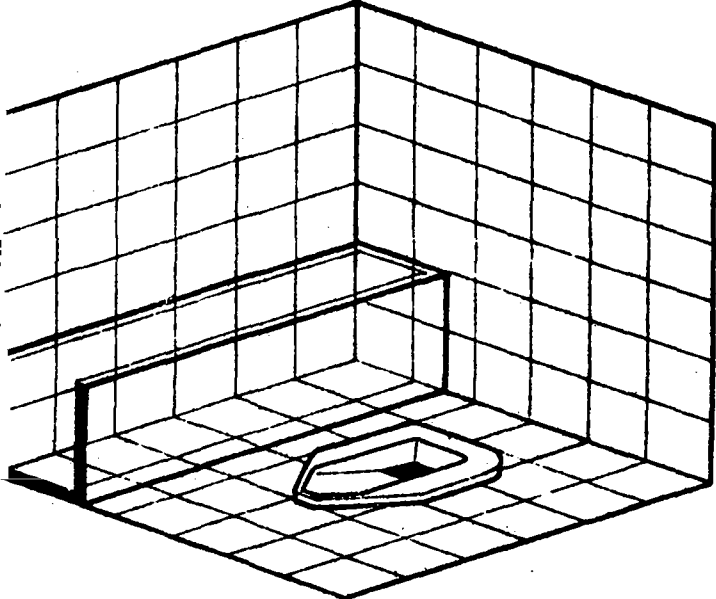




REPUBLIC OF INDONESIA
 MINISTRY OF PUBLIC WORKS
 DIRECTORATE GENERAL OF HUMAN SETTLEMENTS

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DEVELOPMENT OF SANITATION COMMUNICATION SUPPORT AND TRAINING MATERIALS



Conception Report

February 1986

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in cooperation with

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Subject : **Inception Report**

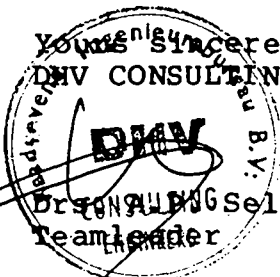
Jakarta, March 7, 1986

Dear Mr. Martsanto,

We herewith submit the Inception Report of the Development of Sanitation Communication Support and Training Materials Project, under LOAN 1653-IND Third Urban Development Project.

We will be glad to receive your comments or answer questions you may have regarding the documents presented.

Yours sincerely,
DHV CONSULTING ENGINEERS


Bronsgeest Selders
Team leader

enclosure : 1 copy of Inception Report.

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Introduction

INTRODUCTION

The Government of Indonesia included considerable improvement programmes for sanitary conditions in Urban area's. During the 4th Five Year Plan (Repelita IV) approximately one million on-site sanitation facilities are to be introduced.

It is recognized that the adoption of on-site sanitation must be based on the active participation of kampung communities. Even if substructures are completely subsidized and households interests are easily raised, extension style programmes are needed to start such subsidized projects and prevent those use- and maintenance practices which could still result in environmental pollution.

If households are expected to choose and pay themselves for the most viable sanitation option, communication support is required to influence decision making at household level.

The Development of Sanitation Communication Support and Training Project (SCST), under Loan 1653-IN (Third Urban Development Project) is set up to prepare a sanitation programme, which generates complete household initiative.

As from February the third 1986, the Project Team started with the following activities: the preparation of this Inception Report :

- analysis of technical reference materials
- analysis of kampung sanitation survey reports
- interviews with sanitation experts
- additional kampung survey's in Bandung and Tangerang including interviews with household members and officials.

Upon approval of this Inception Report by Cipta Karya/PLP the team will proceed with the production of communication and training materials, as specified in Chapter 5.

Specific points for approval are listed in Section 6.3

The product : On-site sanitation

1. THE PRODUCT : ON-SITE SANITATION

1.1. Introduction

The Indonesian Government adopted the Kampung Improvement Programme (KIP) at a time it was still a controversial housing policy. Now the same programme is an example for many Southeast Asian countries. Again, Indonesia is also one of the first countries to recognize on-site sanitation as a viable option to improve public health.

The concept of on-site sanitation is quite different from conventional sewerage where the user pays for a house connection, arranges his private toilet room and ... can forget about the rest. Implementation of on-site sanitation programmes requires a clear description of the product; it includes :

- design options
- price determination
- delivery
- operation and maintenance

1.2. Design options

On-site sanitation can be realized with various technologies. Based on present preferences in Indonesia the Project selected the following options for promotion :

The construction of :

- single leaching pits
- twin leaching pits

The upgrading of :

- single leaching pits
- septic tanks
- on-site drainage
- toilet rooms

These basic technologies need to be adapted to on-site conditions to avoid that a leaching pit contaminates drinking water from shallow wells and to ensure that pits are accessible for emptying .If there is no space in the yard or garden, pits can be located :

- indoors:(although pits do not produce bad smells, it will be difficult to 'sell' this option).
- under the toilet room: (this option requires a different pit cover design and construction.)
- under a public footpath: (this option will require authorization.)

1.3. Price determination

As a public investment on-site sanitation is a lot cheaper than conventional sewerage systems. However, with the treatment on-site, the entire system is within the territory of the owner and households are expected to pay all costs.

If we assume real market prices, a twin leaching pit toilet will cost, roughly estimated :

Rp. 100.000 for the substructure
 Rp. 100.000 for the superstructure
 Rp. 50.000 for labour

 That is Rp. 250.000 (UNDP/DPMB 1985)

The price of a single leaching pit including a toilet room will be close to Rp. 200.000.

From a technical point of view several options exist to reduce the cost :

- phased construction of the twin leaching pit to spread the cost over a few years, e.g. one pit in the first year, the second in the next year.
- sharing a twin or single pit with neighbours, each with a private toilet.
- construct unlined pits, if the soil allows to do so.
- use bamboo, coated with bitumen, as pit lining.
- initial use of simple toilet rooms (bilik type).
- use of concrete squatting plates.
- self-help activities instead of contracting.
- introduce pre-fabricated elements.

These possibilities reduce initial building cost, but have specific implications in terms of lifetime or organizational arrangements.

1.4. Delivery

The basic design should be adapted to on-site conditions, followed by a detailed cost calculation.

Leaching pits can be built from locally available materials and the construction does not require special building skills. Supervision is needed to control the quality and to ensure a timely delivery of a toilet. Smooth delivery also increases the credibility of the communication support programme.

1.5. Operation and maintenance

On-site systems require more attention from the user than the 'flush and forget' comfort of sewerage.

The user should keep the quantity of water to a minimum and not use pits to discharge water from washing or bathing. A toilet room connected to a twin pit or a septic tank cannot be cleaned with aggressive chemicals

Pits and septic tanks must be emptied regularly. The composted night soil of a twin-pit can be dug out manually by the owners. However, this work may ask for public 'emptying services'. If so, emptying services encourage sustained use and proper maintenance.

The client : Urban kampung dwellers

2. THE CLIENT: URBAN KAMPUNG DWELLERS

2.1. Kampung categories

Before introducing on-site sanitation in a kampung, it makes sense to judge whether substantial adoption rates can be expected. If very low adoption rates are anticipated it could be considered not to introduce on-site sanitation as described in Chapter 1. Kampunges where high adoption rates are expected could be given priority as programme implementation area.

Kampung areas could be excluded as implementation area if :

- the density is generally too high to locate pits at a safe minimum distance from shallow wells
- the availability of water is insufficient
- the spending capacity of households is (far) below the minimum price for construction
- the legal status of a kampung does not allow for improvements or investments, from a personal or governmental point of view.

When one or more of these conditions come close to a 100% validity for all households, the kampung is easily categorized. In practice, restrictive conditions could be less general and it is then a matter of policy whether sanitation improvements are nevertheless introduced.

The communication support materials to be developed in the SCST* project aims at kampunges where housing density, water supply, spending capacity and legal status allow for the introduction of on-site sanitation. Consequently, no communication support materials are developed to change the kampung-wide feasibility conditions as such.

Kampunges can also be categorized in terms of high chances for change. For instance those kampunges where feasibility conditions are very favourable. It should be monitored whether other general conditions positively influence the chances for sanitation improvement, for instance :

- outbreaks of water or excreta-related diseases
- the presence of a KIP programme working with an already established popular support for improvements, especially where water supply and sanitation are combined
- widespread noticeable pollution of living areas: bad smells, drains blocked with excreta.

* Sanitation Communication Support & Training

2.2 Household categories

The proposed sanitation programme is developed specifically for households which are a threat to public health: users of surface water, drains and fields as toilets. Virtually all these people have no on-site sanitation.

People with on-site sanitation could also be polluters of the environment and are therefore to be included in the target group. Some may have an inadequate septic tank discharging the effluent in an open drain. People with pits could pollute shallow wells in the area.

Before sanitation programmes are implemented, a sanitation survey is needed to identify household pollution categories, as each category needs specific support to change their sanitation habits.

Three categories of polluters are included in the project:

- households with no on-site sanitation
- households with inadequate pits
- households with inadequate septic tanks

2.3. The other side of on-site sanitation : de-motivators

Available surveys reveal an impressive series of household arguments against sanitation. It is of course important to know these de-motivators in advance. De-motivators determine the marketability of on-site sanitation. They also indicate the contents and priorities to be given in communication support programmes.

Below a list of de-motivators is given. The phrasing is deliberately kept personal, because de-motivators originate from individual people and not from the SCST project. In future campaigns the same de-motivators are expected to be expressed, over and over again. For all de-motivators a convincing neutralizing answer has to be prepared.

" Rp. 100.000 for a pit, plus Rp. 100.000 for a toilet room, plus Rp. 50.000 for labour equals Rp. 250.000. We do not have so much money."

" Human waste is dirty. It is shameful to talk about it in public. The very idea of keeping excreta in my garden is repulsive : bad smells, overflow of pits will occur."

" We do not pollute the environment. Rivers flush the environment the whole year round, drains could do the same and the dry fields we use are at a safe distance from the living area."

" A pit in my garden will pollute the shallow well. Or, my neighbours will say it is polluting their well."

" There is no space to dig a pit or to build a toilet room."

" It is impossible to prevent bad smells and occasional overflow. This is then immediately noted and the polluters are personally known. Collective pollution is completely anonymous."

" Private sanitation forces us to share a small room with other people, which feels more un-private than sharing an open space."

" With on-site sanitation we need to arrange water for cleaning. In rivers or drains water is within reach."

" To invest money in just a private toilet is a bit overdone."

Combining the toilet with bathing and washing facilities, is more attractive, but makes the undertaking more expensive."

" Contents of pits are disgusting and unsafe to handle. Who will handle those contents."

" Diseases like diarrhea are not related to environmental pollution but have other causes."

" Going to remote places for defecation is not inconvenient. It can be conveniently combined (and covered up) with household tasks, social contacts or a relaxing stroll."

" Even with Rp.250.000 at hand, who would give priority to a latrine instead of repairing a roof, buying sportswear or pay the school fees".

" Why does the government not offer financial support if they consider sanitary improvements to be so important?"

" Why should I invest in my house? I am not the owner."

" I am not even sure whether I am allowed to stay here, Investing money in a toilet could appear to be a waste of time and money next year."

This list will probably extend with more counter arguments as identified by the forthcoming Implementation and Investment study (UNDP). Also when example facilities are built with a poor performance, potential users can directly confirm some of their suspicions and express new objections: collapsing covers, blockage, unavailable materials, no supervision.

Of course an individual household experiences only one or a few de-motivators.

But this does not improve the chances for adoption.

In communities all sorts of rumours will spread. especially negative ones.

From a commercial marketing point of view the selling of on-site sanitation in kampung areas would be a very risky business.

The marketing : A process of change

3. MARKETING: MANAGING A PROCESS OF CHANGE

3.1. Introduction

The basic question in the SCST project is: how to market on-site sanitation technologies to potential users who are not in the position to adopt these technologies spontaneously?

A few de-motivators, such as smell control and lack of space, might be neutralized by proving the qualities of the new technologies in the selected kampungs with a few example facilities for demonstration.

But constructing example facilities will not trigger a spontaneous large scale interest. Just introducing the product on the market will not work as selling approach. Reference is made to the Cipedes survey wherein valuable observations are compiled on the free-of-charge introduction sanitation units and the effects these units had on the motivation of surrounding non-users.

To neutralize de-motivators and support the construction process, a wide variety of actions appears to be required. Together these actions will be an intimate intervention in daily kampung life. What does such a process of change look like and how can it be managed?

3.2. Stages in social marketing

For each individual household a complete process of change will include the following stages:

stage 1 wherein in-adequate sanitation is recognized as a problem.

stage 2 wherein the decision to change is taken

stage 3 wherein the construction or improvement takes place

stage 4 wherein daily use and maintenance is included

STAGE 1 is realized in a typical campaign style: community wide dissemination of sanitation messages. In a period of approx. 2 weeks the selected kampung is repetetively stirred up with challenging slogans, eye-catching visuals to create the feeling that something is going to happen with in-adequate sanitation, that environmental pollution with human waste is not a normal part of daily life and that new solutions are available. It is a warming-up period to allow everybody to formulate their covered up arguments in favour or against sanitary changes.

STAGE 2 is a period of one week wherein selected polluting households are directly approached. No assumptions are made as to who will actually take a decision within a household.

All individuals are approached simultaneously: men, women, children. Each in their own way as their interests differ considerably. This stage is a period of enforced decision-making by means of neutralizing arguments against change, stressing positive arguments and providing more details on improvement options to choose from. The overall effect of this stage is measured quantitatively: the number of households who apply for a technical feasibility survey on the spot and a tailor-made construction plan for on-site sanitation.

Stage 3 is only for those households who actually opt for physical construction or improvements. For these adopters this period should not take longer than 3 weeks, one month at the most. In this period all technical support is provided to realize sanitation facilities according to design standards. Everybody involved in the construction is trained, informed or supervised: dealers for material supply, contractors for execution, households for self-help, construction advisors for supervision, government agencies for special authorizations. Depending on the demand the sanitation improvement programme staff will manage construction support individually per household or project wise for combined applications.

Stage 4 includes typical after-sales services. Users of private sanitation are supported with information on the daily use and maintenance of the new facilities. And, if major problems occur (cracks, bad smells) free of charge repairs are done. If emptying of pits appears difficult to delegate as a household task, public services must be developed as part of this programme stage.

3.3 Subsequent objectives

When developing communication support materials a wide range of related concepts spring to the mind: motivation, knowledge, skills, awareness, training, decisions, information, personal contacts, organization, and everything seems to be important at the same time. Fortunately this is not the case. For every stage in the process of change different objectives exist and to realize these objectives specific approaches and communication methods are required. For example, the first stage does not require much personal contact, no training takes place, no technical information is distributed and the approach is non-committing.

Stage 3 is very informative, requires organizational measures, training and only occasional motivation as support.

In the following sections of this inception report each programme stage is further detailed in terms of target groups and the communication package required to support these groups. The objectives and approach for each individual package is different. Having a pre-defined variety of approaches and media is of practical importance for future programme executives who will implement the communication packages. Occasionally they might even have to introduce their own crisis management options, when the predicted process of change runs in other directions or stops completely. What to do for instance if just two or three applications result from intensive decision-making efforts? Personal house calls? Law enforcement? Or, no approach at all and just leave?

3.4. Target group levels

When households decide to change, it means nothing and will in fact be very frustrating, if external support to proceed is lacking. By including external support in the programme four levels of target groups can be identified.

- polluting households, who are (sometimes) directly approached by the programme (campaigns, house to house mailing, house calls for design)
- intermediate persons who can assist in approaching household members as part of their normal job: community leaders, women associations, teachers.
- intermediate persons who are full-time engaged to execute specific programme tasks: programme managers, construction advisors and possibly contractors.
- back-up organisations, who do not maintain contacts with households but are needed to support the programme, authorize legal decisions, facilitate organization development, or just provide critical information. This level includes: the project's Steering Committee, Government agencies in the area, PLP, the Ministry of Health, the Ministry of Education, etc.

3.5 Identification of key functions

To develop a social marketing programme for on-site sanitation improvement (SIP) a comprehensive analysis must be undertaken of all tasks to be performed. Related tasks

are then grouped as key functions which are to be executed by selected job holders. Any gap between the desired job performance and the actual performance of job holders is analysed to identify training needs and develop training programmes to bridge the gap.

As such these basic steps in training development must be undertaken in close consultation with the forthcoming Investment/Implementation project. Anticipating the results of this joint effort the following SIP key functions are identified :

Program-management, including set-up, activity coordination, monitoring and personnel management.

Daily-programme-coordination at kampung level (for instance by a Sanitation Improvement Committee: SIC) to back-up individual programme intermediates and process all household applications.

Constructionadvise for households including technical feasibility surveys, budgetting, construction supervision, all on behalf and in the direct interest of the adopter.

Sanitation-communication, including all efforts as undertaken by the intermediate target groups, but also the professional approach as needed to activate intermediates, to conduct hearings and undertake individual house calls successfully.

Sanitation-engineering including a general kampung survey, technical decision making which cannot be handled by the construction advisor, and material supply and project management.

The programme : 17 communication packages

4. THE PROGRAMME: 17 COMMUNICATION PACKAGES

As summary of Chapter 3, a typical Sanitation Improvement Programme (SIP) can be outlined as follows :

STAGE 1 WARMING-UP

1. involve local organizations
2. create problem awareness
3. introduce new solutions
4. involve mass-media

STAGE 2 INFLUENCE DECISION MAKING

5. obtain authorizations
6. construct example facilities
7. conduct hearings for men
8. conduct hearings for women
9. arrange school programmes
10. arrange puskesmas programme
11. arrange religious approach
12. arrange supplier marketing

STAGE 3 SUPPORT CONSTRUCTION PROCESS

13. train construction advisors
14. train contractors
15. train self-helpers

STAGE 4 SUPPORT USE AND MAINTENANCE

16. inform and motivate users
17. arrange public services

In the pages overleaf each individual package is further justified and detailed in terms of objectives, target groups, media and executives. Also a start is made to indicate some critical points to monitor the progress of each package.

Expressed in job titles, the above SIP key functions are covered by :

- one programme manager
- one construction advisor/communicator
- one construction manager / sanitary engineer
- one sanitation improvement committee (SIC) under the official chairmanship of the Kepala Kelurahan.

Together these jobholders form a typical project organization, a task force which is not permanent.

Sometimes tasks can be combined in one person : local leaders or NGO staff as communicators. Sometimes staff can be recruited from organizations active in the area: KIP staff as advisors.

One job might require several job holders for timely execution for instance to organize repetitive hearings, or to handle high number of applications.

PACKAGE 1. INVOLVE LOCAL ORGANIZATIONS

Justification

The process of change cannot be started and sustained without the participation of community leaders, construction supervisors, contractors, teachers, health workers, etc. It is anticipated that before these intermediate organizations and persons can undertake their tasks successfully, a distinct communication package is required to activate them and consolidate positions.

Objectives

- brief all individuals who play a role in the programme
- establish a sanitation improvement committee (SIC) at kampung level as organizational entry for campaign management and back-up possibility for campaign executives
- identify a sanitation advisor who will personally guide and supervise all construction stages for all adopters
- identify possible training needs of individuals

Target-group

- all campaign executives at kampung level

Media

- scripts for briefings
- appointments (surat tugas)
- job contracts
- guidelines for training needs analysis

Executives

- campaign planners

Monitoring

- to be specified

PACKAGE 2. CREATE PROBLEM AWARENESS

Justification

The use of rivers, drains and other public places for defecation is accepted as part of kampung life. The inconvenience of this practice may be felt and health risks may be known, but are compensated with the comfort of water availability, immediate disposal and other de-motivators. People with inadequate private facilities who pollute the environment may know the risks involved, but are apparently 'willing' to accept this and see what happens. They postpone corrective measures and sometimes become users of public places to solve their private inconveniences.

Objectives

- make sanitation a subject for discussion, reduce associated feelings of shame
- disseminate the message that pollution with human waste is basically wrong (risky, shameful, inconvenient) and needs not to be accepted anymore as a inevitable part of daily life.

Target groups

- users of public places and surface water
- users of inadequate on-site facilities

Media

- slogans on banners, posters, billboards, T-shirts
- comics and cartoons: a series of loose-leaf prints
- speaker-corners by community leaders
- leaflets for house to house distribution
- programme-calendars as give-away
- Executives
- formal and informal leaders
- pramuka for logistical support

Monitoring

- do people attend speaker-corners?
- do people show initial interest?
- do distributed media reach all households?

- are media displayed correctly (firm, visible)?
- do people wear T-shirts, stickers?
- do people discuss their positive/negative interest?
- firm decisions to change or start construction are not expected at this stage. However, any application to do so should be immediately dealt with.

PACKAGE 3. INTRODUCE NEW SANITATION FACILITIES

Justification

People with an initial interest to change their present sanitation practices could be unaware of the availability of feasible solutions for their problem. Consequently they lose their interest immediately. Or, conversely, by introducing attractive alternatives for sanitation practices which are not felt as a problem, the demand for these alternatives can be raised.

Objectives

- disseminate the message that feasible and attractive alternatives exist for present sanitation practices.

Target groups

- users of public places
- users of inadequate private sanitation

Media

- marketing slogans on banners, posters, billboards
- leaflets with simplified technical product information for house to house distribution
- wall-chart at public places with product information

Executives

- pramuka for logistical support

Monitoring

- do people show interest in the new facilities?
- are boards, banners, charts exposed at public places?
- do disseminated leaflets reach all selected households?
- do people ask around where and how they can get the new facilities?
- applications for construction are not expected at this stage. Any application should however be dealt with immediately to maintain programme credibility and realize more example facilities.

PACKAGE 4. INVOLVE MASS-MEDIA

Justification

Package 2 and 3 could create problem awareness and initial interest in alternative sanitation facilities. But potential adopters will ask themselves whether the new product is a risk. This is a reasonable doubt. Most adopters can only once invest their money. Their confidence can be increased by showing functioning examples (package 6) but also by finding confirmation on TV, radio, and in local newspapers, that the new facilities are nothing experimental for one kampung. Messages in mass-media seem reliable just because they appear in those media. Mass-media give status to a message or product.

Objectives

- expose sanitation problems and alternative solutions through accessible mass-media.

Target group

- dissemination is hardly manageable and will not be restricted to the polluting households, but should at least include these target groups.

Media

- local newspaper(s): outline for articles
- local magazines: outline for articles
- local radio: outline for programmes
- local TV: outline for programmes
- local cinemas: advertising slides

Executives

- intermediates to mass-media (journalists, programme directors), but under campaign staff supervision to ensure content validity.

Monitoring

- do messages appear timely, within the related programme stage?
- are extra copies of printed media distributed in the selected kampung?

PACKAGE 5. OBTAIN AUTHORIZATIONS

Justification

Apart from the ultimate target group (environment polluters) and intermediate target groups (programme staff, community leaders) a more 'distant' level of supporting target groups is required. These groups and persons are expected to allow campaigns to proceed and sometimes to formally authorize detailed decisions. For example: the Ministry of Education could be asked to approve the inclusion of sanitation subjects in school curricula, permission must be given to construct pits under footpaths if this appears the only option, jobs must be created for construction supervisors, people who occupy semi-permanent kampung areas may want a permanent status before they invest in house improvements and, in general some authorities in the area must be informed on project activities as routine public relations.

Objectives

- inform relevant persons and organizations on project objectives, work plan, and progress
- obtain authorizations from selected government organizations as required to solve practical implementation problems.

Media

- project brochures, english and indonesian versions
- scripts for personal presentations with slides, diagrams, etc.

Executives

- PLP staff,
- SCST project
- Programme managers

Monitoring

- is there much spontaneous interest for the programme?
- is interest for the programme critical, suspicious, enthusiastic?
- do individual campaigns require (too) many authorizations?
- are authorizations given and, if not, to what extent does this influence the progress of the programme?

PACKAGE 6. CONSTRUCT EXAMPLE FACILITIES

Justification

People want to see what they buy and want others to buy first. Only then initial feelings of investment risks are reduced. Are bad smells really under control? Is the price really what the leaflet says or are there additional costs? How complicated is the building process? Is a twin pit something nobody else would opt for in the kampung? Is the composting process really automatic?

Example pits are required to prove their quality, to show the product, and start a process of spontaneous rumours, spreading the good news.

Objectives

- construct free of charge example sanitation facilities at public and private places

Target group

- early adopters
- campaignstaff living in the selected kampung (if they have no adequate facilities are available)

Media

- bill boards showing what is going-on
- public relation materials, like information leaflets available at the construction site and
- a construction supervisor who informs curious by-standers.

Executives

- contractors, labourers, supervisor

Monitoring

- make sure that the facilities work as they should: no bad smells, no blockages, no break-downs, no delays
- how many by-standers show interest and what sort of interest?
- other sub-campaigns are finished or just going-on. Any form public interest has monitoring value.

PACKAGE 7. CONDUCT HEARINGS FOR MEN

Justification

When the news has spread that on-site sanitation is available as solution for sanitation problems, potential adopters will probably have formulated their arguments in favour or more likely against such facilities. Many objections and questions may circulate in households and all sorts of rumours can be expected at community level.

To answer althose questions,rectify misunderstandings, and persuade a bit further, special hearings are needed as attempt to approach people at a more personal level.

Objectives

To amplify positive arguments or to refute negative arguments by providing information and profoundly discuss the subject to achieve consensus (mufakat, kebulatan tekad)

Target groups

- head of polluting households (kepala keluarga)

Media

- a training programme for hearing coordinators
- letters of invitation for priority households to join the hearing and explain its purpose
- three-dimensional displays of sanitation options
- exhibition of building materials and elements
- catalogue of toilet rooms,substructures, and improvement options
- wall-chart with general technical information
- a film or series of slides to recall the problem
- sound equipment for audibility and musical entertainment
- subscription list for subsequent house-calls
- extra's: free drinks, cigarettes .

Executives

- sanitation communicators, in close cooperation with lower government officials (kepala kelurahan)

Monitoring

- how many invited people joined the hearing?

- did they participate actively?
- how many people signed the subscription list?
- did the hearing coordinators perform well?
- is a subsequent hearing required for the same group?
- number of participants be reduced next time, can it be increased?

PACKAGE 8. CONDUCT HEARINGS FOR WOMEN

Justification

Women are a distinct entry to households, acting from their own point of view and interest in household condition. Women are in charge with (part of) household budget for daily supplies and maintenance. Women 'conveniently' combine defecation with household tasks which must be done near surface water (washing clothes, dishes, children). Women are caretakers of a house and must seek unpleasant toilet facilities in the neighbourhood, whereas working husbands could have their own facilities away from the kampung, in offices, factories. Women experience the inconvenience of toilet training for their children if on-site sanitation is inadequate, dangerous or absent.

Objectives

Incite women to express their arguments in favour or against private sanitation and amplify positive arguments or refute negative arguments by providing information and by making use of Indonesian style discussion techniques.

Target group

- women from polluting households

Media

- training programme for hearing coordinators
- letters of invitation for priority households
- three-dimensional displays of sanitation options
- exhibition of toilet elements and materials
- catalogue of toilet rooms
- wall-chart with health information
- a film or series of slides to memorize the problem
- sound equipment for audibility and musical entertainment
- subscription list for subsequent house-calls

Executives

- hearing coordinators, in close cooperation with PKK, pengajian, arisan groups, etc.

Monitoring

- how many invited women joined the hearing?

- did they participate actively?
- how many people signed the subscription list?
- did the hearing coordinators perform well?
- is a subsequent hearing required for the same group?
- should the number of participants be reduced/increased?

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PACKAGE 9. ARRANGE SCHOOL PROGRAMMES

Justification

The influence of a child on household decisions is of course limited, but as one informant during kampung visits phrased it: 'A child who comes home with the message that he should use a safe toilet, can make his parents feel ashamed of themselves because they do not have such a facility'.

Objectives

Familiarize school children with the idea that toilets and sanitary habits are critical parts of personal hygiene, comfort and public responsibility.

Target groups

- school children (grades to be specified)

Media

To be developed in close consultation with the Ministry of Education and local teachers to ensure the authorization and feasibility to include new learning subjects in existing education programmes. Possible media to be included :

- sanitary building kits (to be taken home!)
- stories on sanitation habits (to be taken home!)
- comics (to be taken home!)
- posters in class-rooms e4tc.
- calendars in class-rooms, corridors, toilets
- improve school sanitation facilities if these appear inadequate, even in children's eyes
- quizzes, with prizes

Executives

- teachers and school boards

Monitoring

- to be specified

PACKAGE 10. ARRANGE PUSKESMAS PROGRAMME

Justification

In all communication packages public and even private health risks are deliberately left out as motivator or 'sales argument' for on-site sanitation. People could be educated to understand such relationships, nevertheless they rarely change risky sanitation habits on the basis of such knowledge. There is one exception to this rule: people who are personally confronted with a more than normal outburst of excreta-related diseases in their household or neighbourhood are temporarily more sensitive for health arguments.

Objectives

- to distribute information and personally consult people (patients) on the necessity to check sanitation facilities as possible source of contamination.
- to keep records of excreta-related diseases

Target groups

- patients with excreta-related disease (and their escorts)

Media

At this particular campaign stage the project does not prepare media for typical health education topics such as washing hands, cleaning toilets, boiling water, solid waste disposal, etc. These subjects will as such not influence the decision to construct or improve private sanitation. At longer term, after the construction, comprehensive health and an environmental care programme must of course be developed to improve health conditions.

Possible media

- wall-charts, calenders, slogans in waiting rooms
- leaflets for individual patients
- briefing scripts for doctors, nurses
- format for health statistics

Executives

- doctors, nurses

Monitoring

- to be specified

PACKAGE 11. ARRANGE RELIGIOUS APPROACH

Justification

Personal hygiene and the acceptable limits of public pollution with human waste are related to religious (Islamic) concepts and rules of behaviour. Observable sanitary habits could reflect those concepts and rules and, if not so, the same concepts and rules serve as prescriptive ideas. Ulama'as can contribute in their own way to influence the decision-making process. They can do so on any Friday for large groups of men women an children.

Objectives

- convince ulama'as to spend at least one series of sermons on sanitation improvements as part of religious duties.
- obtain permission to expose campaign materials near the mosque entrance

Media

- scripts for ulama'a, probably prepared by ulama'as
- selected campaign materials displayed near the mosque

Executives

- ulama'as or selected chotib (speakers) in consultation with campaign planners
- religious study groups (pengajian)

Monitoring

- mix with people after praying time to check reactions
- do people show interest for campaign materials near the mosque?
- preferably, the Friday selected for Ulama sermons, falls in the week wherein programme stage 2 takes place

PACKAGE 12. ARRANGE SUPPLIER MARKETING

Justification

Present PLP sanitation improvement policies do not include financial support for on-site sanitation in terms of subsidies or material supply for construction. This implies that free-market mechanisms will determine the continuity of material supply and the construction costs. Building material suppliers (toko bahan bangunan) in the area should start early product promotion for 'bahan sanitasi'. This is in their own financial interest (if they recognize pits as market) but also a project interest :

Objectives

- identify interested shopkeepers
- perform quality checks of available building materials
- explain necessity to supply all required materials as one package
- stimulate prefabrication of pit covers, switch boxes etc.
- discuss price limits and possible discounts
- raise interest among shopkeepers to supply construction information for self-help
- define commercial advertizing possibilities .

Media

- personal contacts
- technical brochures for shopkeepers
- hand-outs for the customers
- selected project posters
- commercial slogans and pictures in the shop
- production manual on prefabrication if pit covers

Executives

- initially : programme managers.
- later : shopkeepers

Monitoring

- to be specified

PACKAGE 13. TRAIN CONSTRUCTION ADVISORS

Justification

People who are seriously interested in on-site sanitation can not be expected to figure out how they should proceed on their own. A sanitation construction advisor is needed who takes over such complicated tasks as design, cost calculations, cost reduction possibilities, building specifications, contracting, supervision, all on behalf of the client. From the clients point of view this advisor does not work in the interest of the programme. He is a man to be trusted not an outsider, but preferably selected from the kampung itself.

Objectives

- identify interested construction advisors
- identify training needs of candidate construction advisors
- create a job for the advisor
- implement training

Target group

- construction advisor

Media

- training programme (details to be specified)

Executives

- campaign planners
- sanitary engineer/trainer

Monitoring

- to be specified

PACKAGE 14. TRAIN CONTRACTORS

Justification

- to be specified

Objectives

- identify interested contractors
- identify training needs
- implement training programme
- formalize working arrangement between contractors and the programme.

Target groups

- selected contractors

Media

- guideline for briefings
- training manual for contractors
- building specifications
- hand-outs on specific skills
- example facilities as training exercise

Executives

- sanitary engineer
- campaign planners

Monitoring

- to be specified

PACKAGE 15. TRAIN SELF-HELPERS

Justification

To reduce the building costs, households can do parts of the construction activities themselves with or without the help of friends or family members.

Objectives

- inform on those construction activities which can be done by the household

Target groups

- households interested in self-help

Media

- scripts for personal advise
- leaflets

Executives

- construction advisor

Monitoring

- (to be specified)

PACKAGE 16. OPERATION AND MAINTENANCE INFORMATION FOR USERS

Justification

Sanitation facilities as such have no health impact, if critical operations and maintenance practices are not observed.

Also, upon construction completion the programme should allow time to handle after sales servicesz for malfunctioning facilities and structural defects.

Objectives

- inform on necessity to really use the facilities
- inform on O&M: cleansing, flushing, pit-switching, emptying on-site drainage
- inform on self-help possibilities for repairs.
- inform on public services for repairs and emptying.

Media

- leaflets
- free of charge maintenance kit: brush, bucket, soap, mirror, set of toothbrushes, and 'jagalah kebersihan' boards

Target groups

- households

Executives

- advisors
- puskesmas

Monitoring

- to be specified

PACKAGE 17. ARRANGE PUBLIC SERVICES

Justification

Pits have to be emptied regularly. This can be done by the user himself or a local private/government organization. Adequate public services are essential to consolidate human waste control and to motivate users.

Objectives

- train on pit emptying skills
- train on public services management
- train on repairs of facilities

Target groups

- (to be specified)

Media

- leaflet for self emptying a pit
- training modules for public services operations

Executives

- (to be specified)

Monitoring

- (to be specified)

The tools : Media master materials

5. THE TOOLS : MEDIA

5.1. Introduction

Media are used as tools to implement the 17 communication packages of the programme.

Within the programme framework each single medium gets its place and purpose. Media producers (textwriters, illustrators, photographers, technicians, trainers) are committed to work within this framework: Construction information for contractors will look different from the construction information for self-help. School children must be really able to assemble the building kits prepared for them. The language of official project presentations is tuned to the level of the target groups and will be different from the style used during hearings in the kampung.

In the pages overleaf all media as mentioned in the 17 communication packages are listed, providing an easy overview of the SCST project workload. For practical reasons the media are re-grouped in 4 categories :

- programme management support
- campaign implementation support
- training material support
- household support

5.2. Programme management support

1. task analysis of programme management
2. task analysis of construction advising
3. task analysis of contracted construction
4. task analysis of self-help possibilities
5. task analysis of public services
6. surat tugas for part-time executives
7. working contracts for full-time programme staff
8. format for construction contracts
9. briefing scripts for intermediate executives (teachers, ulama'a, puskesmas, etc.)
10. programme presentation for back-up organizations
11. project brochure
12. letters of invitation for polluting households
13. format for relevant health statistics
14. format for sanitation baseline maps

5.3. Campaign Implementation support

1. mobile unit, including sound equipment
2. slogans on sanitation problems
3. slogans on new facilities
4. commercial slogans for material suppliers
5. programme logo for general application
6. starter for public hearings (audio-visual, personal)
7. slides for local cinema advertising

8. outline for local radio programmes
9. outline for local tv programmes
10. outline for local newspaper or magazine coverage
11. calender and other useful give-aways like diaries, pencils
12. set of toilet accessories for adopters
13. sanitation stories for children
14. sanitation song for general application
15. comics and/or cartoons for schools and general applications
16. wall-chart with single pit construction summary
17. wall-chart with twin pit construction summary
18. wall-chart with septic tank construction summary
19. wall-chart on sanitation-health relationship
20. leaflets for patients with cholera, typhus

5.4. Training material support

1. training modules for programme managers
2. training modules for construction advisors
3. training modules for sanitation communicators
4. training modules for contractors
5. training modules for public services personnel
6. example sanitation facilities
7. detachable 3-dimensional models
8. technical brochures for material suppliers

5.5. Direct household support

1. catalogue of sub-structures
2. catalogue of toilet rooms
3. brochure for self-help
4. brochure on improvement options
5. posters on use and maintenance

The project : Media production management

6. THE PROJECT : MEDIA PRODUCTION MANAGEMENT

6.1. The media production process

The breakdown into single media as given in chapter 5 comprises the daily workload of the SCST project for the coming 10 months. As these media are directly related to the 17 communication packages, any change in the objectives or target groups of these packages will directly influence the media workload. Later, when the task analysis of programme key functions is completed, the media which are now generally titled as training modules can be further detailed in supporting media components such as view foils, hand-outs, slides, etc.

Upon PLP approval of the inception report actual production is started. To monitor the production, media production sheets will be prepared, defining: objectives, target groups, executives, design specifications and production progress check points.

Typical production process stages are :

- technical script writing
- design and layout sketches
- translations
- re-writes of texts in target group adapted versions
- illustrations and photography
- provisional masters and duplications for pre-tests
- pre-testing (Semarang, Solo)
- PLP approvals
- finalization of master materials

Some media (slogans, stories, briefing scripts, and forms) run quite fast through all stages. Other media will require all available project resources and intensive teamwork, eg. training modules, as forthcoming project documents, a comprehensive set with all production sheets will be submitted.

6.2. Reference materials

Media master material under production must reflect the PLP sanitation policy. Presently the following documents are used as reference :

- for twin pits: the comprehensive construction manual as produced under UNDP/INS/81/002
- for single pits: the above mentioned source
- for septic tanks: the MCK-Keluarga manual (JUDC Concarplan, pp 8-10; (more material required)
- for on-site drainage: no references required

- for general programming and approach: the TAG publications (UNDP/INT/82/002) and the monitoring and evaluation survey of demonstration units UNDP/INS/84/005.

6.3. PLP approvals

Throughout this inception report it is specifically stated or implied that the SCST project can proceed more successfully when some assumptions are clarified or confirmed by PLP approval. The following subjects deserve special attention :

1. Facility range

Is it accepted that the communication programme offers the following sanitation facilities as options:

- construction or improvement of single pits
- construction of twin pits
- improvement of septic tanks (no construction)
- construction or improvement of on-site drainage

2. Technical references

Is it accepted that the project uses the technical references as mentioned in chapter 6.2 to produce training modules, building specifications etc.?

3. Standardization

Does PLP prefer to standardize on selected building specifications: distance to wells, access for emptying services.

4. Kampung Selection

For pretest surveys and preparatory contacts the kampung for programme implementation has to be identified.

5. Subsidies

When substantial subsidies are provided to introduce on-site sanitation, factual information in media and programme packages require intensive review and changes. Are subsidies, or PLP construction projects, expected before the first campaign is implemented?

6. Programme staff

Does PLP accept the inclusion of full-time programme staff (planner, advisor, communicator)

How will these people be selected or recruited?

7. Programme layout

Is the phasing of the programme and the inclusion of 17 communication packages acceptable?

8. Authorizations

Is it feasible for PLP to obtain special authorizations as required to implement the programme (school curriculum, construction under footpaths, etc.) Virtually all authorizations could be initially discussed in the project Steering Committee at Ministry level.

9. Production approvals

After pre-testing media materials, the final detailed design for master materials will be submitted to PLP for approval.

10. External project coordination

The SCST project team depends on close cooperation with the Investment/Implementation project to produce valid and practical materials.

Jakarta, February 1986.