discourse on FSM, create an enabling environment to accelerate progress towards universal access to safely managed urban sanitation across the sanitation value chain.

The Alliance works in collaboration with the Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS), under the Ministry of Jal Shakti, which are the central ministries responsible for sanitation in India. The NFSSM Alliance has been successful in enabling a range of policy initiatives, e.g., the National Policy for Faecal Sludge and Septage Management.

In urban sanitation, the Alliance's challenge and task to itself and its partners was how to make an issue like faecal sludge management that is technical and, more importantly, invisible, matter to communities. There is a need for infrastructure development to be married to powerful behaviour change communication interventions, a core and integral lever to achieving safe sanitation. FSM is more than an infrastructure challenge and needs to be approached audaciously, with a powerful narrative with which people engage. The Alliance has focused its efforts on communication led initiatives and interventions and this document is an effort to mainstream safe and inclusive sanitation through effective communication interventions.

This document developed by the Alliance and its partners incorporates learning from developing and implementing evidence-based behaviour change communication to provide valuable guidance to other partners – in India and globally – who seek to adopt a scientific, evidence-based and structured approach to creating and disseminating social and behaviour change communication.

# Executive Summary

Visible and immediate threats like air pollution and the Covid-19 pandemic have galvanized the public and the government to find solutions for poor air quality issues and universal vaccination to manage the pandemic. These issues have been front and centre recently. However, there are several other issues that people struggle with in terms of health, sanitation, livelihood, rights and resilience. While one approach addresses these challenges through policy and infrastructure, there must be a corresponding approach to change attitudes, efficacy, norms and behaviours among people.

While healthcare professionals, patients, families, community leaders, and policymakers all struggle to understand interactions between health and behaviour and use that knowledge to improve the health status of individuals and communities, the interactions between health and behaviour are not straightforward.

Conventional wisdom tells people to eat right, do more exercise, avoid tobacco, use a condom, wear seatbelts, and use a toilet instead of defecating in the open, but deciding what specific interventions to produce and sustain ideal practices and changes in attitudes present a dilemma. There are several challenges when approaching behaviour change, including the lack of rigorous evaluation of interventions. Evaluations may assess short-term changes, but long-term effectiveness should also be assessed because they maintain behaviour change. Only with a scientific approach to an the intervention will the best practices be found.

Another challenge is the need to shift from just information, education, communication (IEC) to social and behaviour change communication (SBCC) to engage communities and inform their decisions and practices.

There are fundamental differences between IEC and SBCC. IEC is a process of providing information and educating individuals and communities to promote healthy behaviours appropriate to their context. But knowledge and awareness are not sufficient conditions for behaviour change. This is because conflicting demands on individuals also influence behaviour adoption, the external environment, the local context, family and the community in which an individual lives. Understanding the mental orientation and their worldview is essential too. IEC materials tend to be generic, instructional, and lack context-based evidence and relevance.

BCC focuses on individuals and looks far more comprehensively at determinants of behaviour. However, placing the onus of change on individuals fails to consider norms

and an enabling environment adequately. SBCC looks at the individual in the context of the ecosystem in which a behaviour is performed. SBCC is an evidence-based, consultative process of addressing knowledge, attitude, efficacy and motivation at the level of individuals, norms at a societal level and policy and market forces at a macro level. SBCC uses research to define a problem, identifies and segments audiences and design behavioural interventions through well-defined strategies, using an appropriate mix of interpersonal, group and participatory methods, including mass media and policy advocacy, if needed.

This case study/toolkit of the science, art and craft of SBCC has been developed by BBC Media Action with support from the Bill and Melinda Gates Foundation and the National Faecal and Septage Management (NFSSM) Alliance. This document draws on a fundamental social and behaviour change communication approach used by BBC Media Action over 20 years to design programmes that save lives, protect livelihoods, counter misinformation, challenge prejudice and build democracy. The annexures are proprietary tools and techniques that BBC Media Action has provided for reference to help aid in the development of strategic and evidence-based SBCC interventions. These must be used responsibly, and may not be used for commercial purposes or be rebranded.

This document is an overview of one approach to SBCC. The methodology is demonstrated with an example of an award winning (ISC-FICCI, 2021) communication intervention on faecal sludge management (Malasur – the demon of defeca) that was developed, implemented and evaluated.

Under Swachh Bharat Mission, over ten crore toilets have been built in the India, and more than 6.9 lakh villages have been open defecation free (ODF) since 2014. The mission mode approach to eliminate open defecation was also amplified nationwide by the commitment from all levels of leadership in governance, including investment in communication interventions. Communication interventions inspired a mass mobilization about a commodity (the toilet) that was not aspirational but was misunderstood and ignored. Messages were designed to elevate the status of the toilet as a necessity, busting age-old myths and repositioning the toilet as an asset and sign of progress.

There is now a massive burden in sustaining ODF behaviours and ensuring safe and effective faecal sludge management. And there is a need for communication to support the momentum, to create a long-term enabling environment for safe sanitation by creating a demand among citizens. This demand will only come from better understanding among the people about the risks of mismanaged faecal sludge which is currently completely amiss in household discussions and priorities.

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# Introduction to social and behaviour change communication

Social and behaviour change communication (SBCC) uses communication to shift behaviour by positively influencing social and personal determinants. These determinants could include factors within the family or individual, such as knowledge, attitudes, self-efficacy (people's confidence in their ability to practice a behaviour), and discussion. Also important are social norms (what is seen as acceptable in society), access, affordability and quality of services, and socio-economic factors, all of which originate outside the family.

## 1.1 Understanding how behaviour can be influenced

To influence the desired behaviour, specific groundwork is necessary to implement potential communication interventions effectively. It is important to note that communication alone can address some behaviours. In contrast, others might require different interventions, such as policy, regulatory changes, incentives or service design and delivery. It is also important to note that SBCC takes time as people need to change over time voluntarily. First, it is crucial to chart out all the various influencers of the desired behaviour to ensure that SBCC is the right approach to adopt.

### The role of media and communication

Media and communication can be a powerful force for positive social change, providing a highly cost-effective means of facilitating exchange of information and ideas between large numbers of people and playing a pivotal role in changing communities attitudes and behaviours. There are four pathways in which media and communication work:



They can shape opportunities for voice and choice and impact the extent to which people can exercise control over their lives



Playing a critical role in defining the access that groups have to information, media and communication influence their aspirations and behaviours



Media can engage whole communities to shape norms and expectations around the roles that groups and individuals play in society



Media and communication can also support improved governance and increased respect for people's rights

Additionally, it can provide people with trusted, accurate and balanced information, support inclusive and constructive public dialogue, and hold the powerful accountable for their actions. Media programmes can expose audiences to diverse, realistic characters and scenarios, role modelling inclusivity and tolerant behaviour in a range of family, business and public scenarios. Media and communication can also help people live longer, healthier lives by understanding and adopting healthier behaviours. It can address the social factors such as stigma or exclusion that influence people's health and affect those living with illness and disease.



While following a strategic process for developing and implementing an SBCC intervention, one is more likely to observe and assess behavioural change stages. While there are several models of behaviour change, for reference, one popular model is the Transtheoretical Model (Prochaska and Di Clemente), which analyses people in these psychographic terms:



**PRECONTEMPLATION**

The audience sees no need to change



**CONTEMPLATIVE**

the audience sees the need to change behaviour, but barriers outweigh the benefits at this stage. So, the audience is not ready to take action



**READY FOR ACTION**

in this stage, the audience is prepared to change behaviour and may have already taken some steps towards this changed behaviour



**ACTION**

practices the desired action



**RELAPSE**

This stage occurs frequently. This is seen as a normal part of the behaviour change process, and hence may require either iterations or changes to the intervention or reiteration of the message



**MAINTENANCE**

this is the stage where the audience is following this acquired new behaviour for at least six months if it is a long term behaviour that is being promoted



**ADVOCACY**

where the person promotes the behaviour to others

A person does not need to go through all the stages. A person may skip a step or go back to an earlier stage. This is just one example. There are other theories and models of behaviour change like the community readiness model, theory of planned behaviour, diffusion of innovation theory, social cognitive theory, to name a few.

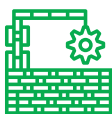
## 1.2 Conditions essential for SBCC interventions

A good starting point, which must be made part of the approach before planning and designing an SBCC intervention, is to ensure that specific mechanisms are in place because they create an enabling environment for communication to be relevant and impactful. In the context of faecal sludge management, below are a few mechanisms to ensure.



### **Establishing and enforcing policy and operative guidelines to enable change**

For example, when it comes to faecal sludge management (FSM), several states have developed City Sanitation Plans and operative procedures pushing FSM outcomes to the forefront. These operative guidelines seek to empower municipalities with knowledge, processes and facilities for planning and implementing FSM. Without such guidelines, there is a risk of having no accountability or monitoring of the progressive steps taken and planning essential for ensuring safe management and treatment of faecal sludge.



### **Making sure infrastructure and service delivery is in place**

For instance, before desludged faecal waste is transported to a faecal sludge treatment plant (FSTP), it is essential to ensure that treatment plants are operational to treat the collected sludge. Without infrastructure, there is no solution in place to safely manage and treat faecal sludge. There also needs to be mechanisms to ensure accountability of service delivery. E.g., GPS tracking of cesspool vehicles would enable accountability on operators to transport sludge only to designated sites like an FSTP. This would serve as a deterrent to indiscriminate dumping in water bodies and open fields.



### **Ensuring available communication distribution platforms for SBCC**

With the infrastructure in place, it is important to plan budgets and resources like communication channels to create and disseminate SBCC design to fit the purpose. Human resources are also a necessary re-requisite to lead SBCC interventions.

### 1.3 The human-centred design approach to effective SBCC

Although it can be very tempting to give people information and believe that they will act on it once they know something or are aware of it, evidence shows that many other determinants of behaviour need to be understood and addressed before any shifts in behaviour can be expected. As mentioned above, determinants could include factors within the family or individual, such as knowledge, attitudes, self-efficacy (people's confidence in their ability to practice a behaviour), and discussion.

BBC Media Action has led the design, development, implementation, and evaluation of behaviour change interventions with its partners in the NFSSM Alliance, applying a modified human-centred design (HCD) approach.

*“One of BBC Media Action’s values is that ‘the communities we serve are at the heart of all we do’. With people at the core of our approach, our task is to engage with emotional beings, not just rational actors, effectively. To that end, we immerse ourselves in the community to holistically understand their lives and identify barriers and triggers that can facilitate change. Our work is powered by insight-driven, impact-tested, scalable, often innovative BIG ideas.”*

**– Priyanka Dutt, Country Director, BBC Media Action, and member, NFSSM Alliance**

# The seven-step scientific methodology to create compelling evidence-based, insight-driven, impact-oriented storytelling

## 1 Immersion

Understanding people, studying the problem from multiple perspectives, defining and segmenting the target community.



## 4 Ideation

Developing ideas that are identifiable, innovative, universal and extendable across platforms for maximum reach. A BIG idea has a higher chance of being memorable.

## 5 Prototyping and testing

To test if the idea developed has appeal, comprehension, engagement, relevance among the target communities and whether the output reaches the intended impact as defined in the communication objectives.

## 6 Execution

An idea can be executed to amplify it by adopting an approach to create high recall among target audiences. This should be done through a plan that ensures a consistent message and frequency.



## Communication strategy

Dependent on being evidence-based and insight-driven with a clear communication framework that includes programme and communication objectives, measurable indicators, and the creative brief to inform the intervention



## Insight mining

Extracting an insight requires strategic analysis of data, research and discussion to arrive at a universal truth about the target community based on a deep understanding



## Monitoring and evaluation

M&E is a systematic process of tracking and analysing programme data to determine if the programme is on track and its impact on social and behaviour change.



Throughout the document, these steps will be elaborated in the context of an SBCC intervention on faecal sludge management (FSM) and the urban sanitation value chain.

## **1.4 How can this document be helpful**

This knowledge document aims to provide an overview of social and behaviour change communication, based on BBC Media Action's experience in developing strategic, evidence-based, human-centred communication interventions and learnings from the field members of the NFSSM Alliance. This document will illustrate the principles and processes of SBCC that can stand the test of time and be used for other thematic issues, not just FSM.

### **Key takeaways this document will provide**

- Critical steps in the development of an SBCC intervention
- Tested templates and (proprietary BBC Media Action) tools for implementors
- In-practice examples of developing, implementing and evaluating SBCC
- Insights in the development process that apply to any theme
- Guidance across the entire lifecycle from strategy to roll out
- How to approach budget and partnerships for SBCC, to evaluation scale and sustainability

### **Who should refer to this document?**

This document is for implementors of SBCC and decision-makers who commission the development and implementation of SBCC interventions. While these decision-makers may not be developing the communication themselves, it will be helpful to have these tools and processes at hand to identify and work with creative communication partners. Specific performance metrics can also be set with partners to ensure effective communication that provides value for money.

### **How to use this document**

Each section in the document explains the process of developing, implementing and measuring the impact of an SBCC intervention, providing tools and resources that may be useful for implementors. There are also examples of using these tools (such as communication framework, creative and research briefs.) taken from the experiences and interventions developed on FSM by Alliance members, case in point –BBC Media Action's communication intervention, Malasur - the demon of defeca.

## **What this document will not provide**

This is not a guideline or training guide on developing SBCC content but an overview of the development process for SBCC that has been used successfully to address various social impact challenges globally.

There are no one-size-fits-all answers to the challenges faced in developing and disseminating communication. This document is not intended as a peer-reviewed or academically rigorous inquiry into issues that implementors and organisations face. Instead, the focus is on a suggested framework and approach, illustrated with examples, for implementors to consider.



# SBCC in the context of urban sanitation

## 2.1 Why faecal sludge management (FSM) is important

Safe sanitation goes well beyond the construction of toilets. The all-important question is, “what happens after you pull the flush?” It is easy to take the sanitation system’s complexity for granted. After flushing, the assumption is that the waste gets carried to a place of safe treatment (sewage treatment plant). No one thinks about what happens after pulling the flush, a particularly challenging problem for those whose toilet is not connected to a sewer system. To enable safe sanitation for all, therefore, non-sewered, decentralised, cost-effective, and scalable options for the safe faecal sludge management (FSM) is essential. With 1.3 billion people across 36 states and union territories following diverse cultures and practices, the scale of India’s sanitation challenge is tremendous.



## Urban Sanitation at a glance



Over the last six years, the Swachh Bharat Mission has been able to build over 72 lakh toilets in urban India.

- ➔ With only 40% of urban India connected to sewer networks, most of the toilets (60%) in urban India rely on on-site sanitation systems (OSS)<sup>2</sup>.
- ➔ According to WaterAid and the Central Pollution Control Board, 80% of India's surface water is polluted<sup>3</sup>.
- ➔ There is an estimated 62,000 million litres a day (MLD) of human waste generated in urban India. Over 700 Faecal Sludge Treatment Plants (FSTPs) are committed, of which 220 are under construction (with 150 operational plants). The burden of managing the increasing sewage has multiplied, but with 19 out of 36 states and union territories drafting state-specific guidelines, FSM is further mainstreamed.<sup>5</sup>
- ➔ According to Census of India 2011, there are 740,078 households across the country where a person removes human excreta from a dry latrine, despite this practice being outlawed by the Prohibition of Employment of Manual Scavengers and their Rehabilitation Act 2013.
- ➔ The SBM is estimated to have led to annual economic savings of 7.35 per cent of Gross Value Added (GVA) by 2019-2020, assuming India achieves 100 per cent improved sanitation usage in 2019-2020. The economic savings are estimated to increase to 8.55 per cent of GVA by 2023-2024, provided sustained investments in the sanitation sector to achieve 100 per cent safe faecal sludge management are maintained.<sup>6</sup>

<sup>1</sup> Swachh Bharat Mission Urban

<sup>2</sup> Faecal sludge and septage management in urban areas; service and delivery models, Niti Ayog, 2021

<sup>3</sup> 80% of India's surface water may be polluted, report by international body says, Times of India, 20156. State of the World's Sanitation, UNICEF-WHO, 2020

<sup>4</sup> Faecal Sludge Management Landscape in South Asia, Synthesis of a Multi-country study 2019, WaterAid

<sup>5</sup> Faecal sludge and septage management in urban areas; service and delivery models, Niti Ayog, 2021

<sup>6</sup> UNICEF-WHO state of the world's sanitation, 2020

Since the inception of the National Urban Sanitation Policy (NUSP) in 2008, which focused on creating access to toilets and ODF communities, septage management was paid attention. NUSP initiated a framework for cities to prepare City Sanitation Plans (CSPs) under the state sanitation strategy. There is now a revised NUSP 2.0 draft with goals to ensure that all urban populations have universal and equitable access to safe sanitation and hygiene facilities at all times, along with safe management of all domestic wastewater and faecal sludge, contributing to the liveability and health of urban India.

**National and some state governments are building momentum to ensure safe sanitation, commit resources for FSM solution implementation, and encourage the supply of faecal sludge management services. However, there is a continued need for engagement between urban local bodies (ULBs) and citizens to create demand for correct FSM services by shaping people's attitudes towards FSM practices.**

## 2.2 Why communication is crucial to achieving safe sanitation outcomes

Safe sanitation is about technology innovation and infrastructure provision, but people's engagement is essential to achieving the safe sanitation goal.



### Data shows that:

- In urban areas, people have built toilets without building septic tanks, so the toilets discharge faecal waste directly into stormwater drains
- others have built septic tanks but incorrectly, without the recommended two chambers and a soak pit
- still, others have never desludged their septic tanks, having built tanks large enough to last their lifetime
- some use manual scavengers to desludge septic tanks
- Whether they avail of manual or mechanical desludging, they may do nothing to ensure that desludged waste is not dumped indiscriminately in empty plots and water bodies

Laws and policies have been put in place and enforced at the government level, but often these are not enough to change and sustain behaviours. If they are not adequately utilised, it is also not enough to have infrastructure or service delivery mechanisms in place (like access to toilets and desludging of septic tanks by licensed operators). It, therefore, becomes necessary to build enough demand for these services so that people are motivated to avail them.

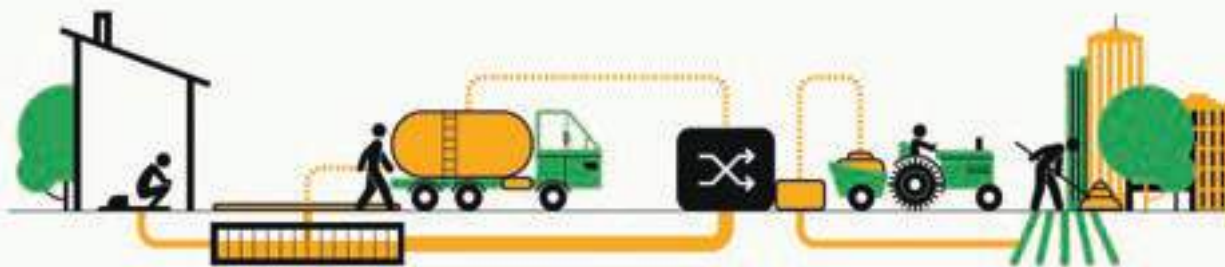
SBCC is especially critical here as faecal sludge management has not been recognised as a priority among citizens. Effective FSM has been slowed down considerably by old customs, and worst of all, apathy and ignorance. Sanitation and water are not just state subjects; they are personal or ought to be. An evidence-based and human-centred design approach to SBCC delivers communication that demystifies and personalises the threats linked to unsafe faecal sludge and septage management, appeals to hearts and minds, and provides an impetus for change among citizens in India.

*“BCC is a necessary complement to sanitation infrastructure and policy to achieve safe sanitation. Our experience in cities of Maharashtra suggests that SBCC creates demand for safe collection, management and treatment of sewage and benefits the entire community” - Dr. Meera Mehta, Professor Emeritus, CEPT University and Executive Director of the Center for Water and Sanitation, and member, NFSSM Alliance.”*  
– **Dr Meera Mehta**

### **2.3 SBCC challenges across the sanitation value chain**

Gaps in the sanitation value chain can pose risks to health and the environment. Some gaps and challenges can be addressed through policy and infrastructure, while others are behavioural. Below are examples of some of the key communication challenges.

## Key communication challenges in the sanitation value chain



CONTAINMENT	COLLECTION	TRANSPORTATION	TREATMENT
<b>Households</b>	<b>Households</b>	<b>Licensed Desludging Operators</b>	<b>Households</b>
<ul style="list-style-type: none"> <li>• Low awareness about correct containment systems</li> <li>• Low motivation to demand scientifically built septic tanks according to specifications</li> <li>• Low risk perception of the dangers of open discharge into drains</li> </ul>	<ul style="list-style-type: none"> <li>• Low awareness of the need for regular desludging every three years</li> <li>• Low motivation to seek and pay for services from licensed desludging operators</li> <li>• Prevalence of stigma against desludgers</li> </ul>	<ul style="list-style-type: none"> <li>• Low awareness about risks of indiscriminate dumping of collected faecal waste</li> </ul>	<ul style="list-style-type: none"> <li>• Low motivation and acceptance of faecal sludge treatment plants in their vicinity</li> </ul>
<b>Masons</b>	<b>Licensed Desludging Operators</b>		
<ul style="list-style-type: none"> <li>• Low motivation to encourage the building of scientific containment structures</li> <li>• Low awareness of correct containment structures</li> </ul>	<ul style="list-style-type: none"> <li>• Low motivation to wear stipulated personal protective equipment (PPE)</li> </ul>		
	<b>ULBs</b> <ul style="list-style-type: none"> <li>• Low motivation to prioritise enforcement of FSM policy and monitoring of FSM activities</li> <li>• Low motivation to establish FSM service delivery and treatment plants</li> </ul>		



## RISKS

Without proper on-site containment or treatment, water used for drinking, recreation and agriculture can be contaminated	Workers without adequate protections face life-threatening risks when emptying pits and septic tanks and cleaning sewers. Waste spilt or dumped before treatment puts whole communities and food supplies at risk	Communities are put at risk when untreated wastewater and sludge pollute, drinking water, and water sources used for irrigation of food crops
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**As part of the work on urban sanitation, the challenge that NFSSM Alliance partners in states and BBC Media Action were posed with was - can FSM be made an issue as necessary to people in urban India, as air pollution has become? How is it possible to get people to care about what happens after they pull the flush?**

*“We needed to magnify the threat of faecal sludge through a big idea to build and heighten risk perception about an invisible issue and create an intent to act (contribute to safe and effective management of faecal sludge at the household level on the one hand and question its disposal on the other) - in a strategic, phased manner”*

**– Radharani Mitra, Global Creative Advisor, BBC Media Action**

### **Why is it important to adopt a gender transformative approach in communication?**

Integrating gender issues into all aspects of program and policy (from conceptualisation, development, implementation and evaluation) is integral to redress gender disparities in society and achieve better health outcomes. But it is also important to develop communication that actively challenges gender norms and stereotypes, by going beyond just including women as participants.

**The following sections will illustrate how the human-centred design approach for intervention on FSM was executed and the steps put into practice, with a real example of – Malasur (the demon of defeca) right from exploration to evaluation and from pilot to scale.**



## Immersion

### *The science to understanding communities (step 1)*

Immersion is the process of understanding people, how they do things and why, their physical and emotional needs, how they think about the world, and what is meaningful to them. It involves studying the problem from multiple perspectives, checking assumptions by looking at secondary research, conducting formative research and landscaping studies, socio-cultural and anthropological factors, and immersive field visits. Immersion should also include identifying issues from all genders' perspectives through dialogue with different gender groups as their perceptions would differ. This step also includes defining which media platforms and channels the target groups access to be able to reach people where they already are.

Immersion is done using a combination of techniques, including:

- Research – desk, formative and landscaping studies to best understand what drives behaviour in target communities
- Technical know-how and thematic knowledge and input from experts and key informants
- Field visits
- Socio-cultural and anthropological study

The point of immersion is to capture communities' extent of their knowledge on the topic, the importance given to the problem/topic, perceptions and attitudes and opinions, and appropriate behaviours, media habits, and readiness to change.



### **Target community definition**

At BBC Media Action, we believe that there are four areas of influence and that change occurs at these four levels.

**Population:** individuals, families, community

**Practitioners:** groups that influence populations for example experts, teachers, health workers

**Organisations:** public and private sector, civil society organisations like mobile network operators, NGOs, self-help groups, and corporates

**Enabling environment:** those who can set the environment for change to take place such as government, media and regulatory bodies



### **Target community segmentation**

During immersion, one will learn about the different target communities. In the end, one may sift and choose further segments. Segmentation is about creating homogeneous sub-groups within the target community landscape so that communication can reach the audiences most effectively. This grouping/ segments could be basis demographics, psychographics, or behavioural parameters. This is done as the entire audience cannot be reached with the same message and same channels -some might be early adopters of the communication or more vulnerable or hard to reach, and they need to be identified. It is critical to understand communities (both demographic and psychographic profile) before designing communication interventions.



## Media landscape and habits

Within the immersion process, it is crucial to investigate and define which media platforms and channels, the target groups access and believe in, their media habits (such as the place, time, pattern of consumption, and their level of interaction with different media platforms).

At this stage, programme-makers should also analyse the available media landscape data to identify the best opportunities to reach people, including creating touchpoints where none exist.

### 3.1 Immersion in practice: Malasur

A mixed-method formative research (qualitative exploration and quantitative survey) in three mid-sized cities i.e. Narsapur (Andhra Pradesh), Trichy (Tamil Nadu), Berhampur (Odisha) was conducted in 2018 among populations and practitioners to study people's barriers and motivators to adopt correct practices to faecal sludge management. The research was designed by BBC Media Action and conducted collaboratively with organizations providing technical support in states -Administrative Staff College (ASCI) in Andhra Pradesh, Ernst & Young in Odisha, and Indian Institute for Human Settlement (IIHS) in Tamil Nadu. The first step was an exploration, following the sanitation value chain and the problems one already knew existed along that value chain.

#### Research objectives

- To understand the triggers and barriers to the construction of improved sanitation facilities, regular desludging and usage of the same
- To classify the population-based on sanitation practices and understand how attitudes and behaviours might differ between them
- To understand the media habits of the target population

#### Research methodology (mixed method the approach adopted to understand the knowledge, attitude and capacity gaps and the reasons for the same)

##### Men and women

- Aged 30-40 years
- SEC A2, B & C (NCCS)\*
- Homeowners for at least three years and not connected to sewers but with an on-site sanitation solution or connected to an open drain
- Those who have desludged at least once
- Those who have never desludged

[\*The New Consumer Classification System (NCCS) is the new tool for classifying consumers in India. NCCS is used to classify households in India on two variables – education of the chief wage earner and the number of consumer durables owned by the household from a predefined list.]



### **Activities (among populations)**

- 25 focus group discussions, six home immersions
- eight ethnographic interviews
- two in-depth interviews

\*Total households: 1740 (587 in Berhampur, 577 in Narsapur, 576 in Trichy)



## **Research Findings**

(What the study revealed among the urban population)

**The perceived risk with open drains that have faecal sludge flowing does not transform into concern among people**

- ➔ **90% believe faecal sludge flowing into open drains spreads diseases but only 53% are bothered by the open drains in their surroundings**

**Having large or oversized tanks is a way to avoid the problem of emptying for a longer period of time**

- ➔ **78% believe a septic tank should be as large as possible**

**It is okay to wait to empty septic tank until it is full**

- ➔ **66% believe in reaction desludging of their septic tanks**

**Majority deflect responsibility, depend on government for construction and cleaning of septic tanks**

- ➔ **78% believe the government is responsible for desludging**

**Apathy towards where faecal sludge is disposed**

- ➔ **63% not aware where the desludger dumps the sludge**

## Target segmentation

Three key groups within the population level were identified based on FSM practices and attitudes towards desludging.



### Connected to open drains (11%)

These were households that have unsanitary toilets, i.e. discharging faecal waste directly into open drains. They were aware of health risks from vector-borne diseases but not concerned about risks of faecal sludge flowing into open drains.

#### Media consumption

*32% read a newspaper at least 2-3 times a week, 74% watch TV at least 2-3 times a week, 94% own mobile, 46% pay attention to government program messages/calls*



### Proactive desludgers (22%)

These households have septic tanks and believe in proactively desludging instead of allowing the septic tank to overflow. They were concerned, in general, about FSM and keeping surroundings clean and healthy but unaware of where their waste was taken the last time they had their tank desludged. They also feel it is okay if someone enters the septic tank to clean or are unsure. Thus, attitude does not transform into behaviour for all, as only 54% claim to get desludging done at fixed intervals.

#### Media consumption

*51% read a newspaper at least 2-3 times in a week, 88% watch TV at least 2-3 times in a week, 94% own mobile, 46% pay attention to government program messages/calls that arrive by mobile phone*



### Reactive desludgers (66%)

These households have a septic tank and believe it is acceptable to wait to desludge until the septic tank overflows. They were unconcerned and had incomplete knowledge, very low self-efficacy to desludge septic tanks before it becomes an emergency, i.e., it overflows, or the toilet has a back flow.

#### Media consumption

40% read a newspaper at least 2-3 times in a week, 77% watch TV at least 2-3 times a week, 92% own mobile, 38% pay attention to government program messages/calls that arrive by mobile phone

**Base  
(All households)**

**390**  
**1154**  
**196**

**Proactive desludging advocates**  
**Reactive desludging advocates**  
**Connected to open drain**

## **Key barriers identified through research**

- 1. Low-risk perception:** leads to the belief that there can be no harm as long as the sludge is contained. Health risks are associated only with exposed sludge
- 2. Low engagement, low priority:** overflow, if at all, is a rare occurrence that results in a low mind-space allocation
- 3. Unwillingness to engage with desludging:** want to defer the desludging to avoid the cumbersome process of sourcing, dealing with the desludgers, and spending on desludging
- 4. Herd mentality:** similar habits and beliefs in the social circle normalise lapses in practice to an extent

## **Key triggers identified through research**

Belief that exposed faecal sludge can pose a risk to health

### **Key takeaways:**

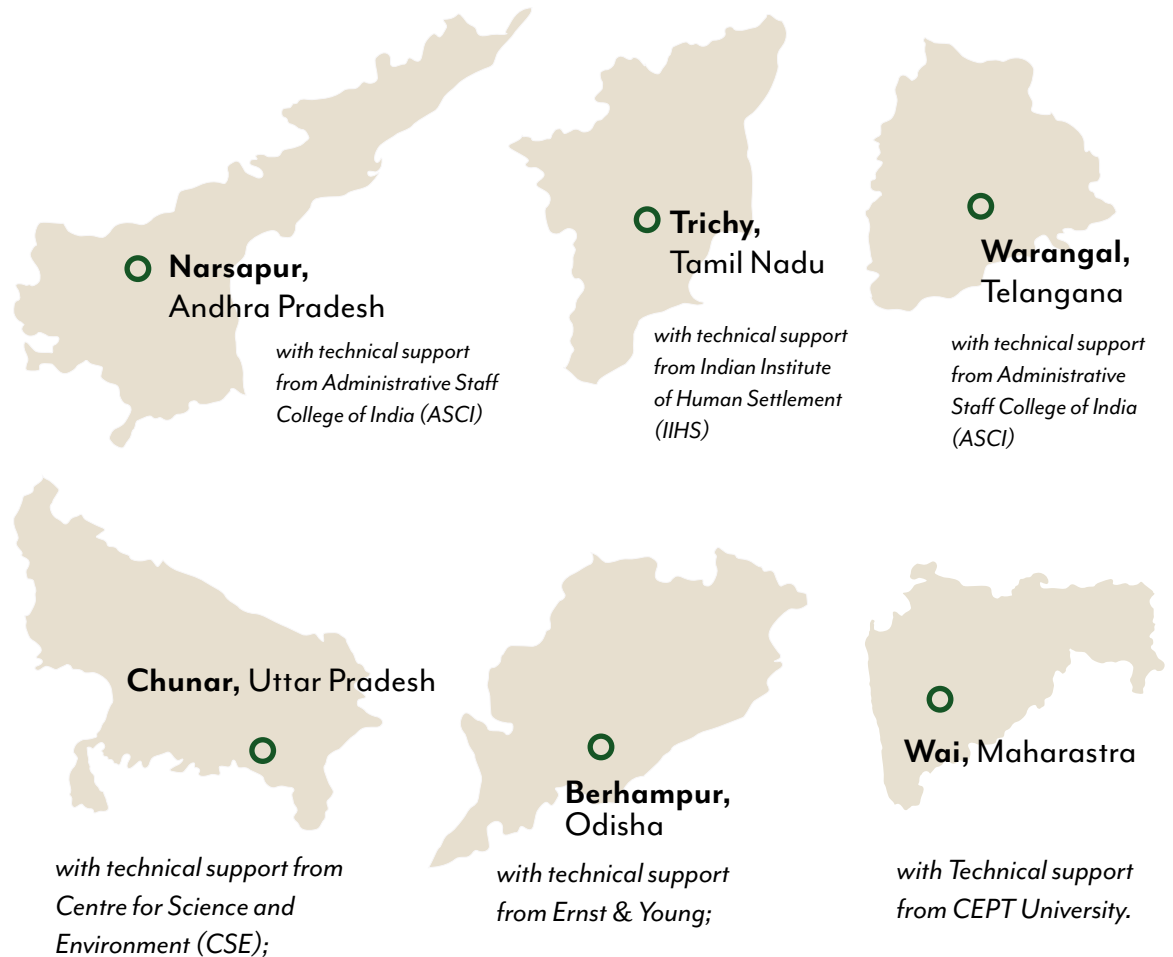
- faecal sludge is primarily an invisible subject and thus not prioritised
- it is inconvenient and thus, its management is either deferred or deterred
- the three groups display different attitudes and habits, and by tapping into their different mindsets, one can bring them along the path towards better FSM practices

## **Basis the above understanding of audiences, the community was profiled as follows**

**The primary target audience** is urban men and women from urban households with septic tanks but who desludge only in an emergency (when the faecal sludge overflows from the septic tank or when there is backflow in the toilet).

- These households are from socio-economic classification (SEC) A2 and B (under the New Consumer Classification System (NCCS))
- The homeowners are between 35-55 years old where the husband and wife share decision making or at least discuss it before the male takes a decision
- Most of the women are housewives, while the men work in the service industry (electricians, shopkeepers and owners, etc) but they are influencers of decisions pertaining to the house

## Target Geography: focus cities with an opportunity to scale the intervention



### 3.2 Key takeaways and checklist



#### Key takeaways

- Research will help you define where people are now, where they need to get to, and what it will take to get them there (i.e. which barriers need to be addressed)
- Immersion forms the bedrock of everything one should know, feel and consider before starting the process of developing the communication



#### Checklist

- Align partners with experience in conducting quantitative and qualitative research. They will design the research tools and methodology, identify the respondents and collect their consent for the research, and conduct on-ground research as an independent entity
- Ensure that interviews and focus group discussions represent gender, age and social class
- Refer to Annexure I for research brief
- Refer to Annexure II for consent form
- Refer to Annexure III for formative research design



## **The communication strategy**

### ***The pathway to change (step 2)***

The communication strategy is fundamentally dependent on being evidence-based and insight-driven. To influence a current behaviour, it is essential to rely on globally available evidence and formative research findings to understand the community needs better, attitudes, practices, and media and communication habits to inform and adapt programming.

## **A communication strategy has multiple components:**

- A theory of change for the specific outputs (define how individuals/ families/ communities behave right now, how they ideally need to act, and the pathway to get there)
- A communications framework (with clear communications objectives, triggers, barriers, indicators of success)
- Insight-mining to identify a critical insight from the audiences lives as they interact with the issue. An insight is a lever that will inform content development and ensure it speaks to the hearts and minds of the target communities
- Validation of the media platforms identified as the best means to reach identified target groups and achieve project goals
- Creative briefs based on which an idea and communications outputs can be developed. The concept should be big, extendable, actionable, and media-agnostic

### **4.1 Communications framework**

A communications framework is a single document that defines the proposed target groups, defines desired behavioural outcomes, collates vital triggers and barriers for those outcomes, defines specific communication objectives and indicators of success. Communication objectives are designed to identify how the proposed intervention will help the target communities know, think, feel, and do things differently based on the desired outcome.

#### **The communication strategy is essentially**

- a) the integration of data and information from the immersion stage - from the desk and formative research to landscaping studies, anthropological studies to partner consultations;
- b) organising and sifting through this rich reservoir of knowledge to narrow down to the most critical barriers and motivators/ triggers



#### **Setting measurable monitoring and evaluation indicators and targets**

##### **Indicators**

- Are data points used to measure how close a program is to its desired path and how much things are changing. E.g., number of people reached through mid-media activities
- are defined by the program/intervention's objectives

##### **Targets**

- Provide clarity about what will be achieved by the intervention and are set at the beginning of the intervention.

- M&E questions can help develop appropriate indicators
- Communication objectives can help point to the program's desired outcomes to be evaluated

**Example of output and outcome:**

<b>Output</b>	<b>Monitoring Question</b>	<b>Monitoring Indicator</b>
Air radio spots in three target geographies	<ul style="list-style-type: none"> <li>- was the radio spot aired?</li> <li>- in how many target geographies was the radio spot aired?</li> </ul>	<ul style="list-style-type: none"> <li>- Process indicator: Radio spot aired</li> <li>- Output indicator: number of communities reached by radio spot broadcast and how frequently</li> </ul>
<b>Outcome</b>	<b>Evaluation Question</b>	<b>Monitoring Indicator</b>
By the end of the project, there will be an X% increase in the number of target communities who are aware of the benefits of the programme (e.g., family planning)	Did the target community become more aware of the benefits of (e.g., family planning)?	<ul style="list-style-type: none"> <li>- % of target community aware of the benefits of the programme (e.g., women aware of family planning) at baseline</li> <li>- % of target community aware of the benefits of the programme (e.g., women aware of family planning) at endline</li> </ul>

## 4.2 Communication strategy in practice: Malasur

Following immersion, four problems were identified for SBCC to address across the value chain:

- ➔ **1** Households have built incorrect sub-structures
- ➔ **2** Households do not desludge their tanks until they overflow
- ➔ **3** People opt for convenience- manual cleaning over mechanical desludging of tanks
- ➔ **4** Communities are not threatened by open discharge that contaminates water and the environment



### Programme objective:

To create a felt need for regular desludging of septic tanks (at least once in three years) among households



### Communication objectives:

- **Increase knowledge and awareness** that open discharge of faecal sludge results in contamination of water sources – make FSM a basic concern for the household like clothing, education, and children’s health.
- **Heighten risk perception with faecal sludge** make people aware of imminent risks involved with the invisible (i.e., exposed and untreated faecal sludge)
- **Build a sense of urgency** to take action by making the threat personal

Linking communication objectives to indicators of success is important to create a clear pathway to change. All indicators need to be tested with households exposed to the communication intervention, as opposed to the unexposed whom the intervention did not reach:



**KNOW:** By the end of the programme, there will be an X % increase in knowledge that septic tanks should be desludged at least once in three years by a licensed operator and before it overflows

**THINK:** By the end of the programme, there will be an X % increase in the belief that indiscriminately disposed of faecal sludge can contaminate water

**FEEL:** By the end of the programme, there will be an X % increase in motivation that they are doing the right thing if they proactively desludge their septic tanks through a licensed operator before it overflows

**DO:** By the end of the programme, there will be an X % increase in households who actively seek services from the local (private or government) licensed desludging operators at periodic intervals and learn the right time to desludge. This is about self-efficacy.

### 4.3 Key takeaways and checklist



#### Key takeaways

- If SBCC interventions are not designed based on research and evidence of the determinants of behaviour and the media consumption habits and preferences of audiences, the intervention will not have desired outcomes
- Communication objectives can be defined in three categories: What do we want our audiences to think? What do we want them to feel? What do we want them to do?



#### Checklist

- Set clear programme and communication objectives basis the integration of data and information from the immersion stage and partner consultations
- Identify how the proposed intervention will help the target communities know, think, feel, and do things differently based on the desired outcome
- Set clear indicators and targets that can be measured during and post the intervention
- Refer to Annexure IV for the communication framework



## **Insight mining**

### ***Finding a universal truth (step 3)***

In behaviour change communication, the 'message' must resonate with the recipient. For example, if one is doing a mass media intervention on immunisation, it is simply not enough to say, 'please vaccinate your baby four times', though that may be the message. The communication must provide a stimulus that will produce the desired response. Therefore, the way to 'communicate' needs to come from a straightforward, practical and inspiring communication strategy. The strategy then acts as a springboard for the development of the creative idea.

**Insights are an accurate and deep intuitive understanding of our target audience. Insights are universal truths about people and contexts. What causes their behaviour? What works for them, what does not, what they are interested in, what does not matter to them at all, what their aspirations are, and what they base their decisions on. We cannot invent an insight – it comes from empathy and a deep understanding of audiences.**

Insight mining as a process is as much a science as it is art. It requires a multi-disciplinary strategic analysis of data, research and experience. There are no formulae to apply; instead, this process relies heavily on interrogation, discussion, and debate.

## **5.1 Insight mining in practice: Malasur**

BBC Media Action examined the macro behavioural context and the contextual barriers for adopting regular desludging as a practice by urban households.

**Macro context:** Under Swachh Bharat Mission, ‘visible cleanliness’ was aspirational and open defecation free as a practice was prioritised; while the national policy on FSM was released in 2017, several states were yet to enforce policies and penalties for unsafe FSM practices (like unsanitary toilets flowing into open drains, and indiscriminate dumping of faecal sludge into water bodies and open fields). Data showed increasing water contamination due to unsafe FSM. In 2019, a significant new focus was clean water, forming a new ministry, ‘Jal Shakti’, that integrated all water projects.

**Contextual barriers:** Households prioritised visible cleanliness (especially the kitchen). However, the substructure (containment) is not in sight and therefore not a consideration; households did not face the consequences (health, penalties) as a result of overflowing septic tank, unsanitary toilets and irregular desludging, and so corrective action is not taken; households did not seek licensed desludging services even if it was available. The cost towards desludging regularly was not ranked in household expenditure.

**Key barrier:** Lack of risk perception regarding faecal sludge.

**Key triggers:** Sensorial disgust - the aversion to faecal sludge in their surroundings creates a need to have control and avoid an overflow.

**Insight:** Out of sight is out of mind

Once the key insight is determined, the creative brief is developed.

## 5.2 Developing a creative brief

All of the strategic information collected, sourced and analysed, is then distilled into a creative brief that helps transform this information into relatable, emotional and appealing communication, with a clear benefit (rational, emotional or reflective), focused on simple, doable actions.

Creative briefs are a springboard for generating insight-driven and media-agnostic ideas for developing integrated communication outputs. It is important to work towards building media-agnostic ideas because they are:

- New yet timeless
- Specific yet universal
- It can be used across different media platforms, executed in different ways

The creative brief can be accompanied by technical information that is relevant to the communication. Think of these briefs as the blueprint for the SBCC intervention, which you can keep referring back to, to ensure you are on track with your original goal for the communication.

## 5.3 Key takeaways and checklist



### **Key takeaways**

- The creative brief will ensure there is no gap between strategy and execution



### **Checklist**

- Mining for insights is a strategic process that requires skill and experience and should be led by a partner organisation with a deep and nuanced understanding of developing impactful, effective, insightful communication
- Refer to Annexure V for the creative brief



# 6

## **Ideation**

### ***The art of persuasion (step 4)***

Once the strategy is complete, and the creative brief is developed, programme-makers should create a range of insight-driven ideas that can extend across multiple platforms and communication touchpoints.

**This is where the science from research-based insight and evidence-based strategy meets the art of creative ideas.**

Ideas must be new and yet tap into something timeless, something that all recognise. Ideas must be specific and identifiable, yet they must be universal, something anyone can identify. For communication to be persuasive and memorable, one needs a BIG idea.



### **The Big Idea – what would make it memorable**

- something that would resonate with audiences that would connect with their heads and hearts,
- is innovative, fresh enough to catch audiences' attention and retain their interest
- is rooted in an insight
- can work on any media – from a sticker on a door to a bus panel, from a meme to a film
- breaks through the media clutter
- goes beyond a single-phase or intervention to be as relevant when the communication content needs to make a turn due to changing circumstances

## **6.1 Developing content that is gender transformative**

While developing behaviour change communication that includes a gender transformative approach, it is important to consider the local, historical and socio-cultural contexts that shape human behaviour and identify the underlying challenges that perpetuate gender inequities. Because gender inequality is so deeply entrenched, gender-transformative interventions may need to be planned over a longer period. Communication has the potential to address power hierarchies by understanding the power dynamics between and within genders that obstruct an individual's ability to make decisions about his/her life and strive to shift gendered community perspectives that allow people across the gender spectrum to achieve their full potential within society.

Before developing content, it is important to have an evidence-based understanding of gender issues, i.e. who is taking decisions, who are most impacted, how they feel about the problem and whether they even recognise it. Research to unpack gender issues is critical.



### Recommendations for content design:

- The idea or the story should resonate with the audiences and transform society's thinking. The right creative concept can help address gender-transformative roles in a way that "feels right" and "make sense" to everyone
- The content could highlight the position of women, girls and marginalised groups about the broadly held social norms that perpetuate gender inequalities
- The content could encourage critical examination of inequalities and gender roles, norms and dynamics
- The content should recognise and strengthen positive norms that support equality (refrain from promoting gender stereotypes such as only women being shown in communication collaterals fetching water, taking care of children or elders and only men being shown as drivers, masons and decision makers)

*"Communication outputs should show women in leadership roles in the community as well as in governance structure at the state and ULB levels. Featuring women should be minimum 33 percent in communication collaterals . The idea is to show women in decision making roles which generally our society does not recognise."*

– **Anju Dwivedi, Senior Researcher, Centre for Policy Research, and Member of NFSSM Alliance**

Interventions would need to create safeguards against a possible backlash. Dealing with community to prevent backlash should be part of any participatory processes in the field.

Talking to opinion and community leaders as well as men's groups is very essential to promote awareness as change can happen if power equations are changed in favour of women and enable target communities to address issues of inequality and inequity. When measured at the end of the intervention, programmatic indicators and outcomes should ideally include the programme's reach and impact of the communication, disaggregated by gender.

## 6.2 Ideation in practice: Malasur

### Introducing Malasur (the demon of defeca)

What was not seen, not felt, had to be made visible. This led to the idea of Malasur, an Indic word coined by BBC Media Action. Mal is poo, and Asura is a demon – and so Malasur is the demon of defeca. It is the first visual representation of faecal sludge. It has been inspired by mythology– the evil monster that's lurking and growing beneath our feet. Malasur is in the overflowing septic tanks, swimming in the open drains, and contaminating our water all the time. Malasur is, therefore, a threat to our health and well-being. However, because we do not know him or see him, we think he does not exist! The creative strategy was to build up this evil character till audiences noticed him and intended to capture and slay him. The story of Malasur is the age-old story of good overcoming evil, which can be a driving force in moving the needle on normative behaviour.



### 6.3 Key takeaways and checklist



#### Key takeaways

- Ideas are born from a robust creative brief
- The principles of a Big Idea are that it needs to be audience-centric, evidence-based, insight-driven, media agnostic, extendable and universal in its execution
- The messages should be consistent and accurate; provide a clear call to action; be positive; be linked to service delivery



#### Checklist

- Ideation is a creative process that requires skill and experience and should be led by a creative agency and partner that has the expertise to develop BIG ideas





## Prototype and test

### *Validation with communities (step 5)*

To make sure these Big Ideas resonate with communities, the next step is to prototype and test them to give yourself the best chance of success when rolling out the communication at scale. This is important to understand whether the idea developed has appeal, comprehension, engagement, relevance among the target community and whether the output reaches the intended impact as defined in the communication objectives.

## 7.1 Prototyping and testing in practice: Malasur

The Malasur idea was prototyped and tested in Narsapur, Warangal, and Berhampur among households based on the communication strategy and insight. The objective was to qualitatively pre-test the communication idea on critical measures (comprehension, appeal, message takeaway, relevance, credibility) to understand what resonates most.

### Pre-test methodology

Berhampur	Warangal
<p><b>Population segment</b></p> <ul style="list-style-type: none"> <li>• Males and females</li> <li>• Ages 30-40 years</li> <li>• SEC A2, B (NCCS)</li> <li>• Homeowners for at least five years (not connected to sewers)</li> </ul> <p><b>- Segment 1</b></p> <ul style="list-style-type: none"> <li>• Those who have emptied at least once in three years</li> <li>• Those who have never desludged</li> </ul> <p><b>- Segment 2</b></p> <ul style="list-style-type: none"> <li>• Those with insanitary septic tanks connected to open drains</li> <li>• Those without septic tanks connected to open drains</li> </ul> <p><b>Methodology</b> Mini group discussions and individual discussions</p> <p><b>Total respondents: 36 (pre-recruited)</b> (24 men, 12 women)</p>	<p><b>Population segment</b></p> <ul style="list-style-type: none"> <li>• Males and females</li> <li>• Ages 30-40 years</li> <li>• SEC A2, B (NCCS)</li> <li>• Homeowners for at least three years (not connected to sewers)</li> <li>• Those who have desludged at least once</li> <li>• Those who have never desludged</li> </ul> <p><b>Practitioner's segment</b></p> <ul style="list-style-type: none"> <li>• Desludgers (with at least three years of experience)</li> </ul> <p><b>Methodology:</b> Four Mini Group Discussions (populations) Three in-depth interviews (IDIs) (practitioners)</p> <p><b>Total respondents: 27 (pre-recruited)</b> [(12 men, 12 women)+ three desludgers]</p>

### Key learnings from user testing:

- Malasur instilled a sense of “fear”; an important reason to take preventive action. The idea helped attach a threat to something that does not exist in their mind space
- Recognised “once in three years” as valid advice/ a solution to steer clear of the problem – Malasur
- Social approval has appeal, helps to convey proactive desludging
- Audiences acknowledged the role of the desludgers and the desludging operations.
- The branding created for desludgers and the operation (Malasur War Brigade) positively reinforced desludgers as being ‘slayers’ of Malasur
- The licensed vehicle is lending credibility to the message on preventive action, especially for men

*Malasur* resonated with audiences in Warangal and Berhampur and was tested primarily regarding regular desludging (desludging at least once in three years). In the context of Berhampur (Odisha), outputs developed also addressed insanitary toilets (high occurrence in the city) and the need for refurbishment.

### **Reactions from respondents during user testing in Berhampur**

*“Malasur will come and harm us. He will make it difficult for us. The number I will try to remember.”*

*“We should get septic tank cleaned every three years, else disease will spread. Malasur kills. It lives in faecal sludge. It is faecal sludge”.*

### **Reactions from respondents during user testing in Warangal**

*“It is so fearful. So, we need to clean the septic tank compulsorily otherwise, big problems will come. Visualization of problems is very good. If drainage fills, then everything will come out like demons and will swallow us. It will cause harm to us.”*

*“We know that only after the septic tank fills we should clean it, but now I come to know that we should clean it once in three years. Till now we never did.”*

## **7.2 Key takeaways and checklist**



### **Key takeaways**

- The objective of prototyping and testing ideas and outputs is to qualitatively assess the communication idea on critical measures (comprehension, appeal, message takeaway, relevance, credibility) to understand what resonates most



### **Checklist**

An experienced communications research agency should do pretesting of the Big Ideas

- The agency will recruit the right target groups, develop the research tools, conduct and analyse the data gathered to provide communications specialists with nuanced feedback about the likely efficacy of the content
- Refer to for Annexure V - pre-testing of communication research approach



# 8

## Execution

### *The craft of amplification (step 6)*

With science and art in place, the craft of creating communication output comes into play with execution. An idea can be executed in different ways. The implementation must always bring the concept to life, and it must amplify the original idea, making it more prominent than the original.

The 360-degree approach essentially takes a single idea and amplifies it for the target community. Different or related executions of the same concept can be used on multiple platforms such as television, radio, community groups, digital media platforms, or interpersonal communication. This does not mean that a single execution of the idea must go across every kind of medium to be considered 360 degrees.

## 8.1 How to ensure effective execution of an SBCC intervention

### **Permutation and combination of platforms to amplify the SBCC intervention:**

Based on the media landscape study findings from research, use any variety of media that reaches the target community. It could be a combination between mass media, online or digital media and offline media like on-ground activities. For instance, lead with TV and support it with print, billboards and video vans; or lead with radio and extend that to mobile phones and offline on-ground activations with community groups; or lead with TV, support it with radio, mobile and print. Choosing platforms should be based on what the community has access to; the available budget for ideal reach and frequency. This can be done with the support of scientific media planning through a partner.

**A phased approach to execution:** Phasing the SBCC intervention across media helps reinforce communication that people witness across platforms. It also gives target communities enough opportunity to participate and engage with the communication.

**Planning for scalability:** The communication strategy and execution approach is advisable to appeal to multiple geographies and audiences. An intervention is scalable across cities and the state if it appeals to the shared priorities with infrastructure and service delivery models. Some level of customisation of the message and call to action is necessary to make it relevant to that target geography.

## 8.2 The scientific approach to media planning

The execution planning process is vital and should be developed in consultation with an experienced media planning partner. They will be responsible for

- Providing a media plan and strategic advice, including recommendations as to the media mix and schedule that will optimise reach and cost; by using various sources like the Broadcast Audience Research Council (BARC) that gives TV audience data, and the Indian Readership Survey (IRS) that captures broad media consumption, to help achieve the objective
- Providing monitoring of media, including analysis and reporting of the implementation of the intervention, reach figures, and evaluation design to measure the effectiveness of media implementation

Critical to getting the implementation of SBCC interventions right is an understanding of audiences' media habits. What media are your target audience already using most regularly? Which media platforms do they trust the most? Without this understanding, the intervention could struggle to reach and engage target communities effectively. If people do not listen to the radio as much as they watch television, the radio output may not gain reach, recall or traction and will not return investment. Similarly, investing only in one media platform is not ideal for reaching your target audiences.

**Media planning is about balancing reach and frequency (how many people can be reached and how often) and targeting the right people at the right moment. Using multiple platforms provides a more significant opportunity to reach people multiple times and in different ways to amplify the communication.**



## **Strategic considerations for media planning**

### **1. Procurement approach for a media planning partner**

With a clear scope of work, the expectations from the media planning partner can be set. Key performance indicators can be two-fold:

#### **A. To provide media planning strategic advice and comprehensive media plan**

Provide media consumption landscape studies (especially if no primary research or formative research is available). The landscape study could be for single or multiple cities/ states as per the target audience specified

- Provide recommendations as to the right media mix basis the pre-determined budget available for media spending. The implementation schedule is to be provided to optimise reach and cost per target segment.

- Provide recommendations on; the duration of the intervention burst (such that each platform complements the other); specific periods in the calendar year when media buying is most expensive or where slots may be unavailable, or when intervention is unlikely to have maximum reach due to the clutter in media (e.g. elections, festivals)

- Provide plan based on various databases such as Broadcast Audience Research Council (BARC)/ Indian Readership Survey (IRS)/ Television Audience Measurement (TAM)/ Target Group Index (TGI) as per requirement

#### **B. To monitor implementation of the intervention**

- Provide monitoring, analysis and report on the implementation of the intervention (as per the final agreed plan that is implemented)

- Provide weekly feedback on the deviation of the planned versus actual implementation and, where applicable, recommend a course correction

- Provide media monitoring design to measure the effectiveness of media implementation

- Provide reach figures (as per geography, gender, age) within two weeks of implementation

- Provide photographic and anecdotal evidence of implementation of outputs

**C. Leverage local media platforms even when using mass media to save cost and avoid spillage/ wastage**

**D. Develop partnerships; cultivate local heroes/ influencers to promote the communication**

E. Create local participation with RWAs and municipalities to enable interpersonal communication through on-ground activities among the schools and the community

F. Identify and leverage on-ground opportunities such as festivals as a platform where the intervention can be amplified

G. Identify and leverage partnerships, sponsors for implementation and amplification of intervention (e.g., radio jockeys, social media influencers, corporate sponsors)



## 2. Preconditions to media planning

Four key aspects need to be ready and established before developing a media plan:

### 1. Market:

- Ensure market readiness, i.e., that infrastructure is in place before a communication intervention is rolled out in that particular city. For instance, if the communication is about raising the demand for desludging services of septic tanks, there needs to be licensed operators available, a helpline number to call the operator, and a treatment plant or designated site for disposal of the faecal sludge.

### 2. Message:

Have consistent and relevant communication across platforms. A radio output should not have a call to action that is different from an outdoor billboard output. As described earlier, the idea and content for the intervention should be such that it is replicable across platforms and mediums too. However, should the intervention have multiple calls to action, all the content should not be released at once, but rather in a phased manner; otherwise, it could dilute the impact and confuse audiences.

### 3. Media:

Select appropriate media mix to create a long-lasting impression in audiences' minds (see details on media mix in the next section). Refer to the landscape study or formative research to shed light on demography and media preference (population, median age, urban versus rural households, households with septic tanks, dominant language spoken). In addition, with support from the media planning partner, identify existing influencer groups like self-help groups, community groups that can maximise reach.

### 4. Measure:

Ensure there is a way to track and monitor implementation (either internally or through a media planning partner) to avoid plan deviations and ensure scientific evaluation of the intervention at the end.



### 3. Determining the right media mix

SBCC is a lot like storytelling that breaks down complex issues, for instance, faecal sludge management. However, unless people get to hear the story, it cannot make an impact. To ensure the SBCC intervention has the highest reach, it is vital to employ multiple communication platforms.

#### Factors to consider for choosing the 'right' media mix



- **Know the target community** from formative research, immersion and inputs from the media planning partners will guide the media mix, which will be based on their media consumption patterns, media habits, media access and preferences



- **Desired reach** Programs that aim at national or regional coverage often use mass media as one of the channels.



- **Budget available:** Know what budget is at hand to help narrow down and prioritise the channels that will give the best return on investment (ROI). Budget for development and production cost of the output and duplication/ extensions of the output, airing of the outputs, dissemination and distribution of the outputs.



- **Select the right channel for the message:** Just spending lots of money will not automatically bring high results. The most important factor weighing on the intervention is the message. Invest in extending the message to the right channel.



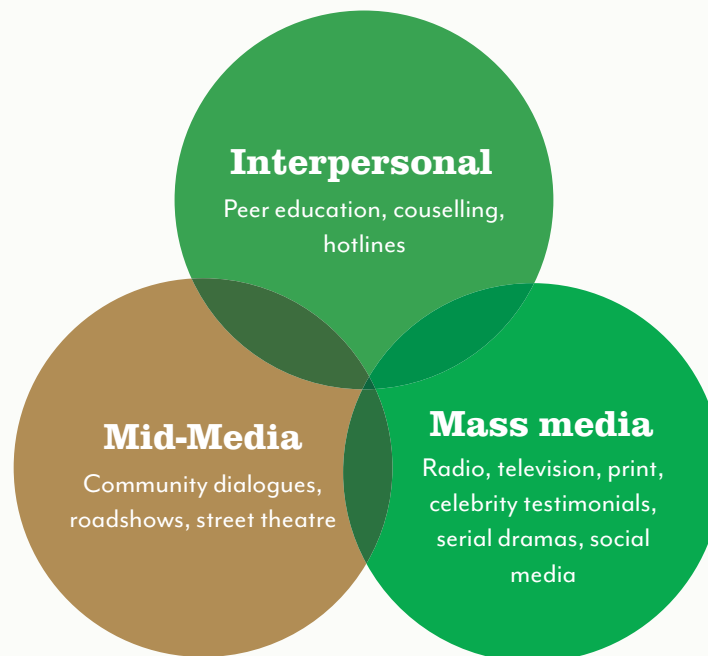
- **Collaborate with government and private agencies:** The Directorate of Advertising and Visual Publicity (DAVP) should be consulted as they provide solutions for paid publicity requirements of all central government organisations and government societies. This will help to plan, procure and bridge a variety of media channels like traditional media (outdoor and direct mail) to new-age channels (mobile, social media and digital channels).



- **Set realistic goals and then measure them:** There is no better way to refine the media strategy than by monitoring the results and implementing the findings on future interventions.



The most significant impact is achieved by combining communication channels and using reinforcing messages, repeating messages and common creative elements to help facilitate change.



### How to budget for execution

- Establish the research costs before developing a channel mix (formative, media landscape and what audiences' have access to)
- Budget for a media planning partner that will develop a media plan with various cost scenarios
- If working with conservative budgets, consider selecting alternative lower-cost channels
- Share costs with other projects/departments that may have overlapping objectives, so there is potential for cross-dissemination and sharing of budgets
- Monitor actual implementation and recall of messages and adjust media plan if not achieving results
- Engage with the Directorate of Advertising and Visual Publicity (DAVP).

Since DAVP is a government entity, ministries do not have to follow a separate procurement process to get an agency onboarded. They can choose from a list of empanelled agencies across categories. The rates that DAVP provides are standardized for all collaterals, which simplifies the payment processes and leads to ease when it comes to funding approvals.

In terms of dissemination, the media plan from DAVP ensures not competitive media buying rates but also democratic distribution of media plans across platforms and locations (which becomes very important in any government process).

Care should be taken to keep a significant window of time between getting the media plans from DAVP and the final rollout of the intervention since funds approval, state-level approvals, PMO approvals may take up time.

It is also important to note that if an external media planning partner has been brought on board, it is good for them to have access to DAVP rates when planning the media mix and implementation.

### 8.3 Execution in practice: Malasur

Following a three-month implementation of the intervention in Berhampur, Odisha from February 2019, BBC Media Action with support from Ernst & Young (Odisha) conducted the first reach and recall study among households with insanitary toilets or households who have never desludged their septic tanks or desludged in an emergency. The study was based on structured and independent interviews (reaching out to 300 community members) with those who had seen the intervention. The findings validated the creative strategy and demonstrated that Malasur had created new knowledge and was breaking into the audience's indifference to faecal sludge management.

**Learnings from the study and the evolving political context where government priorities were shifting to water, which meant that the intervention needed to adapt, i.e., Malasur intervention pivoted to water to make the risk perception around FSM personal and immediate for target audiences. A user-centric SBCC intervention needs to be iterative depending on the political and social context at the time.**



**Revised key messages for the communication:**

**1. Containment** - Building the 'right containment structure' so that Malasur does not contaminate your water. Since only 30% of India is connected to a sewer network, this message catered to most of the population still dependent on on-site solutions.

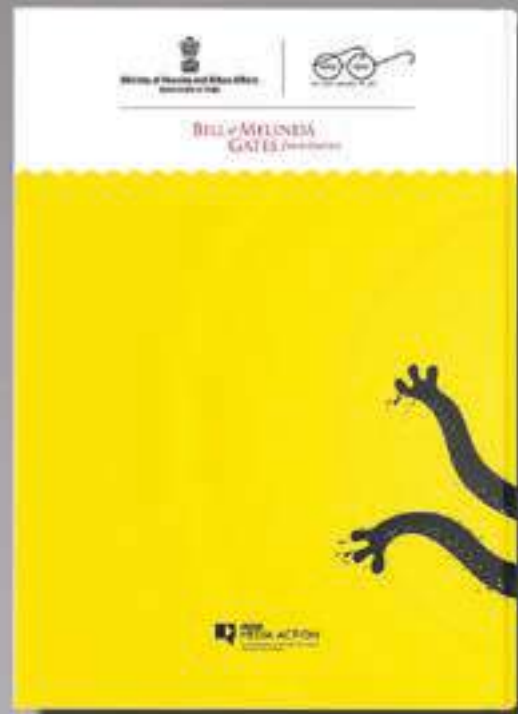
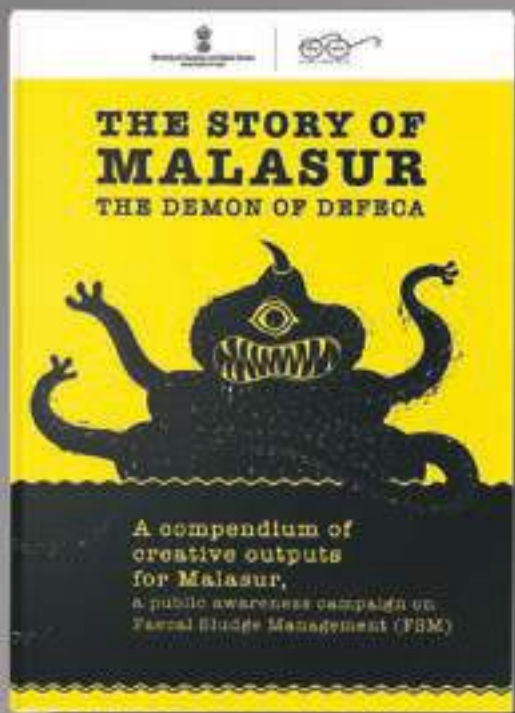
**2. Emptying** - Focused on promoting regular (once in three years) desludging through licensed operators, the message encouraging household to empty septic tanks before they overflow and take the form of Malasur.

**3. Disposal:** The responsibility of the householder does not stop at just the first two actions. Once the householder has invested time, effort and resources in the safe disposal of faecal sludge through the first two steps, he/she is expected to act responsibly and report any indiscriminate dumping of faecal waste by the operators (mostly into water bodies).

The Malasur intervention was pivoted to water to make it more close, personal and potent. The belief was that the connection with water would make Malasur a deadlier demon. The pre-test of these three messages found that the addition of the image of Malasur with the visual of a drop of water was found to be new and eye-catching.



'The Story of Malasur' was launched by Sh. Hardeep Singh Puri, Minister of State, Ministry of Housing and Urban Affairs (MoHUA) on 5 June 2020 (World Environment Day).



The Malasur toolkit includes 11 languages, with 154 outputs across platforms – audio-visual, outdoor, radio, print, and outreach material.

Following the national launch, implementation of the Malasur intervention commenced across ULBs, starting with Warangal through a collaboration with the Warangal Municipal Corporation and the technical support unit (TSU) – Administrative Staff College of India. A plan was developed for the implementation of the intervention.



### **Scientific media planning in practice: Malasur in Warangal, Telangana**

The media plan was created in consultation between Madison media (media planning partner), and member organisations of the NFSSM Alliance - Administrative Staff College of India (ASCI) – the technical support unit to the Greater Warangal Municipal Corporation and local implementors, and BBC Media Action.

#### **The media objective:**

To reach out to 65% of the target audience base (TG Base: 3.07 lacs) with a minimum frequency of 4.

#### **Guiding principles for the media strategy and plan**

- Recommendation of appropriate hyper-local platforms and frequency of implementation to achieve intervention objective
- Continuity and frequency of the intervention such that it maintains top of mind recall and good comprehension among audiences
- Short burst at high frequency with continuity of 3 months time period
- Platforms with maximum reach, credibility, and engagement among urban NCCS B & C
- Local media to avoid spillover beyond Warangal urban area
- Integration of platforms wherever possible to facilitate a better understanding of messages

#### **Warangal demographics:**

- With a total population of Warangal at 7.65 lacs, target was to reach 60% that fall under NCCS\* B and C (4.56 lacs)
- Female skew (52%) is high, but the key decision-maker and chief wage earner of the family is male-skewed (90%)
- Individual household toilets stood at 86% [NCCS B with 31% and NCCS C with 26%]
- The literacy rate is high - 88% (men vs women)

\*New Consumer Classification System (NCCS) is used to classify households in India. It was co-developed by Market Research Society of India (MRSI) and Media Research Users Council (MRUC) and classifies households on two variables - education of the chief wage earner (CWE) and the number of consumer durables owned by the household from a predefined list.

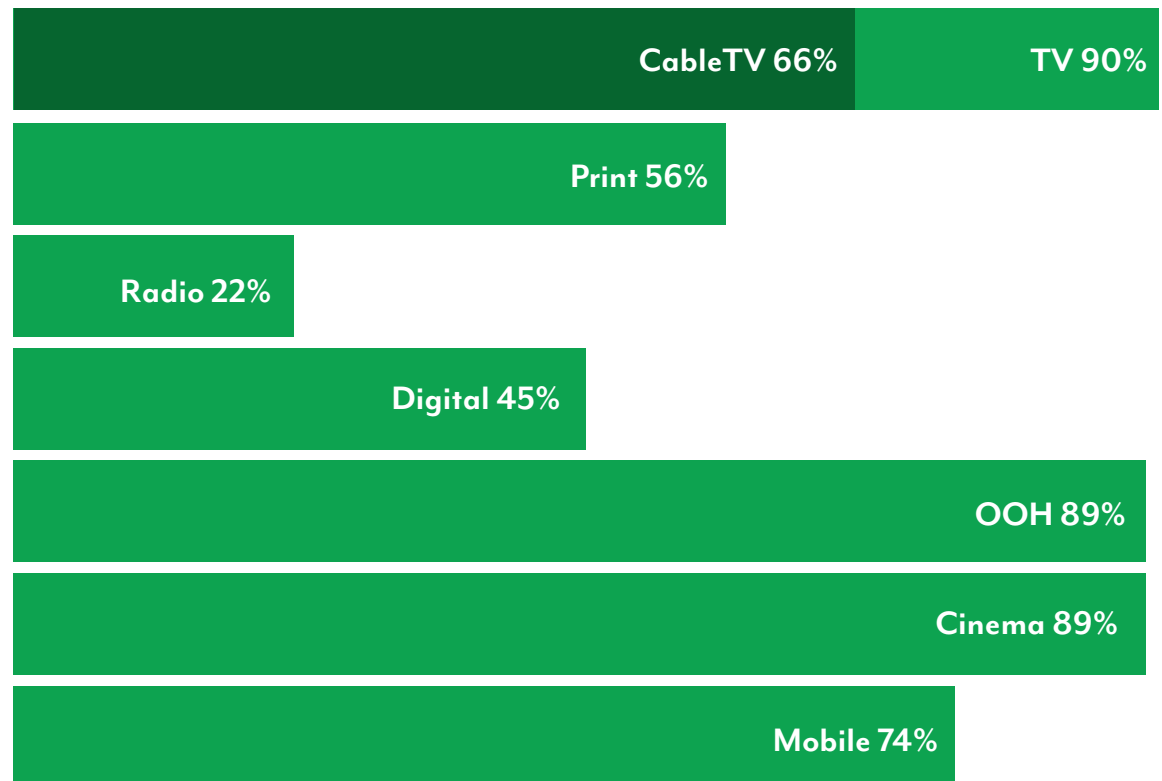
**Target group for media strategy:**

Primary target community: urban adult males aged 20 – 55 years from NCCS B & C, the chief wage earner (CWE).

Secondary target community: Urban adult females aged 20 – 55 years

**Media Landscape from NCCS B & C:**

**Warangal landscape trends (Source: IRS 2019, Target Group Index)**



- TV (including cable TV), OOH and mobile phones are the top three in media consumption patterns among NCCS B & C
- Warangal landscape trends mirror national trends where cable TV, OOH, mobile and print will reach large numbers on their own
- Radio has lower affinity\* but is a solid local interactive medium for engagement
- Cinema has comparatively low reach, but high affinity

\*Due to budget constraints, television and mobile platforms were excluded from the media mix.

\*Affinity is the relationship between the audience and the medium. The higher the affinity, the stronger the engagement between the audience and the programme

## Proposed implementation plan

Platform	Estimated reach (NCCS B&C audience)	No. of units	Frequency and rationale	Media planning agency role	Rationale	Net cost (INR)
Billboard (private owned)	2,62,500 <i>(Source: estimated traffic as per Madison proprietary tool)</i>	23 sites <i>(102 static units)</i>	15 days/ month for three months (45 days including for transit media)	Agency is responsible for recommending sites and monitoring implementation. Implementation upto ULB.	Consumed by 79% of the target group, thus billboard is an effective local mediums to create high intervention visibility.	28,49,234 <i>(net cost of wall paintings – 200 units for three months is INR 8,40,000 and does not include municipal tax)</i>
Billboard (government-owned)	2,62,500 <i>(Source: estimated traffic as per Madison proprietary tool)</i>	11 sites	Depending on availability	Agency responsible for recommending sites and monitoring implementation. Implementation upto ULB.	Consumed by 79% of the target group, thus billboard is an effective local mediums to create high intervention visibility.	28,49,234 <i>(net cost of wall paintings – 200 units for three months is INR 8,40,000 and does not include municipal tax)</i>
Wall Paintings	2,62,500 <i>(Source: estimated traffic as per Madison proprietary tool)</i>	200 walls	3 months continuous	Agency responsible for recommending sites and monitoring implementation. Implementation upto ULB.	Consumed by 79% of the target group, thus billboard is an effective local mediums to create high intervention visibility.	28,49,234 <i>(net cost of wall paintings – 200 units for three months is INR 8,40,000 and does not include municipal tax)</i>
Transit media branding	2,62,500 <i>(Source: estimated traffic as per Madison proprietary tool)</i>	270		Agency responsible for recommending sites and monitoring implementation. Implementation upto ULB.	Consumed by 79% of the target group, thus billboard is an effective local mediums to create high intervention visibility.	28,49,234 <i>(net cost of wall paintings – 200 units for three months is INR 8,40,000 and does not include municipal tax)</i>
Radio	1,35,000 <i>(source: IRS)</i>	30 spots/ day	15 spots for 10 days in a month +40 second RJ mention for 3 months on weekdays	Agency can share script with radio station/ RJ and do monitoring basis station logs.	Has 22% reach, but being extremely localised, can be used to create hype and engagement	9,52,298

Platform	Estimated reach (NCCS B&C audience)	No. of units	Frequency and rationale	Media planning agency role	Rationale	Net cost (INR)
Cinema slide	2,00,760 (source: estimated market information)	20 seconds at 21 screens	15 days a month for 6 months	Agency responsible for cinema selection. Monitoring basis vendor exhibition certificates/ logs	Has low reach but high affinity	2,81,106
Print ad	1,70,000	7 publications	1 quarter page ad / month for 3 months	Agency to identify publication basis reach and monitor	Has high reach and can be used tactically and timed with key occasions	5,32,468
Mobile	2,32,200 (Source: Vendor data)	2 SMS + 1 OBD (Outbound Dialer (OBD) is an automated pre-recorded phone call)	4 days a month	Agency can do implementation and monitoring fortnightly	Has 74% reach and can be extremely targeted hyper-local reminder medium	7,77,591

### Proposed scheduling of media

MEDIA	JULY 2020				AUG 2020				SEPTEMBER 2020				OCTOBER 2020			
	One	Two	Three	Four	One	Two	Three	Four	One	Two	Three	Four	One	Two	Three	Four
Billboard																
Wall Painting																
Radio																
Cinema																
Print																
Mobile	SMB	OBD	Whatspp	SMB	OBD	Whatspp	SMB	OBD	OBD	Whatspp	SMB	OBD				



### Notes shared on final scheduling:

1. It is ideal for the rollout of an intervention to be timed with a major event like Swachh Survekshan
2. Billboard's scheduling is dependent on the availability of the sites. In Warangal, the minimum rental period is ten days
3. If there is a need to increase the duration of billboards, other platforms can be sacrificed, e.g. cinema slide since there are better tools for monitoring billboards than cinema

### Leveraging government institutions, local assets to amplify implementation further.

- Telangana road transport authority
- Mahatma Gandhi Hospital
- IRCTC/Ministry of Railways
- Warangal post office
- National Cadet Core, NGOs, youth and volunteer organisations

### Actual Implementation

The intervention commenced in March 2020 and continued till the end of September 2020. A nationwide lockdown due to the Covid-19 pandemic disrupted the implementation of the intervention till May 2020.

High exposure platforms like cinema theatre, hiring of commercial outdoor sites, and branding of city buses could not be executed, so the communication intervention was confined to the branding of 57 public toilets, branding of 120 Swachh Autos, and miking.

In addition to this, ASCI has conducted awareness outreach meetings with residential welfare associations and slum level federation meetings.

The media plan was revised, laying focus on outdoor media and government sites across four months.

Media Type	No. of Units
<i>Branding on Swachh Auto</i>	<b>120</b>
<i>Display boards at Public and community Toilets</i>	<b>57</b>
<i>Hoardings</i>	<b>7</b>
<i>Miking through Swachh Autos</i>	<b>120</b>
<i>Standee at GWMC Mee Seva Centre</i>	<b>one</b>



**Opportunities:**

- From the monitoring and evaluation of the intervention (see next section for findings), Swachh autos were a vital asset as they drive frequent interaction and recall. It would be considered for future interventions
- Link to Swachh Survekshan, Swachh Bharat and addition of helpline number for the licensed operator was perceived to lend high credibility to the intervention

**Challenges:**

- Supply-side constraints (call centre infrastructure and treatment plant capacity) need to be addressed to be able to meet increased demands for desludging

**8.4 Path to scale: execution in states**

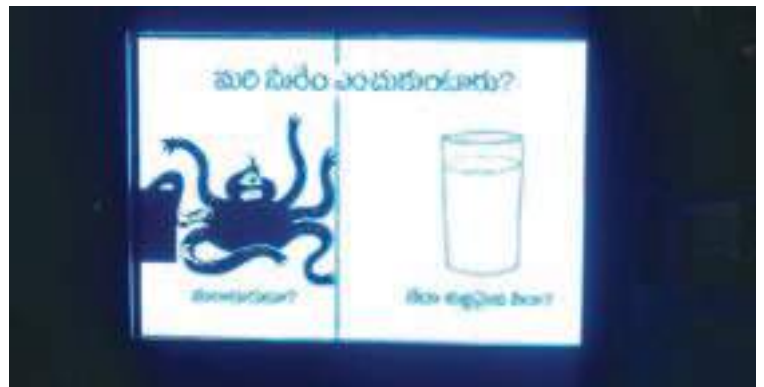
Since the launch of Malasur in 2020 by the Minister of State, Ministry of Housing and Urban Affairs, the intervention has been implemented across ULBs in Odisha, Maharashtra, Telangana, Andhra Pradesh, Uttar Pradesh, Chhattisgarh and Madhya Pradesh to name a few.

The ministry advised all states to release the intervention linking it to flagship programmes like Swachh Survekshan, the national level cleanliness survey and thus several cities started rolling it out with state and city level IEC funds. The implementation varied across ULBs that had supply side infrastructure.



## Telangana

Launched in March 2020 and implemented till September 2020 by the Greater Warangal Municipal Corporation (GWMC) with technical implementation support from the Administrative Staff College of India (ASCI). It was rolled out across 48 wards out of a total of 58 wards. The intervention will likely be scaled to five more ULBs (Karimnagar, Nizamabad, Khammam, Ramagundam, Siddipet) as part of the Safaimitra Suraksha challenge and Swachh Survekshan. Platforms in Warangal included billboards, display boards at public and community toilets, branding of Swachh autos, miking on Swachh autos, leaflet distribution, poster displays, and standee displays at GWMC service centres.



## Andhra Pradesh

Launched on 19 November 2020 and implemented till 30 December 2020 by Swachh Andhra Corporation (SAC) in Rajam and Narsapur, with technical support from ASCI. The intervention is likely to be scaled up to Rajam. Narsapur platforms included billboards, wall paintings, video vans, billboards, posters and leaflets, door to door outreach through ward volunteer.



## Maharashtra

The Principal Secretary of Maharashtra had advised all 396 ULBs to implement Malasur. With technical support from CEPT university, it was launched by the Kolhapur Municipal Corporation and Satara Nagar Parishad and implemented between January – April 2021. Platforms included social media, billboards, wall paintings, posters and banners, branded desludging vehicles, branding of community and public toilets. It was then scaled up to more than 250 cities. The ULBs also emphasized the significance of scheduled desludging of septic tanks and prohibition of manual scavenging.



## Odisha

In addition to the Housing and Urban Development Department (HUDD) advising the 114 ULBs in January 2020 to roll out Malasur outdoor creative assets linking it to Swachh Survekshan 2020, the department urged the ULBs to use funds under Urban Wage Employment Initiative (UWEI) to implement the wall paintings across the state. With technical support from Ernst & Young, the intervention was implemented in Berhampur (between 19 November 2020 and March 2021) and was scaled to 43 other

ULBs. Platforms in Berhampur included billboards, auto and van branding, posters, wall paintings, audio-visual screening, leaflets, cinema slides and orientation of SHGs. There was a state-wide outdoor implementation (8000 billboards and wall paintings across 114 ULBs) for three months starting January 2020. Additionally, Puri, Ganjam district, and Cuttack are also exploring implementation.



### **Uttar Pradesh**

Launched on 20 June 2020 by the National Mission for Clean Ganga (NMCG) and later by the Principal Secretary Urban Development, Government of Uttar Pradesh, in August 2020, the intervention was implemented by the Chunar Nagar Palika Parishad and Bijnor Nagar Palika Parishad and Unnao Nagar Palika Parishad with technical support from Centre for Science and Environment (CSE). Platforms included wall paintings, billboards, transit branding. The intervention is likely to be scaled to 13 other cities across the Ganga basin where FSTPs are going to be established. In Lucknow and Kanpur, implementation was supported by Population Services International (PSI) as a part of Swachh Survekshan 2021 and included wall paintings and fleet of 30 Malasur branded desludging vehicles.

### **Chhattisgarh and Madhya Pradesh**

Many other states gave the Malasur intervention a life of its own by developing additional innovative collaterals. Chhattisgarh rolled out the 'Malasur ka anth (the end of Malasur)' public awareness intervention that included a comic book, television ad, and IEC videos and jingles, over 5000 hoardings (between November to February 2021), over 60,000 posters (between November to March 2021). Malasur implementation in Madhya Pradesh included on-ground citizen engagement activities like group discussions, awareness drives in the street, and oath taking.

## 8.5 Key takeaways and checklist



### Key takeaways

- Execution of a media-agnostic big idea creates a mediating and multiplying effect i.e. a ripple effect that the audience is exposed to from multiple quarters
- The SBCC outputs format and distribution mechanism should be based on formative research and/or media landscape study findings, as well as opportunities identified with key stakeholders and partners
- Media planning is about balancing reach and frequency (how many people can be reached and how often) and targeting the right people at the right moment



### Checklist

- Identify a strategic media planning partner with a deep and nuanced understanding of implementing 360-degree communication approach. They would advise on budget, ideal platforms, ideal intervention duration, phases, and the intervention's estimated reach.
- This will give a better chance of return on investment for the SBCC outputs developed.
- Engage with potential partners and stakeholders during the project duration. Pool expertise and experience with a broader network of potential collaborators (other funders, influencers and journalists, organisations who work in the relevant field, relevant government bodies). This can ensure better implementation, as well as the sustainability of the programme.
- Set aside a budget for procuring a media planning partner, for monitoring of implementation, and media spends
- Refer to Annexure-VII for media platforms and touchpoints



## Monitoring and evaluation

### *Measure of efficacy (Step 7)*

**Monitoring** is critical to ensure that the intervention is moving in the right direction. It tracks and measures programme activities, process indicators or outputs over the life cycle of a program, project or strategy. This might involve a systematic process of observations and primary data collection (quantitative and qualitative) to know which activities are done and the quality of implementation. This process helps make informed decisions on resources while the programme is still on.

Evaluation, on the other hand, goes beyond the intervention process/activities and focuses on measuring outcomes and impact indicators. Evaluation is a research process that tracks the project's results (intermediate and distal) at distinct points of time to measure the extent of changes in key outcomes and identify if the change can be attributed to the intervention. This mainly requires data collection at the start of the project (baseline) and end (endline) to measure key outcomes.

In essence, monitoring and evaluation is a systematic process of tracking and analysing programme data to determine if the programme is on track and its desired impact on intended social and behaviour change.



### **Monitoring and evaluation of the project is fundamental because**

- Without monitoring and evaluation (M&E), it will be challenging to determine if the intervention has had any impact or success in shifting the needle on the project outcomes
- It is important to diagnose the intervention on its reach, appeal, relevance, comprehension to understand what the strengths and improvement areas are
- Without monitoring, it cannot be determined if the communication activities are being implemented as planned and hence if a course correction is needed
- Without evaluation, it will be challenging to determine if the communication has had its desired impact on social and behaviour change and what are the factors that contributed more or did not work

## **9.1 Important considerations for M&E**

- There are different types of indicators that monitoring and evaluation studies focus on. While monitoring focuses on process and output indicators, i.e., how the planned activities have been implemented, the evaluation is focused on outcome and impact indicators, i.e., intermediate results and long-term results of the project
- Before the intervention starts, there should be a systematic framework that links all these indicators to the project goal, i.e., the inputs, outputs, outcomes expected, and how they will help achieve the project goal
- These different indicators should be made as clear and specific as possible – so that research can define them and measure them without ambiguity
- It is important to ensure the integrity and independence of research by having appropriate management systems in place that allow researchers to remain objective
- It is advisable to triangulate different verifiable sources of data (and not self-reported data which may not be accurate or be misleading) as a part of M&E. While



research studies can focus on changes in project outputs and outcomes over time, one considers collecting actual real-time data from the ground as well.

- It is imperative to follow all ethical guidelines before getting into any audience research. Example: ensure informed consent (example given in the appendix), where all participants know the study's purpose and that participation in any study is entirely voluntary. They should understand that there is the option to pause, skip questions at any time and completely stop if required. Besides, adequate care should be taken when researching vulnerable audiences – in many instances, clearances from independent ethical boards might be necessary to safeguard the participants from any harm.



### How to plan for monitoring and evaluation

#### 1. Develop a log frame with programme activities, outputs, success indicators and impact clearly defined

- **Activities** are the specific tasks performed as a part of a programme that needs to be completed to achieve intended outputs. Example: mobilisation of self-help groups that need to be trained
- **Outputs** are the measurable, observable services being produced as part of the intervention. Example: number of training of self-help groups done, number of SHGs trained effectively, number of billboards put up with programme messaging
- **Outcomes/ indicators** are the likely short-term or medium-term effects of an intervention. Example: programme communities program communities show an improved awareness of the message that septic tanks need to be desludged every three years
- **The impact** is the overall long-term goal of the project

## 9.2 Types of M&E methods that can be used for an SBCC intervention

### Monitoring methods

#### **Quantitative methods:**

- radio or TV transmission reports or programme logs
- attendance sheets, sign-in forms
- routine activity tally forms
- Real-time GPS tracking of certain activities

#### **Qualitative methods:**

- observation notebooks
- journals that record entries by frontline workers



## Evaluation methods

### **Quantitative methods:**

- Randomised Control Trials (RCT) - a trial in which subjects are randomly assigned to one of two groups: one (the experimental group) receiving the intervention that is being tested, and the other (the comparison group or control) receiving an alternative (conventional) treatment. The two groups are then followed up to see if there are any differences between them in outcome. The results and subsequent analysis of the trial are used to assess the effectiveness of the intervention
- Quasi-experimental surveys with baseline and endline to measure the change in knowledge, attitude, and practices surveys
- Reach and recall surveys to understand the effectiveness of the programme
- Longitudinal panel to understand the incremental changes over-time

### **Qualitative methods:**

- focus group discussions or in-depth interviews with beneficiaries to understand triggers and barriers of behaviour change
- observations, shadowing of beneficiaries, ethnographies to understand the process of change in detail

### **What an M&E study of an SBCC intervention can determine:**

- a. reach across various platforms like billboards, wall-paintings, transit branding (vans and autorickshaws)
- b. how many times and at which locations people were exposed to the outputs
- c. recall of the communication i.e. which elements were remembered amongst those exposed to the communication
- d. appeal of the communication, i.e. which elements are liked or disliked
- e. performance of the communication, i.e. diagnostics like ease of understanding, relevance, uniqueness
- f. engagement with the outputs i.e. what did the exposed population do after viewing the communication
- g. changes in levels of knowledge, attitude, motivation, behaviour across each communication piece
- h. long-term impact created by the programme

Please note that it is imperative to follow all ethical guidelines before getting into any audience research.

### 9.3 M&E in practice: Malasur

A reach and effectiveness study was conducted in Warangal, Telangana, by a third-party professional research agency in collaboration with BBC Media Action and ASCI in November 2020.

More than 200 Swachh dosts were enlisted by ASCI in collaboration with the Greater Warangal Municipal Corporation to raise awareness among people (including about the sanitation helpline number) and extra licenses were distributed to operators.

**Research objective:**

to measure the efficiency and effectiveness of the Malasur intervention

**Implementation:**

Malasur intervention was launched in 48 wards out of a total of 58 wards in Warangal over a period of three months

1. Swachh auto-rickshaw branding –120
2. Miking on 150 Swachh autos
3. Branding of public and community toilets –58
4. Billboards –7

Two messages rolled out under the intervention- regular desludging creative and indiscriminate dumping

Message	Medium			
	Swachh Auto	CT/PT	Hoarding	Jingle
Regular Desludging				
Indiscriminate Dumping				

**Target Group:**

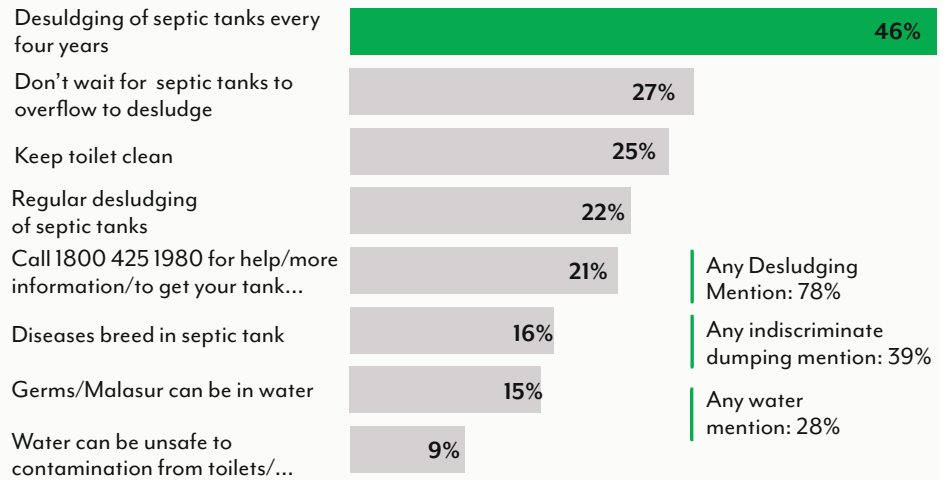
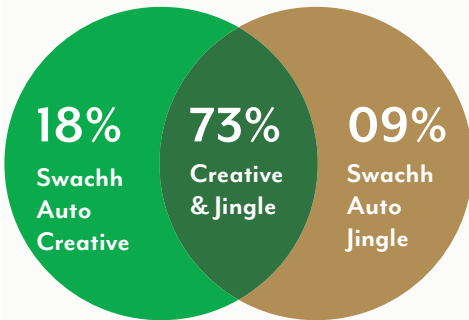
- 20 – 50 year old men and women
  - NCCS A3, B, C
  - Households with septic tanks
  - Households that never emptied their septic tanks or desludged only in an emergency
- \* New Consumer Classification System (NCCS) A3, B and C were selected – as we wanted to reach out to households with septic tanks but having the financial capacity to desludge

**Sample coverage:**

- Face to face listings : wards = 15 | N = 1577
- Main interviews : exposed sample size = 402 | unexposed sample size = 401
- Depth interviews: general public = 8 | government officials = 2

## Overall intervention reach

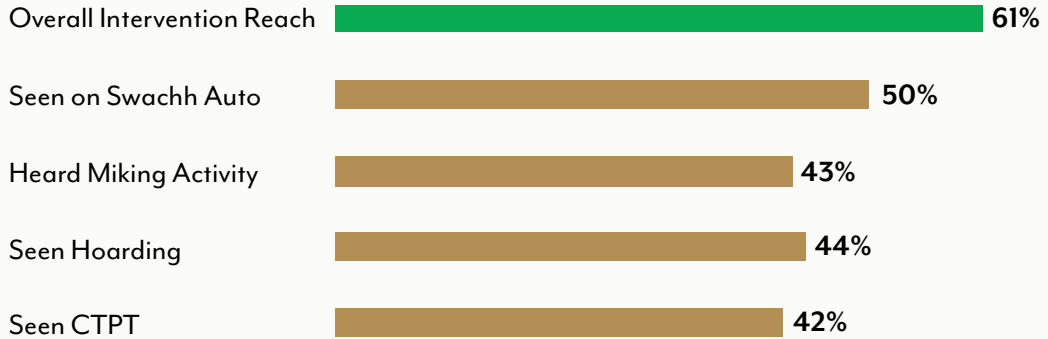
### Reach of different mediums



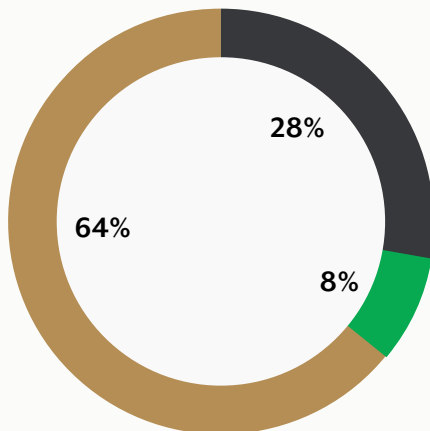
M2a: Can you please describe/tell me about the ad you have heard or seen?

36%

Spontaneous recall of ad



Ad Reach Norms – 46%  
(Across 16 TV ads)



- Seen only Regular Desludging Creative
- Seen only Indiscriminate Dumping Creative
- Seen both Creatives

79% of viewers have seen the intervention 5 or more times

83% claim to have seen intervention on more than 1 medium

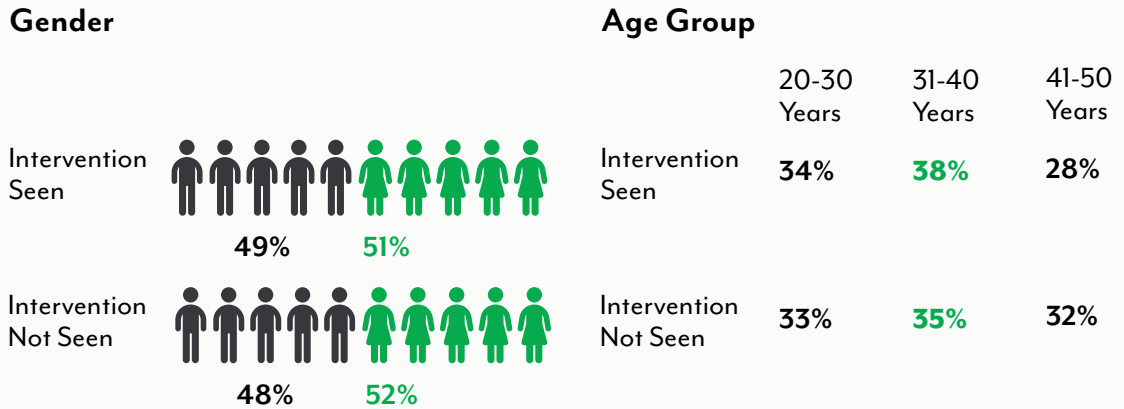
### Research questions:

- Do you remember seeing /hearing any “sanitation/ septic tanks / faecal sludge/ desludging” related advertisements anywhere in the last six months?
- I have a picture of an ad on a billboard, please tell me if you have ever seen this anywhere in your city?

\*Base all exposed ward (n=1577)

### Reach across gender

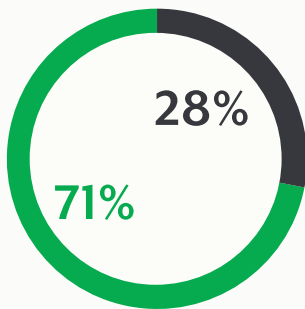
Reach is higher among people with a relatively better financial capacity to undertake desludging – indicating stickiness of the intervention among the relevant target groups



### Intervention diagnostics:

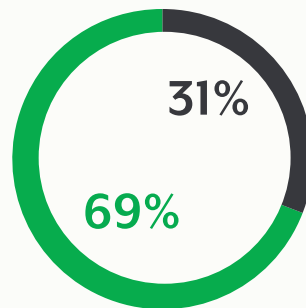
Strong link was established between regular desludging creative and ground water contamination

#### Extent of relatability



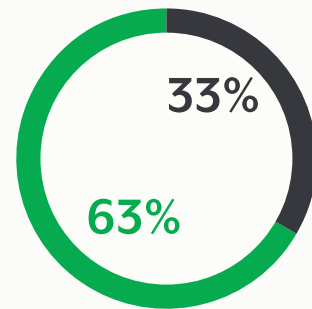
MQ4. To what extent do you think these advertisements are meant for a household like yours?

#### Extent of understanding



MQ5a. According to you, to what extent did you understand the advertisement?

#### Uniqueness



MQ6a. Please tell me how unique/different did you find 'Malasur' related advertisement?

● Very Much ● Somewhat

### Relatability, comprehension and uniqueness of the intervention has a strong association to action taken

All 100% liked the intervention with 67% liking it 'very much'

\* Basis main research - done among respondents exposed to Swachh Auto Ad/ Jingle

\* Base all intervention seen = 402

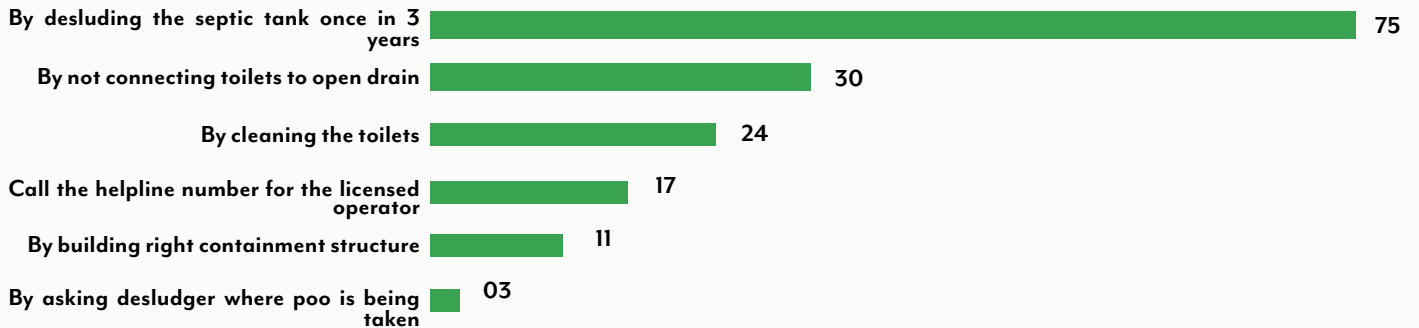
## Perception towards Malasur



Feel that Malasur can be defeated

MQ9a. Can one defeat Malasur? CE

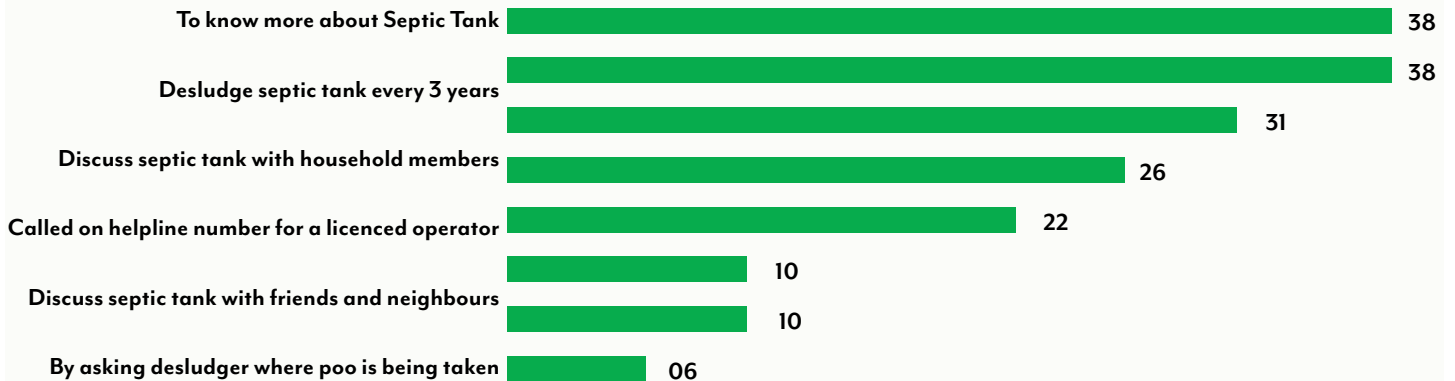
## Ways to defeat Malasur



Base: all intervention seen (n=402)

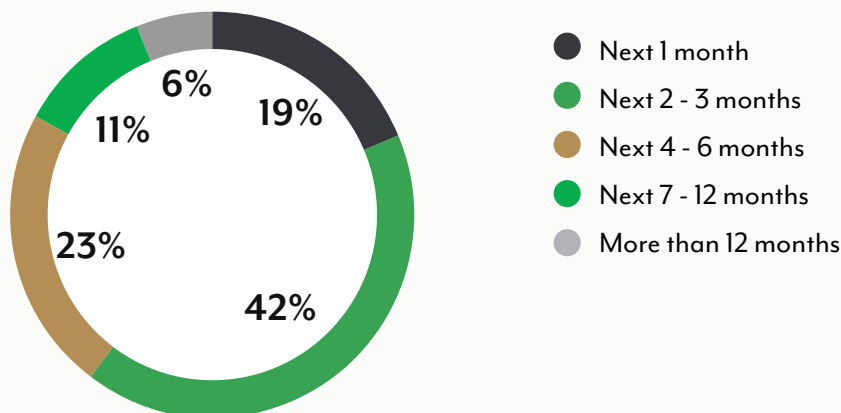
High motivation to act: Strong link established between regular desludging and groundwater contamination

## Actions Intended



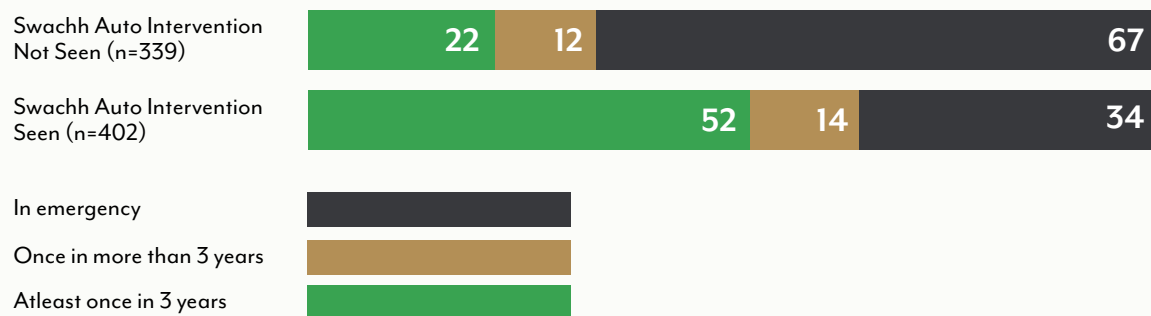
MQ10d. What action do you intend to take? CE

## Time Plan for Action



MQ10e. What do you intend to do this? CE

## Septic tanks desludging frequency



MQ12b. How often should the septic tanks connected to toilets be desludged? CE

## Consequences if not desludged regularly

	Intervention seen	Intervention not seen
<i>Base: All respondents</i>	402	339
<b>It is unhealthy for us/can spread diseases</b>	81	65
<b>Water Contamination</b>	68	52
<b>Increase in health expenditure as later will cost more</b>	60	42
<b>Unhygienic/ dirty surroundings</b>	48	40
<b>Foul Smell/ Stink</b>	57	23
<b>Overflow of tank</b>	10	11
<b>Toilet can get blocked</b>		2

MQ13. What can be consequences if the Septic Tanks are not desludged regularly? CE

Base: All Respondent | Sigtest @ 95% with Seen vs. Not Seen

### Summary of key findings:

- **Intervention reach:** Estimated reach of 61% with Swachh autos contributing most to the reach numbers (50%) despite prevalence of COVID-19 pandemic
- **Intervention diagnostics:** Strong link was established between regular desludging creative
- **Perception towards Malasur:** Malasur was perceived to be the unique element of the intervention by 49% respondents. 76% believe Malasur can be defeated.

## - Call to Action and Impact of Malasur

**The need for “regular desludging” with fear of water contamination/diseases is a strong trigger for the action**

- High motivation to act towards septic tank desludging observed among 68%
- The intervention has successfully delivered the key messages of regular desludging, with a clear action point for people – desludge every three years
- Connect to water contamination working as the trigger for action among 87%
- People positively disposed to calling helpline among 70%
- A clear change in understanding on desludging frequency is seen – 52% of exposed perceive desludging frequency within three years as against 22% among unexposed
- Those exposed to the intervention 34% perceived desludging requirement only on emergency vs 67% among unexposed



### **Efficiency of the intervention:**

- Swachh Autos, with a regular coverage of the city, were key for significant reach with 50% reach
- Exposed participants were significantly more sensitised to the aspects of regular desludging and its impact on health & water

**“Faecal matter is Malasur” – Female respondent**

*“Outside faecal matter mixes with water and it get contaminated, the same water will come through hand pump and we will use the same water by which we may get effected with diseases.” – Female respondent*

*“Malasur is coming out of the septic tanks and can be killed by cleaning and maintaining hygiene.” – Female respondent*



**The findings from the reach and effectiveness** study of the Malasur intervention in Warangal provided broader learnings for future programmes. Some of these include:

- Since Malasur reached 61% of the audience, despite Covid-19 restrictions when there was a lockdown in the state of Telangana, we can say that using localised communication platforms like Swachh autos that reach people in their houses works
- Since Malasur evoked a strong reaction from those exposed to the communication and has proved to be a key attention hook, communication should attempt to break through the clutter to be noticeable



- Communication intervention diagnostics scored high on likeability, relevance and comprehension, which shows that a communication idea based on audience research and feedback from the start has a higher chance of relatability and effectiveness
- There was high motivation to act and intent to call the helpline for desludging services. However, while communication leads to demand generation, it needs to be sustained with strengthening of supply-side in terms of capacity.

*"M&E is vital (but often neglected) to any development program, more so for the wicked problem such as sanitation. To determine what aspects of the intervention have been effective and efficient in its dissemination and draw learnings from the process and findings to build on for future interventions, M&E is essential. Evidence from which can help guide decision-making to design and implement programs and allocate resources".*

**- Srinivas Chary, Director - Centre for Energy, Environment, Urban Governance and Infrastructure Development at ASCI, and member NFSSM Alliance**

## 9.4 Key takeaways and checklist



### Key takeaways

Developing evaluation tools, recruitment of respondents, and conducting evaluation research and analysis of findings requires skill and experience and should be led by a specialist organisation with a deep and nuanced understanding of communication research



### Checklist

- With support from experienced researchers, the agency decides what needs to be monitored and develops quantitative and qualitative research monitoring and evaluation tools. The agency will also advise on budgets required for carrying out M&E activities
- Refer to Annexure VIII for the research brief for M&E
- Refer to Annexure IX for monitoring observation form
- Refer to Annexure X for the reference qualitative survey for evaluation of Malasur in Warangal



## **Learnings and other communication interventions**

## 10.1 Learnings and recommendations

- a.** Co-designing of communication collaterals with the national level intervention like Swachh Survekshan and Safai Mitra Challenge helps disseminate and encourage citizen participation as they are linked with outcome indicators.
- b.** In addition to the SBM IEC funds available at the state and ULB level, other schemes can be utilised to increase awareness and demand for FSM services. For instance, the Odisha state department used the urban wage employment initiative (UWEI) funds to implement wall paintings (including Malasur) across the state while facilitating livelihood opportunities for marginalised groups and SHGs.
- c.** While a state-wide multi-messaged communication intervention is easier to roll out simultaneously than in a phased manner, a phased rollout is a proven strategy for better understanding and retention of messages among target communities
- d.** Implementing an integrated 360-degree communication intervention over a period of time helps create surround sound at the ULB level. The Malasur pilot implemented in Berhampur from February to May 2019 was an integrated intervention using mass media (press ads, hoardings, wall paintings, cinema slide branding), capacity building (school activation, inter-personal communication toolkit for SHGs), and transit branding (autorickshaw branding, cesspool truck branding). Findings of a Reach and Recall study conducted for the intervention showed that a) 34% of the population was reached through the intervention, b) 88% of the exposed target group recalled the critical message “get your septic tank cleaned every three years”, c) 94% found the message relevant, and d) 98% who were exposed to the intervention claimed motivation to act.
- e.** Building, celebrating, and replicating local champions and best practices and documenting and amplifying the role of individuals within a group, who perform desired behaviours, even under similar external circumstances as everyone else, as positive deviants is recommended.
- f.** Use of government assets like government-owned hoardings, solid waste management vans, and Swachh Sathi networks in communication interventions help in amplifying the reach and frequency of intervention outputs while keeping spending low
- g.** Direct to household platforms like Swachh Sathis / SHGs are effective and efficient platforms for interpersonal communication at the household level and have a very high reach among households.
- h.** Branding transit media like solid waste management vans and auto-rickshaws

provides high visibility for communication interventions. Research conducted in Warangal during the Malasur intervention showed that Swachh autos were responsible for the high visibility of the intervention.

*i.* Sharing evidence like the Reach and Recall studies conducted at a ULB level would help scale the intervention to other ULBs and at the state level.

*j.* Monitoring of communication activities can be challenging while implementing state-level interventions. Appointing a nodal person for SBCC activities at the state and ULBs will help plan and monitor all IEC activities of the department.

## 10.2 Other communication interventions

### Andhra Pradesh

As part of the Comprehensive Ward-wise Sanitation IEC and SBCC Campaigning, the key objectives of communication interventions was to create awareness about the construction of toilets, usage of sanitation facilities, waste management, scheduled desludging, menstrual hygiene management, and handwash.

In Narsapur, the interventions were designed for 31 wards and 41 slums and used multiple channels targeted to multiple stakeholders, including women, youth, adolescent girls, differently-abled and elderly persons. The interventions were conducted for every ward and slum for 3 months and included a variety of activities to gain maximum reach.

The channels adopted for the intervention included wall writings, mobile messaging and voice messages, miking through Swach autos, door to door intervention, digital slides in movie theatres, hoarding's posters and pamphlets, community level mid media intervention, awareness meeting, drawing competition, easy writing, quiz etc. in schools and colleges, sanitation rallies, video mobile vans.

#### The key messages were

- Toilet Usage by everyone in the family
- Upkeep of the toilet
- Desludge regularly
- Ensure only licensed operator is called
- What is the right toilet?
- Awareness of schemes and costs for construction of toilets
- Effects on insanitary toilets on health and water contamination
- Promote the construction of right containment as per the standards
- Use of protective gear by desludging operators
- Report indiscriminate dumping and encourage the use of FSTPs

**Key findings from recall study of the comprehensive SBCC intervention:**

- 80% of the participants remember seeing/hearing septic tank/faecal sludge related messages. When questioned about the exact message most of them responded about the scheduled desludging of septic tanks and the effects of poor septage on water contamination and public health.
- Posters, billboards and mobile van video had the highest recall
- Resulted in 99% coverage of household toilets and an increase in the conversions of insanitary to sanitary toilets
- 43% desludged their septic tanks in the past six months.
- Increase in women's participation in gender forums and decision-making



## Tamil Nadu

The Government of Tamil Nadu (GoTN) aims to effect improvements along the urban sanitation chain and scale FSM across 663 towns. The sustainability of such efforts requires BCC to create a supportive environment and establish ownership towards safe sanitation among all stakeholders.

Primary and secondary research indicated the prevalent taboo and stigma around sanitation. The Tamil Nadu Urban Sanitation Support Programme (TNUSSP), with support from the Indian Institute of Human Settlements (IIHS), developed a BCC strategy aimed at:

- Bringing 'sanitation out of the closet' and making it an everyday topic.
- Making consumers and Urban Local Bodies (ULBs) embrace FSM with an increased sense of ownership. Bringing 'sanitation out of the closet' and making it an everyday topic. Making consumers and Urban Local Bodies (ULBs) embrace FSM with an increased sense of ownership.

'Kakkaman' (Shit-Man) is a state-wide intervention developed by TNUSSP that gives a human face to sanitation. The intervention is centred on the fun and friendly character that serves as the state's sanitation mascot to take key messages on FSM and the full cycle of sanitation (FCS) to the people. Designed to be the friendly face of the intervention aims to bring alive sanitation as an aspirational topic into the public mind and link it to quality of life which is a necessary precursor to behaviour change.

The intervention was positioned in two phases; the first set of messages were broad, introducing the concept of sanitation and FCS, urging people to think beyond 'toilets'. The second set of messages were designed to inform people about the upcoming treatment facilities near them, the importance of their functioning and usage, including a joint call to action to take part in the Kakkaman intervention. Starting from 2017, the intervention was pre-tested in Coimbatore and Trichy districts to get public feedback and response. The mascot was well received owing to the lively and interactive methods adopted, which engaged citizens to actively 'speak' about sanitation and take up the 'call to action' towards safe sanitation. However, operational constraints hindered a state-wide launch.

In 2020, the intervention gathered momentum again. A communication package was developed for a state-wide and a city-wide roll-out, including a musical film with Kakkaman explaining the full sanitation cycle and jingles and posters. The intervention was piloted in Trichy in February 2021, and a state-wide roll out is anticipated later in 2021.



## Key findings

- The preparedness of local governments is key for the successful implementation of SBCC interventions. This includes securing funds, building capacity of intervention anchors and availability of pre-tested tools for intervention planning.

- Though piloted in early 2021, the state-wide launch was re-prioritised due to the pandemic and state elections. Challenges such as gaining traction from the Urban Local Bodies can be overcome with sustained engagement with stakeholders to build partnerships at the state and local level, which should be leveraged for intervention implementation and better reach of messages.



### Link to intervention

Kakkaman Intervention page (<https://muzhusugadharam.co.in/kakkaman-a-behaviour-change-and-communication-bcc-campaign-for-fsm-in-tamil-nadu/>)  
Kakkaman Film (<https://youtu.be/Nfrr69rnFF8>)



## Misaal – a film in 9 episodes

The 'Misaal' film, developed by the Urban Management Centre (UMC) and launched on 8 September by Mr. Sanjay Kumar, IAS, Joint Secretary of MoHUA and Ms. Veena Reddy, Mission Director USAID. The film uses dramatic storytelling as a medium to connect with communities on the idea of how collectivization can lead to change. The film is based on the experiences of the MISAAL program, a 3-year long USAID supported program that worked extensively in vulnerable communities and helped create such platforms to collaboratively engage with urban local bodies. 'Misaal' narrates the story of a fictional community residing in a slum- 'Chaudi Basti'. Over the course of nine episodes, a story unfolds of the community's challenges, how the idea of a committee takes hold, how it succeeds and overcomes challenges of the settlement as a whole and also those of individuals. The film is a musical, with a story driving song in each episode, and presents human stories to help the audience relate to the characters. The film also highlights important tools needed for settlement improvement, such as participatory mapping exercises, collective prioritization, documentation, livelihood development and responding to disasters. Jan Bhagidari (People's Participation) is critical to achieving and maintaining ODF in India's cities. It can be difficult for the ULB to provide sanitation services in informal settlements owing to the lack of information, and accurate maps. Productive engagement between the citizens and the ULBs on their shared civic concerns, and behaviour change can be powerful tool for bringing this gap.

Generating ownership among the community through meaningful IEC (Information Education Communication) is the key to initiate strong partnerships between vulnerable groups and their ULBs.



### Key findings

The Misaal film has worked towards promoting close collaboration between urban local bodies and residents of informal settlements. Since the launch the film has already been watched by over 2000 people on YouTube and is also being circulated in over 200+ urban poor settlements across MISAAL's intervention cities of Ahmedabad & Porbandar in Gujarat Jodhpur in Rajasthan, and Sambalpur in Odisha. Over 2,700 community leaders have been mobilized, with 90% of them being women that are amplifying the message of Jan Bhagidari (People's Participation) for better access to municipal services in and around their settlements. The initiative aims to build sustainable systems to bridge the gap between local governments and the communities.



#### Link to intervention

<https://www.youtube.com/playlist?list=PLR9fFRIVfPAAXqsn6iYMTzDV92mjrWtxF>



## Navrangi Re! (nine to a shade)

Navrangi Re!' (Nine to a shade) is a 26-episode television series produced by BBC Media Action in collaboration with the Centre for Social Behaviour Change (CSBC), Ashoka University, the Bill & Melinda Gates Foundation (BMGF), and Viacom 18. It is the first-ever finite fiction television series on urban sanitation in India and the world, which was launched on 2 February 2019 in Hindi on Viacom 18's Free to Air (FTA) channel Rishtey at 9:30 pm (Saturdays and Sundays) and was dubbed



in Odia and Gujrati for channels Colors Odia and Colors Gujarati. The television drama was produced to influence sanitation behaviours related to Faecal Sludge Management (FSM). The overarching objective was to make faecal sludge 'visible' to people who normally flush and forget. Navrangi Re! aimed to provide viewers with a script on FSM, a pathway for improved civic engagement verging on creating a sense of entitlement to sanitation, to transform the issue from a government agenda to something that people own, understand, and understand the claim.

It is the story of a congested mohalla (neighbourhood) Navrangi – in a town in Northern India full of real, but quirky and endearing characters. It is the story of Vishwas, a struggling TV journalist, and his love interest – Chitralekha – a civil services aspirant. They are supported by an ensemble cast of characters situation across the safe sanitation arc – from people who do everything right, to those who let waste into open drains, to those who use community toilets. Heightening the role of the collective community – building a sense of social disapproval for incorrect sanitation practices was a key objective. It also included strong female role models with voice, agency and decision making. The storyline also explored issues around the safety of sanitation workers.



## Key findings

- According to the Broadcast Audience Research Council (BARC), Navrangi Re! was watched by 59.6 million unique viewers, with over 15 million viewers per episode. Just four weeks into broadcast, the series had over 45 million unduplicated viewers. It was also ranked among the top 20 shows on General Entertainment Channels at 9 pm. Oxford Policy Management conducted an independent impact evaluation for the series, using an innovative quasi-experimental design.

- The intervention successfully promoted behavioural intent across sub-themes like asking the desludger where the sludge will be disposed of went from 20% to 34% between baseline and end line.

Similarly, the willingness to save and pay for frequent desludging increased from 65% to 73%. This proved that storytelling is very effective to communicate behaviour change.

- Further, the impact was significantly higher for those with higher levels of exposure, i.e. seven episodes or more. In contrast, 35% of the viewers mentioned that they learned new facts about septic tank construction, which increased to 61% among those who had viewed seven or more episodes. Basis the impact, a second season is in production as a web drama on YouTube with support from BMGF to further build on FSM outcomes.



### Link to intervention

<https://www.youtube.com/playlist?list=PLR9fFR1VfPAAXqsn6iYMTzDV92mjrWtxF>

## Maharashtra

Center for Water and Sanitation (CWAS), CEPT University has been supporting the Warangal Municipal Council (WMC) to become an open defecation free (ODF) city. With support for the City-Wide Inclusive Sanitation (CWIS) programme supported by the Bill and Melinda Gates Foundation (BMGF), Wai is proving itself to be a model city in the sanitation sector.

Declared ODF++, Wai is one of the first cities in India to successfully implement scheduled emptying of septic tanks every three years with treatment of collected septage at a dedicated Faecal Sludge Treatment Plant (FSTP). To make Wai a model city for sanitation, various communications and awareness initiatives were developed and implemented.

The SBCC approach was developed basis a qualitative assessment of required messages to meet the objectives, identifying the intended groups and choosing the appropriate mode for conveying these messages. The initiative was led and

implemented by WMC with support from elected representatives, women SHG members and technical support by CWAS team.

Media platforms included posters, banners, wall paintings, pamphlet distribution, fairs, workshops, trainings, and social media posts to create awareness and build capacity. Messages were also developed with support from Councillor's at WMC, with recorded audio messages to stop open defecation and sustain ODF. A short cartoon video was produced and shared on social media groups in the city and on local cable television. Conducting SBCC activities was also part of the contract for private operators appointed for scheduled desludging. The SBCC interventions were conducted in a phased manner at regular intervals which led to higher impact.



## Key learnings

It is important for the local government to take ownership for SBCC efforts including building capacity to plan and implement SBCC interventions to ensure scale of the intervention for higher impact.

### Link to intervention

[https://pas.org.in/Portal/document/UrbanSanitation/uploads/Communication\\_for\\_Sustainable\\_Sanitation\\_for\\_Wai.pdf](https://pas.org.in/Portal/document/UrbanSanitation/uploads/Communication_for_Sustainable_Sanitation_for_Wai.pdf)



# Acknowledgement

The Social and Behavior Change Communication (SBCC) primer is a guiding document to aid sector practitioners, when working directly with the governments in their respective engagements, towards using the art of communication in a systematic effort to shift behaviour by positively influencing social and personal determinants. The SBCC primer is written under the aegis of the National Faecal Sludge & Septage Management (NFSSM) Alliance, a collaborative body of 30+ member organisations, convened in 2016 and supported by the Bill and Melinda Gates Foundation to build national consensus around Faecal Sludge and Septage Management (FSSM).

The NFSSM Alliance would like to extend sincere gratitude to the Ministry of Housing and Urban Affairs, for its continuous guidance and support.

We would also like to acknowledge our heartfelt gratitude to the members of the NFSSM Alliance who have contributed towards sharing their on-ground insights on SBCC, best practices and case studies from five+ states in India to strengthen the approach outlined in this document. The primer shall ultimately benefit the state and city functionaries by providing leading behaviour change methodology and practices on Faecal Sludge Management (FSM) and replicate the learnings in their respective sectors.

# **Annexures**

These are proprietary tools, not authorized for commercial purposes  
and/or rebranding



[Redacted]

If you have any hypotheses – you could ask those to be measured and validated. Or you could

**Target audience: Who do you want the research to talk to (the four levels)**

- Definition of the four levels for the project
- The Level(s) the current intervention wants to address
- The level (s) of focus
- Any specific type of target audience e.g.

[Redacted]

- Any other influencer the research needs to address

Can you provide the respondent list, or should the agency find respondents themselves

**Geographic Coverage**

- Are there any specific areas of coverage – states, districts, blocks, villages, cities, wards etc. and why
- Are there any specific strata of urban or rural areas – such as metros, mini-metros, towns (class I to V) or villages by population strata – such as >5000 persons, 3001-5000 persons, 1001-3000 persons, <=1000 persons.
- Is there a specific dialect/language in which the research will have to be conducted

**Timelines**

- When will you be sharing the stimuli (if any)
- When do you need the findings by
- Are there any other specific timeline issues e.g. particular date of completion of fieldwork

**Delivery**

[Redacted]

**Research Budget**

[Redacted]

- Stipulated budget for research consultant (if required),

[Redacted]

**Others**

[Redacted]  
which you will share research stimuli – storyboards, scripts, audiomatics, narramatics, animatics,  
[Redacted]  
[Redacted]  
baseline data, formative research, literature review, secondary data)

**Progress Reporting Frequency**

- Dos and Don'ts
- Any important Instructions

Please attach any relevant document which you feel will let us understand the intervention or the research questions better



### CONSENT FORM: FORMATIVE RESEARCH

**Introduction:** Good morning / afternoon. My name is \_\_\_\_\_, and I work with XXX research organisation. Our company does research on various issues like education, health, hygiene, poverty, etc. Currently we are conducting a study on behalf of BBC Media Action. BBC Media Action in India has been using media to improve health, rights and resilience since 2001.

**Purpose:** We are currently undertaking a research to understand the issues affecting the environment, pollution, waste generation and waste picking community in Bengaluru. The research intends to understand the perceptions of people like yourself on issues, like attitude of general public towards waste pickers, role within the society, etc. There is no right or wrong answer, it is only your opinion and perception that we are interested in.

**Process:** For this, we request your participation in this in-depth interview. The activity would be undertaken telephonically. If you agree to participate, we will ask you to respond to some questions. The session would be moderated by myself / (NAME OF THE MODERATOR). If you are finding some questions difficult to comprehend, you can ask me or my supervisor for any clarifications. The interview would take around 60 to 90 minutes and would be audio recorded for analysis purposes alone.

**Benefits:** While you will not receive any direct benefit, there will be compensation for the time you have given to the survey. Your answers will help to shape a media campaign to alter the attitude of the general public towards the waste pickers alongside bring to light the plight of the waste pickers working/living in a deplorable condition.

**Risks:** Participation in this activity will not affect you in any way. To keep your identity confidential, we would not share your name and other identification details with anyone. Your data would be destroyed after keeping it safely in a protected place for 3 years. Any information shared by you with us would be studied at an aggregated level for development of reports and further the research on the subject. All the results from the study will be shared with other members of the fraternity for sole purpose of betterment of the society.

**Confidentiality:** The information that is collected during the study will be kept private. The organization will not share any audios/responses we receive from you with anyone besides BBC Media Action. The study team will make every effort to protect the privacy and maintain the confidentiality of all the information. All documents and data collected during the activity would be safely kept in a password protected computer which would be accessible only to the research team. Your data would be destroyed after keeping it safely in a protected place for 3 years.

**Voluntary Participation:** Your participation in this study is completely voluntary, that means you decide whether you want to participate or not. If you decide not to participate, there will be no consequences. If you decide not to take part or leave it in between, we will respect your decision and not ask you any questions regarding your decision.



**Contact Information:** In case you have any further questions about the activity you may please contact XXX; (telephone number) from (research organisation). If you have any questions about the project, you may please reach out to xxx (BBC Media Action). Please reach out to them by sending your query from your email address.

**Acknowledgement**

I have read the consent form, or it has been read out to me. I understand that it is meant to seek my consent for participation in this activity which would help in improving the quality of lives of certain marginalized segments of the community.

Do you understand the purpose of this research? Yes No  
Should we explain the process again? Yes No  
Do you have any questions? Yes No  
Do you give consent for participation? Yes No  
Do you need the copy of consent form? Yes No  
Do you give consent for audio recording the interview? Yes No

Name: \_\_\_\_\_  
Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

Do you need the copy of consent form? Yes No  
Do you give consent for audio/ video recording of the interview? Yes No



### **FORMATIVE RESEARCH DESIGN**

#### **I. Background**

Faecal Sludge Management (FSM), is a critical issue which, especially in the urban areas as many areas in the cities of India are not connected to sewers also lack proper designated places for the disposal of faecal sludge and treatment of the same.

The entire value chain of FSM includes the construction of toilets with a proper containment or disposal mechanism. The ideal disposal mechanism being connection to sewers. In the absence of the same proper containment structures like twin pits or septic tank of a designated size (not bigger than the designated size) may be prepared with some technical structures to prevent overflow and subsequent contamination of the environment. The usage of these toilets by all family members to prevent direct open defecation and desludging of septic tanks (not required in case of twin pit) at regular intervals to prevent overflow and thus direct cumulative open defecation. The desludging operation to be done through mechanical desludgers to prevent manual scavenging while using proper protective gears for safety. Followed by proper transport of the faecal sludge and disposal at a designated location or dumping ground again to prevent mass open defecation. Proper treatment of the faecal sludge in Faecal Sludge Treatment Plants (FSTP). A discontinuance in any part of the sanitation value chain explained above leads to unsanitary habits at an overall level and leads to contamination of the environment.

In this light Social and Behaviour Change Communication (SBCC) is important on this subject. There is a need to push forward a proactive plan that serves as an opportunity to:

- reset, and roll out a new approach, that complements state level implementation
- relook at the potential for evidence based strategic and communication interventions across the sanitation value chain
- map a course for testing a communications approach to faecal sludge management (FSM), across pilot cities with the objective of scaling up the strategy based on success and further learnings

#### ***Program objectives***

An overall program is thus envisaged which aims to:

- To identify the pressure points and the gaps in the whole sanitation value chain, some of which, can be common pressure points, that may have common solutions.
- To implement, evaluate and learn from the common communication intervention in different states, with completely different population psychographics, cultural norms and contexts to further model a communication intervention to scale.
- To aid in the regulation and formalization of the FSM services in these states, through a strategic approach which is on the basis that change occurs at four levels;
  - Enabling environment: the political, social and economic institutions and relationships within society that influence how change happens and provide the context for our work. This includes the State government, urban local bodies and elected representatives.
  - Organisations: corporates, community and public service media organisations, civil society organisations and other not-for-profit organisations.
  - Practitioners: masons, desludging transporters and operators, sanitation workers
  - Populations: Individuals who practice open defecation, households that need to adhere

to a standard containment structures and scheduled desludging, communities that will aid in setting norms.

In order to shift people from insanitary to sanitary habits, create a demand for toilets and desludging services and mobilise people and the system to be part of the solution, the existing knowledge, prevalent attitudes, the levels of efficacy (self & collective), social norms that need to be addressed & behaviors that need to be influenced needs to be studied and addressed through this programme.

## II. Research objectives

The objectives of this research are given as follows:

### *At the population level*

1. To understand the triggers and barriers to construction of improved sanitation facilities, regular desludging and usage of the same
2. To explore the pathway of change from unsanitary habits to sanitary habits from positive deviants (people understanding and demanding for FSM infrastructure)
3. To create qualitative behavioral segments of the community based on sanitation practices
4. To assess the size of the behavioral segments identified in the cities of operations
5. To understand the media habits of the target population

### *At the practitioner level*

1. To assess the key triggers and barriers among masons for construction of improved sanitation facilities
2. To assess the current knowledge among the masons on construction of improved sanitation facilities
3. To assess the key triggers and barriers among the desludging operators in desludging and dumping of faecal sludge
4. To assess the risk perception among the desludging operators with regards to their task and the need for protective gear

## III. Information areas for the study

### **Among populations**

- Knowledge and understanding of FSM value chain
- Current understanding and risk perception of unsanitary habits on health and environment
- Current Social norms regarding toilet usage and regular desludging of septic tanks
- Key triggers and barriers towards FSM and regular use of toilet by all
- Key decision makers and influencers in a HH for toilet construction and regular desludging practices
- Role of masons in deciding upon size of septic tanks
- Willingness to pay for regular desludging of septic tanks
- Media habits

### **Among practitioners**

- Current level of knowledge among masons on sanitary toilet construction
- Understanding of masons about their role in FSM value chain
- Key triggers and barriers among masons to construct proper sanitary toilets with septic tanks

- Current level of knowledge among desludgers about mechanical desludging
- Risk perception of desludging operators while desludging
- Key triggers and barriers desludging operating companies and truck drivers about dumping in designated places
- Understanding of people connected to desludging operation about their role in FSM value chain
- Understanding the social norms regarding the desludging operators

#### IV. Study area and respondent segments

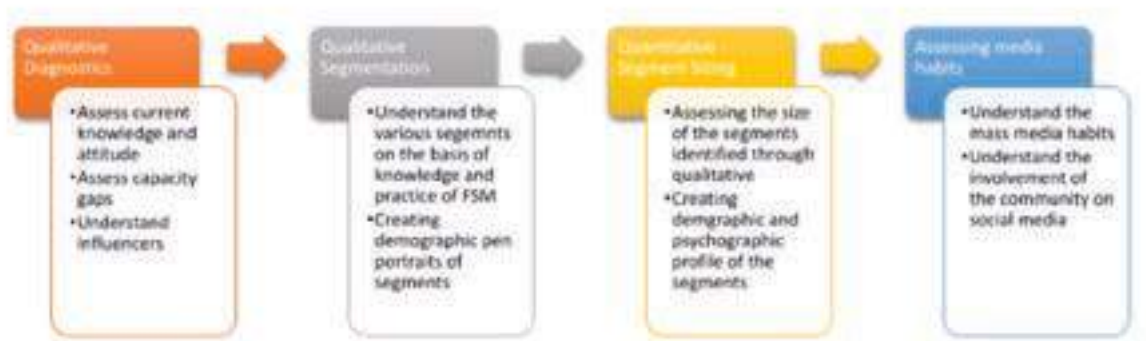
This study would be conducted in the three pilot cities across the four states, namely,

- Tiruchirappalli, Tamil Nadu
- Berhampur, Odisha, and
- Narsapur, Andhra Pradesh

The study would be conducted with population level and the practitioner level to understand the knowledge, attitude and capacity gaps and the reasons for the same.

#### V. Research methodology

Given the nature of the research, a mix of qualitative and quantitative method would be most appropriate to deliver on the information requirements. The research flow is depicted in the diagram below:



#### VI. Proposed sample size

##### Qualitative Component:

The suggested methods mix and sampling plan is given below:

Target group	Data Collection Methods	Activities Size/ City	Total Activities
Sanitation officer urban local bodies	IDI	1	4
Local media personnel	M-FGDs/ Triads	2	8
Key personnel of desludging operation	IDI	1	4
Truck drivers	IDI	2	8
Desludging operators	FGD	2	8

Masons who construct toilets	FGD	3	12
Community women	FGD	4	16
Community men	FGD	4	16
Case study of positive deviants in the community	Case Study	2	8
<b>Total Activities</b>		<b>21</b>	<b>84</b>

### Quantitative Component:

The suggested methods sample size across the cities is given as follows:

$$S = \frac{Z_{1-\alpha}^2 \times P(1-P) \times D_{eff}}{S_e^2}$$

Where,

- S Sample Size calculated
- $Z_{1-\alpha}$  Coefficient for confidence interval
- P Proportion of key characteristic
- $D_{eff}$  Design effect
- $S_e$  Standard error

Considering a confidence interval of 95% and proportion of key characteristic as 50%, design effect of 1.5 and standard error of 5%. The sample size is calculated to be about 600 for each city. Hence the total sample size is expected to be about 2400 for the study.

Each city would be stratified into four broad strata by regions in the city (North, East, West and South). From each zone three urban wards would be randomly selected, and 50 households would be covered from each ward using random sampling methods.

The qualitative segments found in this randomly selected quantitative sample would be projected using data weights at the analysis stage to give an estimation of the size of the segments.

## VII. Operational plan

### *Quality control*

Quality control for data collection would be done by BBC Media Action research team as well as the management team of the hired agency. The details for the quality control is detailed below.

### *At the inception stage*

Recruitment of data collectors: The hired research agency would be recruiting qualified and experienced moderators and interviewers for the qualitative and quantitative activities respectively. BBC Media Action research team would verify the qualification of the field data collectors by checking their CVs at the inception and later while meeting them during the training.

Extensive training: The hired research agency would be conducting extensive training to moderators and interviewers for the qualitative and quantitative activities respectively, either through a cascade model of having a training of trainers followed by a field level training. BBC Media Action research team would involved in all the training sessions conducted and would be playing a key role in screening the data collectors so as to have the better ones on board.

**In-built logic checks in software:** The hired research agency would be conducting the quantitative survey in laptops or tablets as may be suitable for them. They would be developing the questionnaire in a software with in-built logic and scrutiny checks. These scrutiny checks would be verified by BBC Media Action research staff and approved by them to be used in the field.

***At the data collection stage***

**Recording of qualitative activities:** All qualitative activities would be audio recorded for reference and quality checks. BBC Media Action research staff would be randomly checking the audio records to ensure the quality of group discussions and interviews.

**Spot checks and accompaniments:** The hired research agency would be conducting spot checks and accompany the interviewers during the interview to ensure data quality. BBC Media Action research staff would also be visiting the field during the qualitative and quantitative data collection to ensure that the data is collected while following all the protocols set at the inception of the study

**Regular updates from field:** BBC Media Action research staff would ensure that they continue dialogue with the qualitative data collector s regularly during fieldwork to get real time insights as well as ensure that the desired information is collected during the study. Regular updates on the quantitative fieldwork would also be gathered to check the status of the key indicators and match the same with secondary data to provide proper on time feedback to the research agency on the data quality.

***At the data analysis stage***

**Interim presentations:** For the qualitative component of the research, interim presentation would be sought to get quick insights as well as for course correction (if required). The interim presentations would feed the BBC Media Action creative team about the emerging trends and also take their input on more insights either with the same target audience or emerging important new stakeholders.

***Deliverables***

- Inception report – detailing the approach to be adopted by the research agency in conducting the study
- Research instruments – the finalised discussion guides for qualitative research and listing and questionnaires for the quantitative component
- Finalized CAPI software – the finalised structured questionnaires converted into a CAPI software with in built logical checks
- Audio recording of qualitative activities – complete and clear audio recording of all qualitative activities conducted during the study for future reference
- English transcripts of qualitative activities – complete and detailed transcripts of all qualitative activities conducted during the study for future reference
- Content analysis – detailed content analysis of all qualitative activities
- Interim qualitative presentation – an interim qualitative presentation at the completion of 50% data collection to explain the emerging trends from qualitative and for required course correction
- Cleaned and finalized dataset – for quantitative component with complete value and variable labelling
- Final presentation – including the qualitative and quantitative findings to present a complete story for the study
- Final report – a detailed final report detailing all activities under the research

VIII. Workplan (deliverables)

S. N.	Activity	End Date
1	Request for proposal to Contractor	
2	Submission of proposal by the Contractor	
3	Selection of Contractor and contracting	
4	Tool finalization post consultations	
5	IRB Approval	
6	Launch of qualitative Fieldwork	
7	Interim Presentation	
8	Completion of qualitative Fieldwork	
9	Quantitative Training	
10	Completion of Quantitative Fieldwork	
11	Presentation Quantitative + Qualitative	
12	Final complete detailed report	

**COMMUNICATION FRAMEWORK**

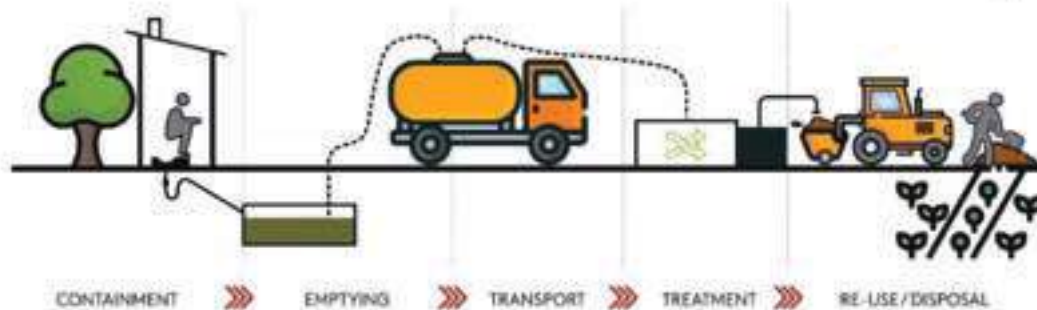
**CITIZEN FACING SBCC INTERVENTION ON FAECAL SLUDGE MANAGEMENT (FSM)**

**Note: Refer to this document as the format for developing a communications framework. A sample for the Malasur (three-message) intervention has been provided for reference.**

Three priority behaviours were identified, basis the formative research conducted by BBC Media Action in 2018 among 1740 households across Berhampur, Narsapur and Tiruchirappalli. These behaviours are across the first three steps of the sanitation value chain i.e. containment, emptying and transportation.

The intervention's focus was limited to address only the first three steps because

- A new conversation about FSM with citizens was opening up
- Households have control over their containment systems (septic tanks), calling licensed operators to empty the septic tanks, and being vigilant about where it was being transported
- Treatment is primarily a structural issue whose responsibility lies with ULBs and sanitation sector professionals. While citizens need to be sensitised about the reuse benefits of the treated faecal sludge, it



is contingent upon the efficiency of the first four steps in the sanitation value chain. Until then, there is no call to action for audiences but rather advocacy for acceptance of plants in their vicinity.

**Target community:** Men and women aged 35-55 years who are household decision-makers or those who influence decisions. From NCCSA2, B & C, homeowners, whose toilet is not connected to sewers but with an on-site sanitation solution or connected to an open drain.

Through the formative research, three community segments were identified, each of which are specifically targeted for three different behaviours as detailed below.

**Implementation**

Choose the platforms based on what is effective and efficient in the geography, and what is available and within the budget.

Communication channels can include:

- Mass media: print (leaflets, print ads), social media, audio (radio and miking), video, outdoor (wall paintings, transit branding, billboards)
- Mid Media: street theatre, outreach activities



- Interpersonal communication (IPC) for practitioners to create awareness and motivate households to adopt regular desludging

## **CONTAINMENT**

### (I) CONSTRUCTING THE RIGHT KIND OF SEPTIC TANK

<b>PRIORITY BEHAVIOUR</b>	<b>CONSTRUCTING THE RIGHT KIND OF SEPTIC TANK</b>
Behavioural Objective	For households to construct the <b>right kind of septic tank</b>
Target Audience	<b>Households connected to open drains (11%):</b> NCCSA (28%), B (32%) & C (31%); not very highly educated (11% illiterate, 45% studied till 9 <sup>th</sup> grade). Among the insanitary toilet owners, 32% read a newspaper at least 2-3 times in a week; 74% watch TV at least 2-3 times in a week; 94% own mobile phones.
Barriers	Majority (78%) believe that a septic tank should be as large as possible – thus allows for avoiding the problem of desludging for as long as possible
	Majority (71%) believe that anyone with more money or space will construct a large single chamber septic tank – for some financial constraints render them unable to invest
	Majority (90%) believe that faecal sludge flowing into open drains spreads diseases, yet only 53% are bothered by the open drains in their surroundings - perceived risk with open drains not transforming into concern
	Majority (80%) believe that it should be government's responsibility to construct septic tank in all households – thus deflect responsibility
	Majority (80%) usually consult a mason for advice about design/size/ location – households may know the right kind of septic tank, but does not translate into practice
Motivators/ Triggers	Belief that faecal sludge from incorrectly built septic tanks flows into open drains and spreads diseases.
<b>Communication Objectives</b> *NOTE: You do not have to address all the touchpoints of know, think, feel, do. Take those you know based on research or insight gathered to be the most powerful. One output, one objective mantra. For Malasur, risk perception was used. One output with one objective and call to action is the ideal way to plan an intervention.	

Know	Correctly built septic tanks should have two chambers and a soak pit failing which untreated faecal sludge will be discharged into the environment which can lead to contamination of water
Feel	I risk contaminating water sources unless I construct the right septic tank
Communication Focus	
	1) Increase knowledge about correct septic tank specifications
	2) Heighten risk perception around faecal sludge leaking from incorrectly built septic tanks
Monitoring, learning and evaluation (MLE)	
Monitoring inputs and activities (process related)	See the common programme questions for monitoring at the end.
Evaluation (outcome related)	<ol style="list-style-type: none"> <li>1) Engagement with the intervention – what did the exposed population do after viewing the intervention (exposed vs. unexposed) <ol style="list-style-type: none"> <li>a. Discussion with friends, family</li> <li>b. Made them think about their septic tank</li> <li>c. Call to action on the hoardings – called up the number</li> <li>d. Spoke to the mason in their area to know more on the topic</li> </ol> </li> <li>2) Effectiveness of the intervention – any difference in knowledge, attitude or practice (exposed vs. unexposed)</li> </ol>
Programme Questions (evaluation)	Indicators (evaluation outcomes)
1) Are people aware about the risk of untreated faecal sludge?	Significantly higher % of exposed audiences know that faecal sludge leaking from incorrectly built septic tanks can contaminate water sources'
2) Are people aware of the need to build the right kind of septic tank?	Significantly higher % of exposed know that a correctly built septic tank has two chambers and a soak pit
3) Are people recalling there is a helpline number?	Significantly higher % of exposed show awareness of existence of a helpline number to seek information on construction of septic tank
4) Is the communication intervention encouraging people to discuss it with others?	Significantly higher % of exposed show increase in conversations on FSM within family, friends and neighbours
5) Are people willing to call masons to build the right septic tank?	Significantly higher % of exposed show intention / motivation to build the right septic tank

## EMPTYING

### (II) REGULAR DESLUDGING OF SEPTIC TANKS

PRIORITY BEHAVIOUR	REGULAR DESLUDGING OF SEPTIC TANKS
Behavioural Objective	For households to adopt the practice of <b>regular desludging</b> of their septic tanks
Target Audience	<b>Reactive desludgers (66%):</b> NCCSA (42%), B (30%) & C (22%); well educated (34% hold SSC/HSSC/ Diploma and 21% are graduate and above). Among the reactive desludgers, 40% read a newspaper at least 2-3 times in a week; 77% watch TV at least 2-3 times in a week; 92% own mobile phones.
Barriers	Majority (66%) believe in reactive desludging i.e. it is okay to wait for cleaning/emptying of the septic tank until it is full/overflowing
	Majority believe (78%) that cleaning/emptying of the septic tank is the responsibility of the government – tendency to deflect responsibility
	Majority (90%) believe that faecal sludge flowing into open drains spreads diseases, yet only 53% are bothered by the open drains in their surroundings - perceived risk with open drains not transforming into concern
	Close to one-third (514) of all households are not aware of the right time to desludge – they mostly wait for overflow/ backflow. Risk around timely desludge inadequately understood.
Motivator/ Triggers	Belief that faecal sludge from overflowing septic tanks that have not been desludged spreads diseases.
<p><i>Communication Objectives</i></p> <p><b>*NOTE:</b> You do not have to address all the touchpoints of know, think, feel, do. Take those you know based on research or insight gathered to be the most powerful. One output, one objective mantra. For Malasur, risk perception was used. One output with one objective and call to action is the ideal way to plan an intervention.</p>	
Know	Overflowing septic tanks can put their health at risk (contaminate water)
Think	Believe there is a need to desludge septic tank regularly
Feel	Cleaning my septic tank every three years is important and should be prioritised just like other household assets, or I risk contaminating water sources

Do	Seek services from the local licensed (private or government) operator only
Communication Focus	1) Increase knowledge about correct way and time to desludge septic tank
	2) Heighten risk perception with overflowing septic tanks - make them aware of imminent risks involved with the INVISIBLE
Monitoring, learning and evaluation (MLE)	
Monitoring inputs and activities (process related)	See the common programme questions for monitoring at the end.
Evaluation (outcome related)	1) Engagement with the intervention – what did the exposed population do after viewing the intervention (exposed vs. unexposed) <ul style="list-style-type: none"> <li>a. Discussion with friends, family</li> <li>b. Made them think about regular desludging</li> <li>c. Call to action on the hoardings – called up the number</li> <li>d. Spoke to the desludger in their area to know more on the topic</li> </ul> 2) Effectiveness of the intervention – any difference in knowledge, attitude or practice (exposed vs. unexposed)
Programme Questions (evaluation)	Indicators (evaluation outcomes)
1) Are people aware about the risk of untreated faecal sludge?	Significantly higher % of exposed audiences to intervention show knowledge that untreated faecal sludge from overflowing septic tanks can contaminate water
2) Are people aware of the need to regularly desludge every three years?	Significantly higher % of exposed agree 'we need to desludge once in three years'
3) Are people recalling there is a helpline number for desludging?	Significantly higher % of exposed show awareness of existence of a helpline number to get septic tank desludged
4) Is the communication intervention encouraging people to discuss it with others?	Significantly higher % of exposed show increase in conversations on FSM within family, friends and neighbours
5) Are people willing to call licensed operators to desludge their septic tank?	Significantly higher % of exposed show intention / motivation to desludge regularly

## TRANSPORTATION

### (III) REPORT INDISCRIMINATE / UNSAFE DISPOSAL OF FAECAL SLUDGE

PRIORITY BEHAVIOUR	REPORT INDISCRIMINATE DUMPING
Behavioural Objective	For households to be vigilant and <b>report indiscriminate or unsafe disposal</b> of faecal sludge
Target Audience	<b>Households that are proactive desludgers (22%):</b> NCCS A (46%) and NCCS B (29%); relatively well-educated (36% hold SSC/HSSC/Diploma and 24% are graduate and above); Among the proactive desludgers, 51% read a newspaper at least 2-3 times in a week; 88% Watch TV at least 2-3 times in a week; 94% own mobile phones.
Barriers	Majority (63%) are not aware where the deslugger dumps the sludge
	Low concern among households (46%) who are not bothered with where the faecal sludge gets dumped
	Lack of awareness (among 47%) of where their waste was taken the last time they had their tank desludged
	Only 41% of reactive desludgers believe that the Government should make sure that all cleaning operators dump the faecal sludge only in designated areas (vs. 24% of proactive desludgers) – Low engagement with faecal sludge after taken away from household
Motivators/ Triggers	Concern for where the faecal sludge is disposed
<i>Communication Objectives</i> *NOTE: You do not have to address all the touchpoints of know, think, feel, do. Take those you know based on research or insight gathered to be the most powerful. One output, one objective mantra. For Malasur, risk perception was used. One output with one objective and call to action is the ideal way to plan an intervention.	
Know	Untreated faecal sludge disposed unsafely contaminates their water sources
Feel	I am at risk if I do not report unsafe disposal of untreated faecal sludge
Do	Call the authorities to report indiscriminate dumping, seek answers from the desludging operator about where sludge will be taken
Communication Focus	1) Increase knowledge about correct FSM practices, through the value chain

	2) Heighten risk perception around indiscriminate dumping of faecal sludge - make them aware of imminent risks involved with the INVISIBLE
Monitoring, learning and evaluation (MLE)	
Monitoring inputs and activities (process related)	See the common programme questions for monitoring at the end.
Evaluation (outcome related)	<p>1) Engagement with the intervention – what did the exposed population do after viewing the intervention (exposed vs. unexposed)</p> <ul style="list-style-type: none"> <li>a. Discussion with friends, family</li> <li>b. Made them think about safe transportation and dumping of faecal waste</li> <li>c. Call to action on the hoardings – called up the number to report</li> <li>d. Spoke to the desludger in their area to know where the faecal sludge is being taken</li> </ul> <p>2) Effectiveness of the intervention – any difference in knowledge, attitude or practice (exposed vs. unexposed)</p>
Programme Questions (evaluation)	Indicators (evaluation outcomes)
1) Are people aware about the risk of untreated faecal sludge?	Significantly higher % of exposed audiences to intervention know that indiscriminate dumping of 'untreated faecal sludge can end up contaminating water sources'
2) Are people aware of the need to report indiscriminate dumping?	Significantly higher % of exposed agree 'we need to report indiscriminate dumping'
3) Are people recalling there is a helpline number for reporting?	Significantly higher % of exposed show awareness of existence of a helpline number for reporting deviance
4) Is the communication intervention encouraging people to discuss it with others?	Significantly higher % of exposed show increase in conversations on FSM within family, friends and neighbours
5) Are people asking the desludger / operator where the poo will be taken?	Significantly higher % of exposed show intention / motivation to question the desludger on where the faecal waste is being taken.

#### **Programme questions (monitoring)**

- 1) How many of each type of media were implemented? Was it per the original implementation plan?
- 2) Were the locations per the original plan and relevant to the TG?
- 3) Were the final platforms used for display as per the specific creative outputs?



**CREATIVE BRIEF**

All of the strategic information that is collected, sourced and analysed, is then distilled into a creative brief that helps to transform this information into relatable, emotional and appealing communication, with a clear benefit (rational, emotional or reflective), focused on simple, doable actions.

Creative briefs are a springboard for generating insight-driven and media-agnostic ideas for developing integrated communication outputs. It is important to work towards building media-agnostic ideas because they are:

- New yet timeless
- Specific yet universal
- It can be used across different media platforms, executed in different ways

The creative brief can be accompanied by technical information that contains scientific information relevant to the communication. Think of these briefs as the blueprint for the SBCC intervention, which you can keep referring back to ensure you are on track with your original goal for the communication.

Sample creative brief:

<p><b>Purpose: Why are we producing this intervention?</b>  <i>Succinct description of the context with the problems/ changes that communications need to, and can, solve/ bring about</i></p>	<p><b>Purpose:</b> To develop an output/ intervention for urban households to create a felt need for regular desludging of their septic tank.</p> <p><b>Barriers to regular desludging by urban households in Warangal (Telangana) and Berhampur (Odisha) [basis formative research]:</b></p> <ul style="list-style-type: none"> <li>- Lack of risk perception regarding faecal sludge and emptying their septic tank at regular intervals</li> <li>- Low engagement and low priority when it comes to regular desludging versus other household priorities</li> <li>- Tendency to delay or defer desludging until it overflows or becomes an emergency</li> <li>- Apathy towards visible faecal sludge; they see it, but it does not affect them</li> <li>- Households may prefer to use manual cleaners as opposed to calling for mechanised/ licensed desludging operators either out of force of habit, or convenience and cost</li> </ul> <p><b>The project's objective</b> is to design and implement in partnership with the state level technical support units (TSU), a 360-degree communication intervention to promote adequate management of faecal sludge, across two pilot cities; Warangal and Berhampur with potential to scale across states.</p>
<p><b>Objective: What is the intervention supposed to do?</b>  <i>Short, prioritized and realistic</i></p>	<p><u>To create a need for mechanical desludging/ emptying by making the invisible threat, visible.</u>  <u>Description of the objective:</u>                  - To expose faecal sludge as a dark, silent killer/villain (problem needs to be highlighted before suggesting a solution)</p>

<p><i>objectives for the communications – you can't do everything so consider what needs to be done, properly</i></p>	<p>- To position and promote desludging operators as partners/ hero to slaying this villain</p>
<p><b>Target audience: Who are we talking to and what do we know about them that will help?</b>  <i>Take it from description of an audience to the level of an individual, what's changing in his life, his habits, attitudes, opinions and behaviour and how that would help us</i></p>	<p><b>The primary target audience</b> :urban men and women from households in Berhampur and Warangal:</p> <ul style="list-style-type: none"> <li>- from socio-economic classification (SEC) A2 and B (under the New Consumer Classification System (NCCS)</li> <li>- The homeowners are between 35-55 years old where the husband and wife share decision making or at least discuss it before the male takes a decision</li> </ul> <p>The households can be further categorised as:</p> <ul style="list-style-type: none"> <li>• Households with toilets who have never emptied their septic tanks</li> <li>• Households with toilets who have septic tanks who desludge only in an emergency</li> <li>• Households with toilets connected to open drains (insanitary toilets)</li> </ul> <p><u>Portrait of the target households:</u>          [should be basis ethnographic research and in-depth interviews]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Safety and health of children is the primary motivator</li> <li><input type="checkbox"/> progress of family (good paying jobs, being settled, paying off loans taken for construction et al) is also a major motivator</li> <li><input type="checkbox"/> Maintaining peace with neighbours is important (hence desludging done immediately when signs of overflow evident, sometimes desludging done at night when it won't be a hinderance or a matter of disgust). They bond with neighbours over celebrations (like marriage processions) or festivals. Otherwise no real association</li> <li><input type="checkbox"/> Practicality and logic dominate all decisions of the household (as per household income, cost benefit of larger septic tank means less frequency and cost for desludging, similarly undersized septic tanks are constructed due to space availability and money at hand)</li> <li><input type="checkbox"/> As long as the faecal sludge is removed from their homes and taken far away, they do not care or know of where it is being taken. It becomes someone else' problem and responsibility</li> <li><input type="checkbox"/> Households do not maintain a record of desludging of their tanks (unlike other household records they may maintain). Hence they call for the service only when it is too late (overflows, backflows, smell)</li> <li><input type="checkbox"/> There is lack of awareness of consequences of open discharge (even though they are aware of risks of open defecation and need for toilet construction),</li> </ul>



	and hence do not hold operators accountable
<p><b>What is the main thought we need to express and why should the audience believe it?</b></p> <p><i>It shouldn't be about what the communication should say.</i></p>	<p>Your shit may be out of sight and out of mind, but, it is not out of your life. Until mechanical desludgers empty and transport it safely, it will contaminate your water.</p>
<p><b>Response:</b></p> <p><i>What is the single-minded response we want from our audience as a result of this communication?</i></p>	<p><b>Single-minded response:</b></p> <p>Clean my septic tank regularly through a licensed desludging operator.</p>
<p><b>Insights/ Thought-starters</b></p> <p><i>: What are some possible means to achieve this response? What is the key insight that will lead to this desired response?</i></p>	<p><u>Insight:</u></p> <p><u>Out of sight is out of mind</u></p> <p>Faecal sludge management and (regular) desludging is not prioritised among households because its symptoms are not visible/ not registered. The need of the hour is to bring the issue out of the shadows. In order to make FSM a felt need, the intervention needs to personify (make visible) the symptoms of not desludging.</p>
<p><b>Any specific technical input?</b></p> <p><i>Specific technical information - do's and don'ts, information, new media technicalities etc;</i></p> <p><i>Mandatories – logos, duration, size, volume, price point/ cost constraints, quantity etc;</i></p>	<p><b>Note:</b> the stimuli/ idea/prototype will need to be transcreated in local languages. The transcreated output will then need to be vetted by the Technical Support Unit (TSU) before user-testing fieldwork.</p> <p><b>Note:</b> local media landscape study (in addition to formative research findings) to be sourced through an experienced media planning partner</p> <p><b>Note:</b> technical inputs to be developed in collaboration with partners</p> <p><b>Final outputs</b> [following pretest and agreement on findings], to be developed basis available budget for implementation.</p> <p>Logos to be incorporated as suggested by local government</p>



**PRE-TEST OF COMMUNICATION (MALASUR)  
RESEARCH APPROACH (QUALITATIVE)**

**Objective**

- To qualitatively evaluate the creatives and concept of Malasur with the target audience on key measures
  - Comprehension
  - Message takeaway
  - Relatability
  - Relevance
  - Likeability
  - Credibility
  - Connect with the concept of 'Malasur'
- To identify cues for improvement

**Target audience**

- Population
  - Male & Female
  - Age 30-40 years
  - SEC A2 & B (NCCS)
  - Owners of house with a septic tank (not connected to sewers)
    - Those whose tanks have never been emptied
    - Those who have got it emptied at least once
- Practitioners
  - Desludging personnel engaged with licensed operators of mechanical desludging
    - Should have at least 3 years of experience in this profession

**Methodology**

- Population - Mini group discussions (MGD) (5-6 people in a group) for about 1.5 hours each
- Practitioners – In-depth interviews (IDIs) for about 1.5 hours each

**Sample design** - A total of 4 MGDs and 3 IDIs

MGD	Population, 30-40 yrs				TOTAL
	Male		Female		
	SEC A2	SEC B	SEC A2	SEC B	
Warangal	1 (never emptied)	1 (emptied)	1 (emptied)	1 (never emptied)	4

IDI	Practitioners (desludger)
Warangal	3

**DISCUSSION GUIDE – MINI GROUP DISCUSSION (GENERAL POPULATION)**

**Note to the moderator:**

*Introduce yourself and the company*

*Request them to switch off phones*

*Mention any details of the project/ research objectives in general.*

*Also mention the note below:*

*Please start the **audio recording** as soon as you have introduced the company and sensitized the respondents by taking them through the introduction section.*

*Post this, ask the respondents to introduce themselves.*

*Please check the respondent profile in the screener before starting the discussion*

**Stimulus coding and order of exposure:**



A: Teaser



B: Call to action



C: Concept card

\*The order of exposure for all the units will be A,B,C

\*The expressions sheet is to be administered for stimulus A & B

**Setting the context**

- Introduce self, research, BBC Media Action
- We are interested in your opinion, it's very important and there are no right or wrong answers
- We are here to hear everyone's opinion hence everyone's participation is essential

- Audio recording- we are going to be recording the audio for this discussion for reporting the findings from this study, your identity will be kept confidential
- This discussion is currently being viewed by the BBC Media Action team for research purposes
- Also, before we begin the discussion we want all of you to be completely free & express your thoughts, feelings & emotions in whichever way you are comfortable with. There will be no judgements made by anyone of us... so please feel comfortable.
- Please put your mobile phones on silent/switch off mode

#### Introduction and warm up

- Thanks for taking out time and meeting us today. Could you please start by telling me a bit about yourself... your names and what you do?
- What are your hobbies & interests? What do you like doing in your spare time? What is the one thing that you always wanted to do in your life... if given an opportunity you will definitely? Why is it so?
- Now, I want to talk to you about ads... tell me, where are do you see ads? (SOURCE OF ADS ACROSS MEDIA)
- Please tell me about some ads that you remember... and really liked. What about it did you like?
  - Now, tell me about some ads that you don't like at all. What about them do you not like?
- Now I have some images and write-ups to show you, to which I would like to get your feedback
  - Please give us your honest opinions
- I would like to show it to you one-by-one first, have a quick discussion, and then we will all come back and discuss together
  - Please do not discuss anything amongst yourselves before we have re-grouped

#### MODERATOR TO GET ONE RESPONDENT TO STAY BACK, AND THE REST TO MOVE TO THE RESPONDENTS' WAITING AREA

#### **CAPTURING INDIVIDUAL REACTIONS (3-4 minutes per respondent, i.e. 20-25 minutes in all)**

- Imagine you are walking down the street, and you see **THIS** on a billboard/hoarding:

**Expose stimulus 'A' to the respondent, let them go through it for a minute or so, get them to read it out loud, and administer the expressions sheet**

- I have a sheet showing different feelings/emotions... I want you to select one emotion that you are feeling towards what you have just seen. **ONCE MARKED, MODERATOR TO PROBE FOR THE RATIONALE BEHIND THE SELECTED EMOTICON.**
- OK, can you tell me a little about this billboard that you have just seen? What is it all about?

#### **ALLOW SPONTANEOUS RESPONSES, DO NOT PROMPT AT THIS STAGE**

- What were the first thoughts/ emotions/ feelings that came to your mind when you saw this? **(NOTE FOR HOW THEY ARE RESPONDING TO THE STIMULUS: IF THE IMAGES ARE EVOKING ANY EMOTIONS, AND IF THERE IS ANY SENSE OF INTRIGUE BEING DERIVED)**
- If you were to close your eyes and think of this idea, what is the thing that stays with you? **(HOOKS)**
- What are the things that you like, not like about the entire thing?

- Have you seen or heard anything like this before? If yes, where and what? If no, what is so different about it? **(UNIQUENESS)**
- What do you think they are trying to convey? **(MESSAGE COMPREHENSION)**
  - How do you feel about that? Why?
- What do you think 'Malasur' means? What makes you say that? **(NOTE IF THEY ARE ABLE TO UNDERSTAND WHAT MALASUR STANDS FOR, IF THEY ARE MISINTERPRETING, FEELING CONFUSED, ETC.)**
  - Does it remind you of anything? Why?

ONCE ALL THE RESPONDENTS HAVE BEEN COVERED, MODERATOR TO RE-ASSEMBLE THE GROUP AND CONTINUE THE DISCUSSION WITH STIMULUS A, DISPLAY IT ON THE PROJECTOR FOR ALL TO SEE

#### GROUP STAGE

- So, we've discussed this each of you, now after seeing it for the second time, do you want to add anything that you have may have missed talking about earlier? Please tell me in detail.
- Let me ask you again, what do you think they are trying to tell you? What makes you say that?
- How easy do you think it is to understand what has been depicted, said? What are the confusing bits, if any?
- How do you think people will react when they see this as an ad? What makes you say that?
- So, what is 'Malasur'? What does it stand for? What is giving that impression?
  - What do you like, not like about it? Why?

#### Specific probes

- What do you understand by the image they have shown here? How does that make you feel? **(CHECK FOR THE EMERGING CHARACTER, THE FLIES, ETC.)**
  - Note if it is building a sense of intrigue
- What do they mean by the text "*Has come out from within the ground, come to the treatment plant if you want to see*" **[TO BE READ OUT AS IS IN TELUGU]**
  - What do you think has come out?
  - Who is being asked to come, and where?
  - What is this treatment plant? Do you know what it is, where it is?
- What do you suppose is meant by "don't come if you scare easy" **[TELUGU VERSION]**
- How would you react if you saw this ad on a billboard somewhere in the city?
  - Would you consider going to the mentioned location to see what it is about? Why?
- What kind of people do you think will definitely go check it out, and why? **GET IMAGERY AND REASONS WHY THEY WILL**
  - What kind of people will not even consider going? Why?

Moderator to follow similar method with the other stimuli.

Expose stimulus 'B' to the respondent from the hard copy, let them go through it, and then project the image. Read it out/get a respondent to read it out loud. Administer the expressions sheet and get them to fill it in without discussing with each other.

- Allow for spontaneous response from respondents once they have all filled in the expressions sheet
- Observe how they respond to the character, if they are able to catch on to what it represents
- Ask what feelings it evokes, what is specifically eye catching
- what is the message trying to convey (message comprehension)
  - What are the things that you like, not like about the entire thing?
  - Who do you think this message is meant for, please help me understand by describing them
    - GET IMAGERY – gender, age, physical attributes, lifestyle, what kind of relationship would they have with this person
    - What are their qualities that make you think this ad is meant for them?
  - Is there something in the Ad that you don't understand? Or is everything clear? Where do you think that you could use some more clarity?
  - Is what they are showing believable? Do you believe the idea that they are conveying in this ad? Why / Why not? (CREDIBILITY)
  - Do you get a feeling that the ad talks to you? Please share your similar experiences with us. (RELEVANCE)

#### Specific probes -regarding image, character and text

##### Character

- Now, if we look at the image on the right (point to the character), tell me what all comes to your mind (make note of associations and allow them to talk, till the conversation comes to a natural end)
- What do you think this character is? What makes you say that?
- What is its role in this ad? What makes you say that?
- Does it remind you of anything that you may have seen? Please elaborate
- Let's try to understand who this character is... can you help me describe it in detail
  - Get imagery – gender, age, where does it live, what kind of house it has, what does it do, who are its friends, who are its enemies, who does it fear, what are the other qualities that you think it may possess?
- Now imagine this character walks into this room, how do you think you will react? What will you do? (TO NOTE IF IT CONVEYS A SENSE OF THREAT, DISGUST, FEAR...)

##### Text

- Now, let's look at what has been written here...
- What do you think this means?
  - What is being referred to as 'Malasur'
  - What illness are they talking about? What makes you say that?
  - What is meant by "catching hold" of Malasur? What is giving you that impression?
  - What do they mean "...at the right time"?
    - How do you feel about that?
  - What are your thoughts on this last line... where it says "...once in 3 years"?

- What is being referred to?
- How do you feel about that?

**MAKE NOTE OF ALL CHANGES IN IMPRESSIONS/CLARIFICATIONS, AND THEN PROBE**

- Now that you think differently, please tell me your thoughts about what is being conveyed in the entire campaign
- How do you feel about the representation of faecal sludge, and its associated threats in the form of this character 'Malasur'?
  - What are the things that you like, dislike about it?
- Is this topic something that will make you want to discuss the topic with family, friends, neighbours? Why, why not?

**CHANGES/IMPROVEMENT**

- Now let's go back to the first two ads that we saw, and see what are the things that are not so great/need improvement (TAKE UP ONE STIMULUS AT A TIME)
  - What can be improved?
  - What can be removed?
  - What needs more emphasis?
  - What needs more clarity of understanding?
- For stimulus A: so the first billboard is an invite for you to visit the treatment plant, do you think people will visit there? Why, why not?
- If the invite was to be for an alternate location, what according to you can be the possible locations? Why these?
  - What kind of people would go there, and why?

**THANK RESPONDENTS**

**EXPRESSIONS SHEET**

RESPONDENT NAME –  
GROUP CODE -



**MEDIA PLATFORMS AND TOUCHPOINTS (FOR MEDIA PLANNING AND IMPLEMENTATION)**

S.N o.	Collateral	Advantages	Disadvantages	Target audience	Monitoring
<b>MASS MEDIA</b>					
A	<b>OUTDOOR</b>	<ul style="list-style-type: none"> <li>High visibility with potential of being seen by large number of people through the day</li> <li>Works well as a reminder and recall medium to support TV and other mediums</li> <li>Option of a mix of government owned out of home media (OOH) and private owned OOH</li> </ul>	<ul style="list-style-type: none"> <li>Outdoor media is usually glance media, messages must be concise, and images must be static</li> <li>High-cost medium</li> </ul>	Effective for audiences who are on the move and are outdoors a lot. Likely to be more men and in younger age group	Monitoring to be done manually where a nodal person/ agency takes photographs of the respective sites and shares it. If there is wear and tear it should be replaced.
1	<b>Billboards:</b> should be placed at high traffic areas like marketplaces, parking lots, airports, and traffic junctions				
2	<b>Wall paintings:</b> cost effective medium with high visibility. Can also ensure public participation (for instance community artists, school students)				
3	<b>Lollipop:</b> sites available at traffic signals and arterial road routes along the city				
4	<b>Government building branding:</b> low-cost medium, government buildings like community and public toilets (for sanitation messages), hospitals and health centres (for health communication) are an asset which are apt for messaging and have high traffic visibility				
5	<b>Transit branding:</b> bus stops and transit vehicles like autorickshaws and buses are ideal as they cover a wide geography and have high visibility				
B	<b>PRINT</b>	<ul style="list-style-type: none"> <li>Has high reach</li> <li>Can be used tactically with local occasions</li> <li>Innovations possible in print media</li> </ul>	<ul style="list-style-type: none"> <li>High cost</li> <li>There is literacy requirement, hence only a section of audience reached</li> </ul>	<ul style="list-style-type: none"> <li>Literate customers potentially have high purchase intent</li> </ul>	Monitoring to be checked the very next day on their respective websites,



			<ul style="list-style-type: none"> <li>• Mass production and distribution required (whether by implementer, media partner or government)</li> </ul>	<ul style="list-style-type: none"> <li>• Wide age group from 18 years to senior citizens</li> </ul>	and to be tracked with distributors
1	<b>Leaflet / flier/ pamphlet:</b> direct to home possibility where fliers can be distributed house to house and at high congregation areas				
2	<b>Poster:</b> to be placed in government offices, post offices and places people visit regularly				
3	<b>Newspaper ad:</b> should be placed especially on holidays and weekends, where people read at leisure.				
4	<b>Magazine Ad:</b> Targeted magazines that have high distribution, where the message is relevant to the audience (e.g., household and utilities related ads in lifestyle and home improvement magazines). Also consider in-flight magazines if you want a message to reach beyond your city.				
5	<b>Other:</b> tickets (transport or cinema), utility bills, stickers, yellow pages let you reach highly specific audiences				
C	<b>TRANSIT BRANDING</b>	<ul style="list-style-type: none"> <li>• Low-cost medium</li> <li>• Long-length exposure and maximum reach</li> <li>• No specific slot of time required unlike radio and TV</li> <li>• Can reach more consumers, more locations and more foot traffic compared to static signage</li> </ul>	<ul style="list-style-type: none"> <li>• Copy and creative limitation, as it is a glance media, the content needs to be concise</li> <li>• Wasted coverage, as not all those who are exposed to the transit branding are a potential target audience</li> <li>• Cause for distraction, in traffic</li> </ul>	<ul style="list-style-type: none"> <li>• It delivers messages to thousands of people in cars as well as pedestrian and thus reaches a varied audience</li> </ul>	Monitoring to be done manually where a nodal person/ agency takes photographs of the respective transit branding and shares it
1	<b>Service provider vehicles branding:</b> government and private vehicles cesspool truck branding / sanitation trucks (for sanitation messages) and ambulance branding (for health messages) are good assets.				
2	<b>Public transport branding:</b> buses and autorickshaws travel through cities and outlying suburban areas - shopping malls, universities, business districts, amusement centres, supermarkets, theatres, and convention sites thus covering a wide geography and audience segments				
D	<b>DIGITAL</b>  <b>Note:</b> Implementing interventions	<ul style="list-style-type: none"> <li>• Potential high reach</li> <li>• Potential high engagement with those that</li> </ul>	<ul style="list-style-type: none"> <li>• Potential high reach, but also very skewed reach -dependent on</li> </ul>	<ul style="list-style-type: none"> <li>• Digital platforms will reach men more</li> </ul>	Different platforms have different analytics and

	<p>in digital platforms is complex and dynamic as compared to traditional media. It is advised to bring on board a separate digital marketing partner with experience and tools.</p>	<p>have access to digital</p> <ul style="list-style-type: none"> <li>• Cost effective</li> </ul> <p><b>Note:</b> Paid search and social media ads function almost like virtual billboards or print ads, while SEO and content marketing focus on building brand/ message credibility and authority online. Meanwhile, social media can help to reach highly targeted audiences at low costs.</p>	<p>who has access to internet and smartphones</p> <ul style="list-style-type: none"> <li>• Engagement metrics on social media are tricky to take as true engagement.</li> <li>• Biggest risk is leaving out populations that are not digitally connected</li> </ul>	<p>easily than women</p> <ul style="list-style-type: none"> <li>• A good platform to engage the youth</li> <li>• Audience types also vary from low tech users [interactive voice response (IVR) and short messaging services (SMS) to high tech users (social media, chat apps, functional apps)]</li> </ul>	<p>monitoring tools. A digital marketing partner should be consulted</p>
E	<p><b>TELEVISION AND CINEMA</b></p>	<ul style="list-style-type: none"> <li>• Moving images can tell stories and drive deeper engagement.</li> <li>• Both local and broadcast TV lets you target audiences geographically and psychographically while still offering a wide reach</li> <li>• Cinema has high affinity (i.e. there is a clear community of interest between the</li> </ul>	<ul style="list-style-type: none"> <li>• Broadcast TV is one of the most expensive platforms while cable TV can limit your audience</li> <li>• Cinema has low reach</li> </ul>	<ul style="list-style-type: none"> <li>• Audiences with TV sets with access to satellite service</li> <li>• Depending on the target audience of the message, the time slot for ad should be determined</li> </ul>	<p>The Broadcast Audience Research Council (BARC) gets accurate data on TV ads viewership, which the media planning agency would be able to source. Monitoring of cinema ads to be tracked</p>

		medium and audience)			through the exhibition certificate from cinema vendor.
F	<b>RADIO</b>	<ul style="list-style-type: none"> <li>• Radio allows targeting of specific demographics (there is a radio station that can broadcast a specific message to the right group of people)</li> <li>• Radio advertising is an affordable option as compared to OOH and TV</li> <li>• Has quick lead times, i.e. it can go from an idea to broadcast relatively quick (can address changing trends/ new market conditions)</li> <li>• Have relatively captive audience, as they cannot skip ads</li> </ul>	<ul style="list-style-type: none"> <li>• Reliance on frequency to be effective, else there is low recall of message, as there is usually low attentiveness when listening to radio.</li> <li>• Lack of visual appeal, thus needs to be especially creative</li> </ul>	<ul style="list-style-type: none"> <li>• From grassroots level to the metros, there is pan- India reach</li> <li>• Regular listeners at home and on the go</li> </ul>	Monitoring is tracked basis the logs shared by the radio station
<b>MID MEDIA</b>					
F	<b>OUTREACH ON-GROUND ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Outreach implies an interaction between the sender and the receiver of the message.A</li> </ul>	<ul style="list-style-type: none"> <li>• Dependency on providing implementation guidelines during training (such as appropriate sites, target</li> </ul>	<ul style="list-style-type: none"> <li>• Populations that may not have as much access to mass media</li> </ul>	Monitor through dedicated nodal officer to ensure adherence to messages

		<p>two-way communication makes for richer engagement</p> <ul style="list-style-type: none"> <li>• cost effective</li> </ul>	<p>groups, how to recruit, length of time, expected numbers, and frequency of implementation</p>	<ul style="list-style-type: none"> <li>• Populations that may be harder to reach e.g. in urban slums</li> </ul>	<p>and execution guidelines</p>
<p><b>Activities:</b> Activities that involve community dialogues via listener clubs, public entertainment events, rallies, stop-and-go dramas/ street theatre, road shows, experiential installations at high traffic areas like malls, miking affixed to a van or auto, video vans have great potential in creating awareness and driving participation.</p>					
<p><b>INTERPERSONAL COMMUNICATION (IPC)</b></p>					
G	<b>ONE-ON-ONE INTERACTION</b>	<ul style="list-style-type: none"> <li>• Educational and participative thus driving deeper engagement and awareness</li> <li>• Especially effective in delivering messages when the targeted behaviours are complex, requires a long duration engagement (e.g. breastfeeding, infant feeding, using a condom or safe sanitation practices).</li> <li>• Highly sensitive issues can be better addressed</li> <li>• When target audiences' have low literacy levels</li> </ul>	<ul style="list-style-type: none"> <li>• Dependency on developing training videos or visual aids to ensure message consistency</li> <li>• Routine training needs to be provided</li> <li>• If practitioners who are implementing IPC are not recognised or incentivised, there could be low motivation</li> </ul>	<p>Practitioners and influencers like self-help groups at the community level</p>	<p>Consistent monitoring by a government level supervisor who also help practitioners set reach targets to achieve each month. Regular meeting and forums advised.</p>
<p><b>OTHER</b></p>					
H	<b>SPONSORSHIPS</b>	<ul style="list-style-type: none"> <li>• Sponsorships (corporate) and endorsements</li> </ul>	<ul style="list-style-type: none"> <li>• Dependency on an effective pitch to sponsors and celebrities</li> </ul>	<p>Celebrity engagement agencies to</p>	

		(celebrities) can add a high dose of name recognition / popularity to your dissemination efforts on radio, TV, on-site appearance and online	especially if you seek their endorsement free of cost (FOC)	target celebrities  Partner with CSR organisations and those with access to corporations	
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## **RESEARCH BRIEF - MONITORING AND EVALUATION**

(This document can also serve as a term of reference for procuring a research agency)

### **I. Project Background**

BBC Media Action is providing SBCC communications support on Faecal Sludge Management (FSM) to the Ministry of Housing Affairs (MoHUA) at the central level and to the states of Andhra Pradesh, Telangana, Odisha and Uttar Pradesh with funding support from the Bill and Melinda Gates Foundation.

In India, about 70% of urban households have on-site sanitation (OSS) systems (septic tanks and pits). India has only six functioning faecal sludge treatment plants (FSTPs) for its 8,000 cities and towns, of which only 200 have underground sewerage systems. While the supply of faecal sludge management (FSM) services is underway across the nation, there is an increasing push to create a corresponding demand for the services.

The objective of the SBCC intervention was thus, to shape demand for correct FSM practices among urban populations across pilot cities and scale-up the strategy based on successes and learnings. The intervention seeks to make a seemingly invisible issue relevant to audiences and influence attitudes towards faecal sludge management (FSM) practices.

The communication strategy and the interventions were informed by a formative study among urban households, from SEC A2, B&C (NCCS), in three sub-million cities - Berhampur (Odisha), Tiruchirappalli (Tamil Nadu), and Narsapur (Andhra Pradesh). There were three categories of respondents: homeowners whose toilets were not connected to sewers, those who have never desludged their septic tanks, and those who have desludged at least once. The quantitative survey comprised of 1740 interviews, while the qualitative research among households comprised of 25 focus group discussions (FGDs), six home-immersions, eight ethnographic interviews and two in-depth interviews (IDIs). The research was conducted to understand the level of knowledge and attitude towards FSM. Among practitioners, BBC Media Action conducted a qualitative research through FGDs and IDIs with six masons, three desludging operators, six cesspool truck drivers, and three desludgers.

Key learnings from the formative research:

- The majority of the population have low knowledge of and little concern with correct FSM practices and the associated risks
- High perceived risk with open drains is not transforming into a high concern (while 90% are aware that open drains can cause diseases, 38% are not concerned enough to change practices)
- Majority of the septic tank owners (66%) believe in reactive desludging (they feel it is okay to wait till the tank overflows). Households do not prioritise regular desludging as they would when maintaining other household assets
- Oversize tanks are an aspiration as they help defer desludging and avoid problems that come with overflow
- Very low awareness and involvement with the post desludging process as 63% are not aware where the sludge is or is supposed to be disposed and 46% are not concerned as long as it is far from home

### **SBCC intervention on FSM**

#### **a. The idea - MALASUR (the Demon of Defeca)**

At BBC Media Action, audiences are at the heart of everything we do. In order to create a felt need for mechanised desludging amongst populations, it became imperative for households to recognise the



threat that untreated and indiscriminately disposed faecal sludge poses. The SBCC intervention was developed to raise the profile of faecal sludge management (FSM) through a visual representation and is based on the insight that 'out of sight is out of mind'. The insight came from the formative research that revealed that since households do not see faecal sludge in septic tanks till it overflows, they ignore it and do not prioritise its management because it is invisible. If they could visualise faecal sludge as a threat lurking underground and on the verge of breaking out, they would think about desludging septic tanks regularly before they overflow.

BBC Media Action created *Malasur* (the Demon of Defeca) which is a mnemonic, a creative property and a visual representation of faecal sludge. It seeks to heighten the risk perception of unsafe FSM, thus creating a felt need for cleaning of septic tanks (desludging) regularly. The inspiration for *Malasur* came from Indian mythology where stories of good overcoming evil have always been a considerable driving force in normative behaviour.

- b. **Malasur Phase 1** – Based on above insights, *Malasur* was first launched in Berhampur on 23 February 2019 by the Berhampur Municipal Corporation (BeMC). Besides the outdoor campaign (400 wall paintings across 40 wards, five hoardings at high traffic areas, cinema slides at four cinema halls, auto branding on 130 autorickshaws) that reached out to the households, the intervention oriented over 1600 women Self-Help Group (SHGs) in Berhampur on FSSM to build their capacity to engage households in conversations about FSM best practices. It also aimed to create awareness among school children through games and competitions so that they not only understand desirable FSSM practices but also influence their parents to opt for mechanised desludging of toilet septic tanks.
  - A research agency was engaged to measure the effectiveness of *Malasur* in July, 2019 and the results showed that *Malasur* had reached one-in-three people of Berhampur. Research showed that the campaign was considered clutter breaking and as many as 88% people could recall the key message - 'get your septic tanks deslugged every 3 years'; and was high on relevance, appeal and motivation to act.
- c. **Malasur Phase 2** – The second phase of *Malasur* refers to the new intervention that was launched in Warangal in January, 2020 and is likely to scale to other parts of Telangana. This takes the task of building risk perception on faecal sludge ahead by pivoting to water (contaminating water sources).

## II. About the research

### a. Research objectives

- i. Monitoring inputs and activities of the intervention (process related) - To monitor process adherence of the intervention
- ii. To measure reach of the '*Malasur*' intervention
  - within general public– across various outdoor media used
  - reach by different mediums
  - profile of the exposed vs. unexposed people
- iii. To ascertain effectiveness of the campaign across the different messages and effectiveness of each of the three messages
  - Within general population - understand diagnostics like recall, ability to cut through clutter, interpretation, engagement; any change in attitudes, knowledge or practices related to FSSM (claimed)

### b. Different components of the campaign that need to be measured

Outdoor *Malasur* awareness campaign for general public - billboards, cinema slide screening, auto-rickshaw branding, wall paintings, solid waste vehicle branding, LCDs at high-traffic areas, mixing vans, leaflets etc.

**c. Study Area and Target Audience for Research**

This study would be conducted in Warangal, Telangana. The study would be conducted with general population with support from Administrative Staff College of India (ASCI), the technical support unit on the project

Primary target group – urban households from across all socio-economic groups, across age groups, not connected to underground sewerage. The following will get covered -

- i. Households with toilets attached to septic tanks which have never been emptied;
- ii. Households with toilets who have septic tanks who desludge only in an emergency (i.e. when the septic tank overflows); and
- iii. Households with toilets or septic tanks connected to open drains (insanitary toilets)

**d. Intended messages across target group**

- Untreated faecal sludge can end up in our drinking water
- We/People need to de sludge before it's too late /de sludge once in three years
- Insanitary toilets contaminate water, people/ we need to build correct septic tanks
- We can call a helpline number and get our tank deslugged

*Please note that not all outputs will have all these messages, so these need to be customised for outputs in the tools and to be taken care of during analysis and presentation.*

**e. Campaign specifics (actual implementation)**

<p>Outdoor campaign (OOH) details (in 48 wards in Warangal, commenced in March 2020)</p>	<ul style="list-style-type: none"> <li>• Billboards -7 units</li> <li>• Display boards at Public and community toilets -57 units</li> <li>• Branding of Swachh Auto – 120 units</li> <li>• Miking through Swachh Autos – 120 units</li> </ul>
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**f. Important consideration for research design**

The change continuum of the process of behaviour change includes the following broad stages –

- Awareness of the risk of water being contaminated by open discharge from overflowing and incorrectly built septic tanks and indiscriminate dumping of faecal sludge
- Concern about faecal matter contaminating water
- Knowledge of correct timing of desludging, correct construction of septic tanks and correct disposal of faecal sludge
- Motivation to desludge every 3 years and to build a septic tank with two chambers and a soak pit
- Preparing to practice the recommended behaviour (e.g. finding out what kind of containment structure you have, costs of desludging etc.).
- Practising trial behaviour change
- Practising sustained behaviour change

Considering that Malasur intervention is mainly being implemented through OOH activities and not through an intensive mass-media or on-ground communication, we are limiting the measurement of the campaign to capture the first four aspects of BCC continuum of change.

**g. Expected Outcomes**



- Significantly higher % of exposed show agreement with 'untreated faecal sludge can end up in our drinking water'
- Significantly higher % of exposed to agree 'insanitary toilets contaminate water'
- Significantly higher % of exposed to agree 'incorrectly built septic tanks (single chamber) contaminate water'
- Significantly higher % of exposed show agreement with 'it is important to build correct containment structures'
- Significantly higher % of exposed sanitary toilet owners (STOs) to agree 'it is important to de-sludge before septic tank overflows /de-sludge once in three years'
- Significantly higher % of exposed to show conversations on FSM within family, friends, neighbours
- Significantly higher % of exposed STOs to show awareness of existence of a helpline number to get tank desludged
- Significantly higher % of exposed STOs to show intention/ motivation to desludge regularly

**h. Research questions/ areas of enquiry**

1. Monitoring inputs and activities (process related) – random checks across the three months of intervention implementation by research agency (if recruited for monitoring). This will be based on location data provided by TSU/ ULB.

<b>Outdoor Intervention - General Public (Data to be collected from TSU/ ULB, random checks by agency)</b>
i. How many of each type of outdoor and transit media were used? Was it per the original plan?
ii. Were the locations per the original plan and relevant to the TG?
iii. Were the final platforms used for display as per the specific creative outputs?
iv. Did the intervention follow the schedule discussed originally?

2. Monitoring outcomes (results related)

<b>General population - (primary target group)</b>
a. Reach (across various components like billboards, transit branding etc.)
b. Was the right target audience addressed?
c. How many times and where all did people get exposed to the campaign?
d. Recall of the campaign -which elements are remembered amongst the exposed
e. Appeal of the campaign – which elements are liked or disliked
f. Performance of the campaign on diagnostics like ease of understanding, relevance, uniqueness (expose to the output again during survey)
g. Engagement with the campaign – what did the exposed population do after viewing the campaign (exposed vs. unexposed)
o Discussion with friends, family
o Made them think about their septic tank and regular desludging
o Call to action on the hoardings – called up the number

- o Spoke to the desludger or mason in their area to know more on the topic
- h. Effectiveness of the campaign – any difference in knowledge, attitude or practice (exposed vs. unexposed to the campaign)
- i. Were some messages of the campaign prioritized over others? Which messages did not get register? And why?
- j. Levels of recall, knowledge, attitude, motivation across messages and relative to each message too.
- k. % change in exposed vs. unexposed on knowledge, attitudes towards FSM (indicators listed under 'expected outcomes' above)

**i. Research design**

- Monitoring of activities – Random checks by state coordinators/ agency + data from TSU (if the TSU or Government geo-tag different outputs, we should try to get access to the data and make the same a part of internal monitoring)
- Monitoring of outcomes - Mixed method approach to measure reach, recall and effectiveness of the campaign

	<b>General population - (primary target group)</b>
<b>Sampling methodology</b>	1. Random listings in general population to measure exposure to outdoor campaign: hoardings, wall-paintings, auto-rickshaws, solid-waste vehicle branding, cesspool vehicle branding (Respondents will be sampled from locations close to hoardings, wall-paintings) 2. Semi-structured interviews within exposed and unexposed population 3. In-depth interviews with promoters (those who felt campaign made a difference to them) and detractors (with them who thought it didn't work for them) 4. Two in-depth interviews with Government officials (to understand their feedback on the campaign and challenges faced and future recommendations)
<b>Sample size within each city</b>	1. Listings for reach – 400 random listings 2. Main interviews within exposed and unexposed – 120 each 3. In-depth interviews – 8 with general public 4. Government officials – 2

**III. Scope of Work – “Services”**

The research agency will need to conduct the study as per the above brief following standard research ethics and protocols. The specific Services to be rendered by the Contractor are:

- To design the research instruments – recruitment questionnaire, discussion/interview guides and questionnaires in consultation with BBC Media Action team and in accordance with BBC Media Action’s requirements. BBC Media Action shall have the right to approve the final research instruments prior to commencement of the services. Only the research instruments approved by BBC Media Action are to be used during the field work.
- Field test and translate discussion guides and questionnaires into local language before field training.
- Obtain and keep on file – signed informed consent and voluntary participation forms for all respondents which shall be provided to immediately BBC Media Action upon request.
- Recruit, train and supervise the work of field recruiters, moderators and investigators in accordance with the research standards set out in this RfP.

- Recruit and train high quality moderators and investigators who are fluent with the local language/dialect and who have adequate field experience in accordance with the research standards set out in this RFP.
- Organize proper fieldwork as approved in the final fieldwork plan
- Design quality control protocols for ensuring quality in data collection and document these.
- Deploy personnel for implementing the data quality control protocols.
- Recruit a few (7-8) respondents who found the campaign to have made a difference to them and record their testimonials as a part of study documentation and quality assurance process. The agency should take written consent from the participants before filming them. Agency is requested to share a few examples of such video documentation from previous studies.
- Transcribe depth interviews in English and conduct content analysis for the qualitative data. All the qualitative discussions should be digitally recorded. We will need audio recordings and professional grade English transcriptions (NOT SUMMARIES) of each depth interview or any other form of discussion with the target segments.
- The quantitative information should be collected using CAPI methodology using either tablets or laptops at the field level.
- Present detailed findings of the study to BBC Media Action's (India) Ltd. research and programme teams.

*The research agencies can bid in consortium with other agencies or moderators in case they feel that they are incapable of conducting certain parts of the study; however, they may not sub-contract the project to any other entity without prior knowledge of BBC Media Action.*

*Please provide separate costs for monitoring of activities and evaluation piece*

#### IV. Quality assurance

The Contractor shall work very closely with BBC Media Action Research and Learning team to ensure highest standards of data integrity and quality assurance processes followed throughout the research study. Senior members of BBC Media Action's Research and Learning team and expert consultants will provide guidance and oversight for following areas:

- ◊ Review and approval of the pilot tested and final research instruments
- ◊ Review and approval of sampling methodology and the selected samples
- ◊ Participation in the process for selecting and training the field staff and monitoring their work through surprise field visits and data validation checks
- ◊ Review and approval of the transcripts for content analysis

**The Contractor shall deliver the following deliverables to BBC Media Action in accordance with the agreed timelines**

- Research instruments – the finalized discussion guides for qualitative research and listing and questionnaires for the quantitative component
- Audio recording of qualitative activities – complete and clear audio recording of all qualitative activities conducted during the study for future reference
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- English Transcripts of qualitative activities – complete and detailed transcripts of all qualitative activities conducted during the study for future reference
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- Final Presentation – including the qualitative and quantitative findings to present a complete story for the study. Detailed word report will be required.

The change continuum of the process of behaviour change includes the following broad stages –

- Awareness
- Concern for the topic
- Knowledge about the issue in hand
- Motivation to change
- Preparing to practice the recommended behaviour (e.g. finding out what kind of containment structure you have, costs of desludging etc.).
- Practising trial behaviour change
- Practising sustained behaviour change

Considering that Malasur intervention is mainly being implemented through OOH activities and not through an intensive mass-media or on-ground communication, we are limiting the measurement of the campaign to capture the first four aspects of BCC continuum of change –

- Awareness of the risk of water being contaminated by open discharge from overflowing and incorrectly built septic tanks and indiscriminate dumping of faecal sludge
- Concern about faecal matter contaminating water
- Knowledge of correct timing of desludging, correct construction of septic tanks and correct disposal of faecal sludge
- Motivation to desludge every 3 years and to build a septic tank with two chambers and a soak pit

#### **g. Expected Outcomes**

- Significantly higher % of exposed show agreement with 'Untreated faecal sludge can end up in our drinking water'
- Significantly higher % of exposed to agree 'Insanitary toilets contaminate water'
- Significantly higher % of exposed to agree 'Incorrectly built septic tanks (single chamber) contaminate water'
- Significantly higher % of exposed show agreement with 'it is important to build correct containment structures'
- Significantly higher % of exposed sanitary toilet owners (STOs) to agree 'it is important to de-sludge before septic tank overflows /de-sludge once in three years'
- Significantly higher % of exposed to show conversations on FSM within family, friends, neighbours
- Significantly higher % of exposed STOs to show awareness of existence of a helpline number to get tank deslugged
- Significantly higher % of exposed STOs to show intention/ motivation to desludge regularly

## h. Research questions/ Areas of enquiry

1. Monitoring inputs and activities (Process related) – Random-checks across the 3 months of campaign implementation by research agency (if recruited for monitoring). This will be based on location data provided by TSU/ ULB.

<b>Outdoor Intervention - General Public (Data to be collected from TSU/ ULB, random checks by agency)</b>
<ol style="list-style-type: none"> <li>i. How many of each type of outdoor and transit media were used? Was it per the original plan?</li> <li>ii. Were the locations per the original plan and relevant to the TG?</li> <li>iii. Were the final platforms used for display as per the specific creative outputs?</li> <li>iv. Did the intervention follow the schedule discussed originally?</li> </ol>

2. Monitoring outcomes (Results related)

<b>General population (primary target group)</b>
<ol style="list-style-type: none"> <li>a. Reach (across various components like billboards, transit branding etc.)</li> <li>b. Was the right target audience addressed?</li> <li>c. How many times and where all did people get exposed to the campaign?</li> <li>d. Recall of the campaign -which elements are remembered amongst the exposed</li> <li>e. Appeal of the campaign – which elements are liked or disliked</li> <li>f. Performance of the campaign on diagnostics like ease of understanding, relevance, uniqueness (expose to the output again during survey)</li> <li>g. Engagement with the campaign – what did the exposed population do after viewing the campaign (exposed vs. unexposed)               <ul style="list-style-type: none"> <li>o Discussion with friends, family</li> <li>o Made them think about their septic tank and regular desludging</li> <li>o Call to action on the hoardings – called up the number</li> <li>o Spoke to the desludger or mason in their area to know more on the topic</li> </ul> </li> <li>h. Effectiveness of the campaign – any difference in knowledge, attitude or practice (exposed vs. unexposed to the campaign)</li> <li>i. Were some messages of the campaign prioritized over others? Which messages did not get register? And why?</li> <li>j. Levels of recall, knowledge, attitude, motivation across messages and relative to each message too.</li> <li>k. % change in exposed vs. unexposed on knowledge, attitudes towards FSM (indicators listed under 'expected outcomes' above)</li> </ol>

## i. Research Design

- Monitoring of activities – Random checks by state coordinators/ agency + data from TSU (if the TSU or Government geo-tag different outputs, we should try to get access to the data and make the same a part of internal monitoring)
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<b>Sample Size within each city</b>	<ol style="list-style-type: none"> <li>1. Listings for reach – 400 random listings</li> <li>2. Main interviews within exposed and unexposed – 120 each</li> <li>3. In-depth interviews – 8 with general public</li> <li>4. Government officials – 2</li> </ol>

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©  
**MONITORING OBSERVATION FORM**

S. No.	Questions	Responses	Codes
1	Name of the Monitor		
2	Date of Monitoring	<i>Auto capture from Survey CTO</i>	
3	Media Vehicle Type	Wall Painting	1
		LCD Screen	2
		Hoardings	3
		Cinema Slides	4
		Auto Branding	5
		VAN Miking	6
		Van Branding	7
4	Media Vehicle schedule (Display Start date to End Date)	Start Date	
		End Date	
5	Location/Ward (Drop down of the locations as per Media Vehicle Location List from implementor)	Location 1	1
		Location 2	2
		Location 3	3
		Location 4	4
		Location 5	5
6	Capture Pictures & Current Location (Capture pictures and capture current location from the Survey CTO app)		
7	Display Status	Yes	1
		No	2



<b>S. No.</b>	<b>Questions</b>	<b>Responses</b>	<b>Codes</b>
7.1	Reason for no Display	Specify: <hr/> <hr/>	
8	Type of creative displayed	Creative 1	1
		Creative 2	2
		Creative 3	3
9	Display creative as per brief (refer to the creative file and match)	Yes	1
		No	2
10	AD Visibility (Visibility of the Creative or the Ad installed in the media vehicle)	Clearly Visible	1
		Partially visible due to some obstruction	2
		Not Visible due to some obstruction	3
		Flex Damaged	4
		Paint Faded	5
		Media Vehicle not Functioning	6
		Other visibility issues (Specify)	98
11	Audio Clarity (only for Van Miking)	Clear	1
		Not Clear	2



## QUALITATIVE SURVEY QUESTIONNAIRE

<b>TELEPHONE NO.</b>	:	
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**GOOD MORNING!** I am a member of research team of XXX. We had recently contacted you regarding your awareness about an advertisement campaign on sanitation.

As we had mentioned before, I wish to talk to you more about faecal sludge management and hygiene for 15 minutes or so. As we had said earlier also, your participation in this survey is completely voluntary, that means you decide whether you want to participate or not. If you decide not to participate, there will be no consequences. If you decide not to take part or leave it in between, we will respect your decision and not ask you any questions regarding your decision.

We assure you that the information provided by you during this survey would be strictly kept confidential. To keep your identity confidential, we would not share your name and any other personal details with anyone outside the research team. Any information you shared with us would be studied only at an aggregated level combining with other respondents and would be used for development of reports. Before we start, I would like to begin by confirming your name.

<b>A1.</b> As per the details we have from the previous discussion with you, your name is _____ (READ RESPONDENT NAME). Please confirm		<b>INSTRUCTION</b>
Yes	1	
No	2	

<b>A2.</b> Can I speak to _____ (SHOW RESPONDENT NAME) now in case he/ she is available? SA		
Yes	1	<b>CONTINUE</b>
Not available now. Call Later	2	<b>CALL AS PER GIVEN TIME</b>
Not available for interview	3	<b>TERMINATE</b>

<b>A3 INTERVIEWER INSTRUCTION: CHECK AND CODE FROM S16 OF LISTING SECTION (RELEVANT INFORMATION TO BE PROVIDED IN ELIGIBLE RESPONDENTS DATABASE FOR CALLING)</b>	
<b>Test Set 1(Exposed to Campaign)</b>	<b>Control Set (Unexposed to Campaign)</b>
<b>1</b>	<b>2</b>
Quota: 400	Quota: 400

<b>A4. TEST SET 1: STIMULUS EXPOSED TO</b>			
<b>AUTO RICKSHAW BRANDING</b>		<b>AUTO RICKSHAW MIKING</b>	
Regular Desludging	Indiscriminate Dumping	Jingle Part 1	Jingle Part 2
1	2	3	4

**CAMPAIGN DIAGNOSTICS – TO BE ASKED TO TEST SET 1 (CODED 1 IN A3)**

*Interviewer to Read – I would like to ask you some questions about advertisements on Sanitation & Septic tanks now.*

<b>M1. You mentioned in the earlier survey that you had seen or heard an ad about sanitation. How many times do you recall hearing or seeing the ad? SA</b>	<b>INSTRUCTION</b>
Less than 5 times	<b>1</b>
5-10 times	<b>2</b>
10 – 15 times	<b>2</b>
15 – 20 times	<b>3</b>
More than 20 times	<b>4</b>
I see it Daily	<b>5</b>
Don't Know/Can't Say	<b>6</b>

**M2a. Can you please describe/tell me about the ad you have heard or seen? PROBE. RECORD VERBATIM. INTERVIEWER TO CODE KEY ASPECTS BASED ON STORY DESCRIBED BY RESPONDENT. DO NOT AID. PROG: ROTATE RESPONSES**

<b>INTERVIEWER TO CODE BASED ON STORY DESCRIBED BY RESPONDENT</b>	
Disgust	<b>1</b>
Diseases breed in septic tank	<b>2</b>
Don't wait for septic tank to overflow to desludge	<b>3</b>
Water can be unsafe due to contamination from toilets/ Malasur	<b>4</b>
If we do not desludge septic tanks regularly, mal/ sludge can end up in our drinking water	<b>5</b>
If we do not take care of where faecal sludge is disposed of, mal/ sludge can end up in our drinking water	<b>6</b>
Germs/ malasur can be in water	<b>7</b>
Call 1800 425 1980 for help/ more information/ to get your tank desludged/	<b>8</b>
We need to ask desludger where the poo is being taken	<b>9</b>
We need to call licensed operator for regular desludging	<b>10</b>

Devil/ Asur/ Malasur	11
Regular desludging of septic tanks	12
Desludging of septic tanks every 3 years	13
Win of Good over Evil	14
Disease control by desludging	15
Untreated faecal sludge is dangerous	16
Keep house clean	17
Keep toilet clean	18
Others	19

**MQ2b. What according to you was the key message of this advertisement? PROBE. RECORD VERBATIM. POST CODE. DO NOT AID WITH RESPONSE  
PROG: ROTATE RESPONSES**

**FIRST MENTION**

**OTHER MENTIONS**

**POST CODE LIST**

	1st	Other
Diseases breed in septic tanks	1	1
Don't wait for septic tank to overflow to desludge/	2	2
Call 1800 425 1980 for help/ more information/ to get your tank desludged/	3	3
Disgust	4	4
Water can be unsafe due to contamination from toilets/ Malasur	5	5
If we do not desludge septic tanks regularly, mal/ sludge can end up in our drinking water	6	6
If we do not take care of where faecal sludge is disposed of, mal/ sludge can end up in our drinking water	7	7
Germs/ malasur can be in water	8	8
We need to ask desludger where the poo is being taken	9	9
We need to call licensed operator for regular desludging	10	10
Devil/ Asur/ Malasur	11	11
Regular desludging of septic tanks	12	12
Desludging of septic tanks every 3 years	13	13
Win of Good over Evil	14	14

Disease control by desludging	15	15
Untreated faecal sludge is dangerous	16	16
Keep house clean	17	17
Keep toilet clean	18	18
Others	19	19

**ASK IF CODED 3/4 IN A4**

<b>MQ2c.</b> You mentioned that you heard a jingle on the auto rickshaw. What was the jingle messages about? <b>PROBE. RECORD VERBATIM. POST CODE BELOW MA</b> <b>PROG: ROTATE RESPONSES</b>	
<b>POST CODE LIST</b>	
Dumping of waste	1
Cleaning of Septic Tanks	2
Contamination of Water due to Toilets	3
COVID	4
Immunization	5
Public Safety	6
Others (specify) _____	7
Don't know/Can't Say	8

**ASK MQ3a – 3d IF CODED 1 IN A4**

<b>MQ3a.</b> I want to ask to you about the ad regarding regular desludging/ cleaning on the septic tanks. On a scale of 1-4, please tell me to what extent do you like this advertisement, where 1 is equivalent to not at all and 4 is equivalent to very much? <b>SA</b>	
Not at all	1
Slightly	2
Somewhat	3
Very much	4
Don't Know/Can't Say	9

<b>MQ3b.</b> What in particular did you like about the advertisement? <b>PROBE. RECORD VERBATIM. POST CODE BELOW MA</b> <b>PROG: ROTATE RESPONSES</b>	
<b>POST CODE LIST</b>	

The tagline	1
The character, Malasur	2
The message of regular cleaning of septic tank	3
Phone number given in the ad	4
Contaminates water due to toilets/ septic tank	5
Other (Specify) _____	6
Nothing	7
Don't Know/Can't Say	9

**ASK MQ.3c IF 2 CODED IN MQ3b**

<b>MQ3c. What did you like about Malasur? PROBE. RECORD VERBATIM. POST CODE BELOW MA PROG: ROTATE RESPONSES</b>	
<b>POST CODE LIST</b>	
The Name	1
The Picture/Visual	2
Easy to remember character	3
Interesting character	4
Unique character	5
Linked to our health	6
Other (Specify) _____	7
Nothing	8
Don't Know/Can't Say	9

<b>MQ3d. What in particular did you dislike about the advertisement? PROBE. RECORD VERBATIM. POST CODE BELOW MA PROG: ROTATE RESPONSES</b>	
The tagline	1
The character, Malasur	2
The key message	3
The other messages	4

Contaminates water due to toilets/ septic tank	5
Other (Specify) _____	6
Nothing	7
Don't Know/Can't Say	9

**ASK MQ.3e IF 2 CODED IN MQ3d**

<b>MQ3e. What did you dislike about Malasur? PROBE. RECORD VERBATIM. POST CODE BELOW MA PROG: ROTATE RESPONSES</b>	
Name	1
Disgusting Picture	2
Faecal Matter Picture	3
It contaminates water	4
Other (Specify) _____	5
Nothing	6
Don't Know/Can't Say	9

**ASK MQ3f – 3j IF CODED 2 IN A4**

<b>MQ3f. I want to ask you about the ad regarding disposal of faecal sludge/ latrine from the septic tank. On a scale of 1-4, please tell me to what extent do you like this advertisement, where 1 is equivalent to not at all and 4 is equivalent to very much? SA</b>	
Not at all	1
Slightly	2
Somewhat	3
Very much	4
Don't Know/Can't Say	

<b>MQ3g. What in particular did you like about the advertisement? PROBE. RECORD VERBATIM. POST CODE BELOW MA PROG: ROTATE RESPONSES</b>	
The tagline	1
The character, Malasur	2
The key message	3

The other messages	4
Contaminates water due to toilets/ septic tank	5
Other (Specify) _____	6
Nothing	7
Don't Know/Can't Say	9

**ASK MQ.3h IF 2 CODED IN MQ3g**

<b>MQ3h. What did you like about Malasur? PROBE. RECORD VERBATIM. POST CODE BELOW MA PROG: ROTATE RESPONSES</b>	
The Name	1
The Picture/Visual	2
Easy to remember character	3
Interesting character	4
Unique character	5
Linked to our health	6
Other (Specify) _____	7
Nothing	8
Don't Know/Can't Say	9

<b>MQ3i. What in particular did you dislike about the advertisement? PROBE. RECORD VERBATIM. POST CODE BELOW MA PROG: ROTATE RESPONSES</b>	
The tagline	1
The character, Malasur	2
The key message	3
The other messages	4
Contaminates water due to toilets/ septic tank	5
Other (Specify) _____	6
Nothing	7
Don't Know/Can't Say	9

**ASK MQ.3j IF 2 CODED IN MQ3i**

<b>MQ3j. What did you dislike about Malasur? PROBE. RECORD VERBATIM. POST CODE BELOW MA PROG: ROTATE RESPONSES</b>	
--	--



Name	1
Disgusting Picture	2
Faecal Matter Picture	3
It contaminates water	4
Other (Specify) _____	5
Nothing	6
Don't Know/Can't Say	9

<b>MQ4. To what extent do you think these advertisements are meant for a household like yours? SA</b>	
Not at all	1
Slightly	2
Somewhat	3
Very much	4
Don't Know/Can't Say	9

<b>MQ5a. According to you, to what extent did you understand the advertisement where 1 is equivalent to not at all and 4 is equivalent to very much? SA</b>	
Not at all	1
Slightly	2
Somewhat	3
Very much	4
Don't Know/Can't Say	9

**ASK THOSE CODING 1, 2 OR 3 IN MQ5a**

<b>MQ5b. What did you not understand in the ad or was difficult to comprehend and can be simplified? MA</b>	
The message in the ad is not clear	1
The meaning of Malasur	2
Why Malasur is bad	3
Why Septic Tanks should be cleaned	4
What needs to be done is not clear	5
Where should the faecal sludge be disposed of	6
How can we speak to the desludger?	7
Others Please Specify	8
Don't Know/Can't Say	9

<b>MQ6a. Please tell me how unique / &amp; different did you find the 'Malasur' related advertisement? SA</b>	
Not at all	1
Slightly	2
Somewhat	3
Very much	4
Don't Know/Can't Say	9

**ASK IF CODED 3 OR 4 IN MQ6a**

<b>MQ6b. And what did you find unique in the advertisement? MA</b>	
The tagline	1
The character, Malasur	2
The key message	3
The other messages	4
Water contamination due to toilets/ septic tank	5
Other (Specify) _____	6
Don't Know/Can't Say	9

<b>MQ6c. Can you tell us about some other ads similar to this one that you might have seen? PROBE. RECORD VERBATIM.</b>

**ASK ALL**

<b>MQ7a. Was there any part of the advertisement which made you feel uncomfortable? SA</b>	
Yes	1
No	2
Don't Know/Can't Say	9

**ASK IF CODED 1 IN MQ7a**

<b>MQ7b. What made you uncomfortable about the campaign? PROBE. RECORD VERBATIM. POST CODE BELOW PROG: ROTATE RESPONSES MA</b>

The picture of Malasur	1
The content about human excreta/ latrine	2
The content about desludging	3
Contamination of water due to toilet/ latrine/ Malasur	4
Others (specify)	5

**ASK ALL**

<b>MQ8a.</b> As per you, who are the people who breed (give birth to) this Malasur? <b>PROBE. RECORD VERBATIM. POST CODE BELOW MA</b> <b>PROG: ROTATE RESPONSES</b>	
People who practice open defecation	1
Desludgers who dispose of the faecal sludge in water bodies	2
People who have toilets connected to open drains	3
People who do not desludge septic tanks regularly	4
Other (specify) _____	5
Don't Know/Can't Say	9

<b>MQ8b.</b> Can you tell me how can Malasur harm you? <b>PROBE. RECORD VERBATIM. POST CODE BELOW</b> <b>PROG: ROTATE RESPONSES MA</b>	
Harm my Health	1
Contaminate drinking water	2
Give rise to diseases	3
Other (specify) _____	4
Don't Know/Can't Say	9

<b>MQ9a.</b> Can one defeat "Malasur"? <b>SA</b>	
Yes	1
No	2
Don't Know/Can't Say	9

**ASK IF CODED 1 IN MQ9a**

<b>MQ9b. How can one defeat "Malasur"? MA</b>	
By not connecting toilets to open drain	1
By desludging the Septic Tanks once in 3 years	
By building right containment structure	2
Call the helpline number for the licensed operator before it overflows	3
By cleaning the toilets	4
By asking desludger where poo is being taken	5
Others specify	6
Don't know	9

**CAMPAIGN IMPACT – TO BE ASKED TO TEST SET 1 (CODED 1 IN A3) & SEEN DESLUDGING AD (CODED 1 IN A4)**

<b>MQ10a. Before seeing the Advertisement, did you think about desludging the septic tank? SA</b>	
Yes	1
No	2

**ASK ALL CODING 1 in MQ10a**

<b>MQ10b. When did you last think about desludging your septic tank before seeing the advertisement? SA</b>	
More than 5 years ago	1
3-5 years ago	2
2-3 years ago	3
1-2 years ago	4
6 month – 1 year ago	5
Last 6 months	6
Never	7
Don't know/ can't say	9

<b>MQ10c. To what extent do you feel that the campaign has motivated you to take action about desludging, where 1 is equivalent to not at all and 4 is equivalent to very much? Would you say it motivated... SA</b>	
Not at all	1
Slightly	2
Somewhat	3
Very much	4
Don't Know/Can't Say	9

The other messages	4
Contaminates water due to toilets/ septic tank	5
Other (Specify) _____	6
Nothing	7
Don't Know/Can't Say	9

**ASK MQ.3h IF 2 CODED IN MQ3g**

<b>MQ3h. What did you like about Malasur? PROBE. RECORD VERBATIM. POST CODE BELOW MA PROG: ROTATE RESPONSES</b>	
The Name	1
The Picture/Visual	2
Easy to remember character	3
Interesting character	4
Unique character	5
Linked to our health	6
Other (Specify) _____	7
Nothing	8
Don't Know/Can't Say	9

<b>MQ3i. What in particular did you dislike about the advertisement? PROBE. RECORD VERBATIM. POST CODE BELOW MA PROG: ROTATE RESPONSES</b>	
The tagline	1
The character, Malasur	2
The key message	3
The other messages	4
Contaminates water due to toilets/ septic tank	5
Other (Specify) _____	6
Nothing	7
Don't Know/Can't Say	9

**ASK MQ.3j IF 2 CODED IN MQ3i**

<b>MQ3j. What did you dislike about Malasur? PROBE. RECORD VERBATIM. POST CODE BELOW MA PROG: ROTATE RESPONSES</b>	
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Name	1
Disgusting Picture	2
Faecal Matter Picture	3
It contaminates water	4
Other (Specify) _____	5
Nothing	6
Don't Know/Can't Say	9

<b>MQ4. To what extent do you think these advertisements are meant for a household like yours? SA</b>	
Not at all	1
Slightly	2
Somewhat	3
Very much	4
Don't Know/Can't Say	9

<b>MQ5a. According to you, to what extent did you understand the advertisement where 1 is equivalent to not at all and 4 is equivalent to very much? SA</b>	
Not at all	1
Slightly	2
Somewhat	3
Very much	4
Don't Know/Can't Say	9

**ASK THOSE CODING 1, 2 OR 3 IN MQ5a**

<b>MQ5b. What did you not understand in the ad or was difficult to comprehend and can be simplified? MA</b>	
The message in the ad is not clear	1
The meaning of Malasur	2
Why Malasur is bad	3
Why Septic Tanks should be cleaned	4
What needs to be done is not clear	5
Where should the faecal sludge be disposed of	6
How can we speak to the desludger?	7
Others Please Specify	8

Don't Know/Can't Say	9
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<b>MQ6a. Please tell me how unique / &amp; different did you find the 'Malasur' related advertisement? SA</b>	
Not at all	1
Slightly	2
Somewhat	3
Very much	4
Don't Know/Can't Say	9

**ASK IF CODED 3 OR 4 IN MQ6a**

<b>MQ6b. And what did you find unique in the advertisement? MA</b>	
The tagline	1
The character, Malasur	2
The key message	3
The other messages	4
Water contamination due to toilets/ septic tank	5
Other (Specify) _____	6
Don't Know/Can't Say	9

<b>MQ6c. Can you tell us about some other ads similar to this one that you might have seen? PROBE. RECORD VERBATIM.</b>

**ASK ALL**

<b>MQ7a. Was there any part of the advertisement which made you feel uncomfortable? SA</b>	
Yes	1
No	2
Don't Know/Can't Say	9

**ASK IF CODED 1 IN MQ7a**

<b>MQ7b. What made you uncomfortable about the campaign? PROBE. RECORD VERBATIM. POST CODE BELOW PROG: ROTATE RESPONSES MA</b>

The picture of Malasur	1
The content about human excreta/ latrine	2
The content about desludging	3
Contamination of water due to toilet/ latrine/ Malasur	4
Others (specify)	5

**ASK ALL**

<b>MQ8a.</b> As per you, who are the people who breed (give birth to) this Malasur? <b>PROBE. RECORD VERBATIM. POST CODE BELOW MA</b> <b>PROG: ROTATE RESPONSES</b>	
People who practice open defecation	1
Desludgers who dispose of the faecal sludge in water bodies	2
People who have toilets connected to open drains	3
People who do not desludge septic tanks regularly	4
Other (specify) _____	5
Don't Know/Can't Say	9

<b>MQ8b.</b> Can you tell me how can Malasur harm you? <b>PROBE. RECORD VERBATIM. POST CODE BELOW</b> <b>PROG: ROTATE RESPONSES MA</b>	
Harm my Health	1
Contaminate drinking water	2
Give rise to diseases	3
Other (specify) _____	4
Don't Know/Can't Say	9

<b>MQ9a.</b> Can one defeat "Malasur"? <b>SA</b>	
Yes	1
No	2
Don't Know/Can't Say	9



**ASK IF CODED 1 IN MQ9a**

<b>MQ9b. How can one defeat "Malasur"? MA</b>	
By not connecting toilets to open drain	1
By desludging the Septic Tanks once in 3 years	
By building right containment structure	2
Call the helpline number for the licensed operator before it overflows.	3
By cleaning the toilets	4
By asking desludger where poo is being taken	5
Others specify	6
Don't know	9

**CAMPAIGN IMPACT – TO BE ASKED TO TEST SET 1 (CODED 1 IN A3) & SEEN DESLUDGING AD (CODED 1 IN A4)**

<b>MQ10a. Before seeing the Advertisement, did you think about desludging the septic tank? SA</b>	
Yes	1
No	2

**ASK ALL CODING 1 in MQ10a**

<b>MQ10b. When did you last think about desludging your septic tank before seeing the advertisement? SA</b>	
More than 5 years ago	1
3-5 years ago	2
2-3 years ago	3
1-2 years ago	4
6 month – 1 year ago	5
Last 6 months	6
Never	7
Don't know/ can't say	9

<b>MQ10c. To what extent do you feel that the campaign has motivated you to take action about desludging, where 1 is equivalent to not at all and 4 is equivalent to very much? Would you say it motivated... SA</b>	
Not at all	1
Slightly	2
Somewhat	3
Very much	4
Don't Know/Can't Say	9

**ASK 10d AND 10e TO ALL CODING 2/3/4 IN 10c**

<b>MQ10d. What action do you intend to take? POST CODE. DO NOT READ OPTIONS. MA</b>	
To know more about septic tank	1
Discuss septic tank with household members	2
Discuss septic tank with friends and neighbours	3
n to call the helpline number for a licensed operator	4
If I will see someone dumping in water bodies will stop them	5
By asking desludger where poo is being taken	6
Talk to SHG member for more information on usage of septic tank	7
Desludge septic tank every 3 years	8
Desludge the septic tank as per its capacity	9
Others (Specify) _____	10
Don't intend to take any specific action	99

<b>MQ10e. When do you intend to do this?</b>	
Next 1 month	1
Next 1 – 3 months	2
Next 3 – 6 months	3
Next 6 – 12 months	4
More than 12 months	5

**ASK ALL**

<b>MQ11a. Did you speak to the desludger or mason in your area to know more on the topic? SA</b>	
Yes	1
No	2

<b>MQ11b. Did you notice the helpline number in the advertisement? SA</b>	
Yes	1
No	2

**ASK IF 1 CODED IN MQ11b**

<b>MQ11c. Did you try calling the helpline number mentioned in the advertisement? SA</b>	
Yes	1
No	2

**ASK IF 2 CODED IN MQ11b**

<b>MQ11d. Do you intend to call the helpline number mentioned in the advertisement? SA</b>	
Yes	1
No	2

**ASK IF 2 CODED IN MQ11c/11d**

<b>MQ11e. Why did you not call / did not think of calling the helpline number? DO NOT AID. POST CODE BELOW MA</b>	
I was very busy	1
Did not have time	2
Was travelling/ not at home	3
I informed the Head of Household	4
I informed someone else in the Household	5
I did not want to desludge the Septic Tank	6
I did not understand the content	7
I did not want to call	8
Ongoing COVID pandemic was a deterrent	9
Others specify	10
Don't know/ can't say	99

**ASK IF 1 CODED IN MQ11c**

<b>MQ11f. Did someone answer when you tried calling the helpline? SA</b>	
Yes	1
No	2

**ASK IF 1 CODED IN MQ11f**

<b>MQ11g. Did you get proper response when you called? SA</b>	
Yes	1
No	2

**ASK IF 1 OR 9 IS CODED IN MQ10c**

<b>MQ11h. Why did the campaign not motivate you to take any action at all? POST CODE. DO NOT READ OPTIONS. MA</b>	
Septic tanks construction and maintenance cost too much	1
It is a problem/ inconvenient to get septic tank emptied regularly	2
Can't control where desludger takes the poo	3
Not interested in the process	4

Ongoing COVID pandemic was a deterrent	5
Don't think it's a priority for me right now	6
Don't have enough time	7
Other (Specify) _____	9

**CAMPAIGN IMPACT – ASK ALL (CODED 1 or 2 IN A3)**

<b>MQ12a. According to you who should be taking the action for cleaning/emptying of your household septic tank? SA</b>	
Government	1
Municipality	2
Self	3
Other Decision Makers in the Household/ House owner	4
Other (specify) _____	5
Don't know/ can't say	9

<b>MQ12b. How often should the septic tanks connected to toilets be desludged? SA</b>	
More than once in a year	1
Once a year	2
Once every 2 years	3
Once every 3 years	4
Once in more than 3 years	5
Whenever the septic tank overflows	6
Whenever it stinks	7
Whenever there is a backflow in the toilet	8
No specific interval/ anytime	9
Don't know/ can't say	99

<b>MQ13. What can be the consequences if the Septic Tanks are not desludged regularly? MA</b>	
Foul Smell / Stink	1
Unhygienic/ dirty surroundings	2
It is unhealthy for us/ can spread diseases	3
Water Contamination	4
Increase in health expenditure as later it will cost more	5
Overflow of tank	6

Toilet can get blocked	7
Others	8
Don't know/ can't say	9

<b>MQ14. What can be the consequences of random/indiscriminate dumping of faecal sludge? MA</b>	
Foul Smell / Stink	1
Unhygienic/ dirty surroundings	2
It is unhealthy for us/ can spread diseases	3
Water Contamination due to Toilet/ Septic Tank/ Malasur	4
Increase in health expenditure as later it will cost more	5
Others	6
Don't know/ can't say	7

MQ15		I will read out statements which other people have said about sanitation, please tell me to what extent you agree or disagree with each statement. There is no correct answer, we want to know your opinion.					
READ OUT EACH STATEMENT		Strongly disagree	Disagree	Neither Agree Nor Disagree	Somewhat agree	Strongly Agree	Don't Know / Can't Say
A.	Faecal sludge is dangerous for health	1	2	3	4	5	9
B.	Septic tanks should be emptied regularly, even if it takes money and effort	1	2	3	4	5	9
C.	Question the desludger if he/ she is disposing of the faecal sludge in water bodies	1	2	3	4	5	9
D.	It is a disgrace in the neighbourhood if the toilet starts stinking	1	2	3	4	5	9
E.	Regular desludging turns out to be less expensive than desludging in crisis	1	2	3	4	5	9
F.	Desludging is an exercise which creates more filth around and stinks	1	2	3	4	5	9
G.	Desludging is a cumbersome exercise which requires effort	1	2	3	4	5	9
H.	If Faecal sludge is not treated properly it will come back in your water	1	2	3	4	5	9
I.	Septic tanks should be emptied at least once every 3 years	1	2	3	4	5	9
J.	We should keep an eye on untreated sludge being disposed in the open	1	2	3	4	5	9
K.	We should question the desludger if he/ she is disposing of the faecal sludge in water bodies	1	2	3	4	5	9
L.	Desludging will help in promoting healthy lifestyle	1	2	3	4	5	9

MQ16. What is the capacity of the septic tank that you have? Please tell me in litres. RECORD VERBATIM IN NUMBERS	
_____ltr	
Not aware	9

MQ17. If required, can I or one of my colleagues contact you again to understand more about your perceptions regarding Faecal desludging? SA	
Yes	1
No	2

Thank You



