

Review of Pilot FSM Demand Creation Campaign in Urban Freetown



Freetown City Council



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FSM5 Conference

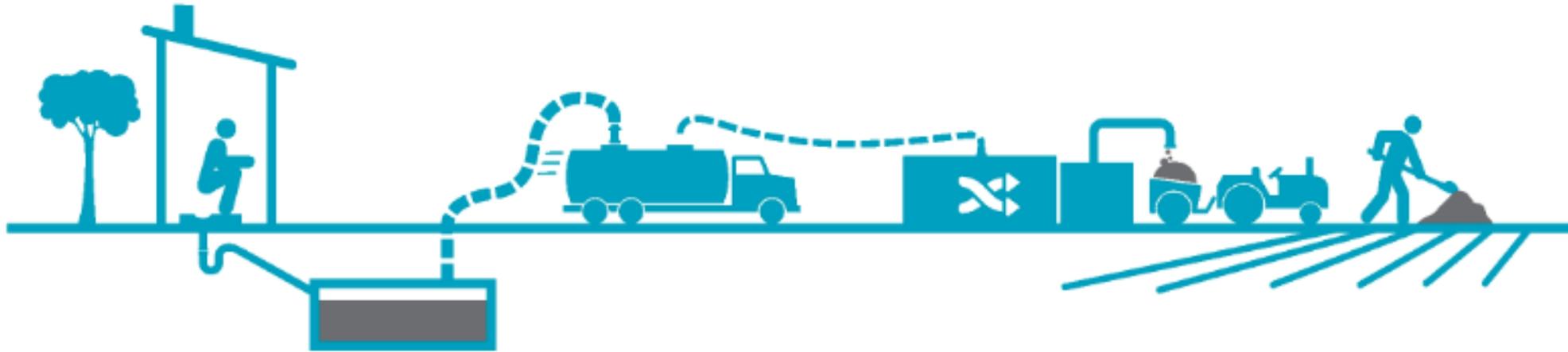
February 20, 2019

Freetown

- Capital city of Sierra Leone
- Coastal
- 2004 Devolution Act:
 - Sanitation: Freetown City Council
- 1.1 million people
- 60% in low income, dense areas
- Mountainous
- 30% not accessible to Vacuum Trucks



Freetown Sanitation Value Chain



CONTAINMENT >	EMPTYING >	TRANSPORT >	TREATMENT >	REUSE/DISPOSAL
<p>-90 to 95% on-site</p> <ul style="list-style-type: none"> • 30% septic tank <ul style="list-style-type: none"> • 58% pit • 6% CBD 4km of sewerage network emptying into sea • 5% OD, hanging toilet >70 public latrines 	<p>-Some pits or tanks emptied directly to surface drains</p> <p>-Some MPEs: Gulper II, rakes, digger</p> <p>-8 operational VT (public and private)</p>	<p>-Inconsistent VT</p> <p>-Some MPEs: barrels</p> <p>-No transfer stations</p> <p>-One designated site in West</p>	<p>-NO TREATMENT</p> <p>-Polders and drying bed in progress</p>	<p>-NONE</p>



GOAL/Freetown City Council FSM Project

- AIM: Decrease the amount of untreated faecal sludge in the environment
- 2015-2016: Context analysis with WSUP-A: Focus emptying, transport, sanitation governance
- Site visit to Dakar

1. Regulatory Environment and Improved Public Infrastructure for FSM

- FSM Unit within Council
- Call Centre
- Inspection Officers
- SOPs for private emptiers

2: Private Sector Entities in collection and transport of FS

- MPE modified equipment, health and safety training
- Business Development Support to VTOs
- Purchase a VT and support SLA for council and private sector



Demand Creation for FSM Services

WHY

- 2017 Survey
- 61% HHs ok to dump FS in drainage in rainy season
- 36% HH dump garbage into latrines
- 65% of HHs don't know a single service provider within their community



WHAT

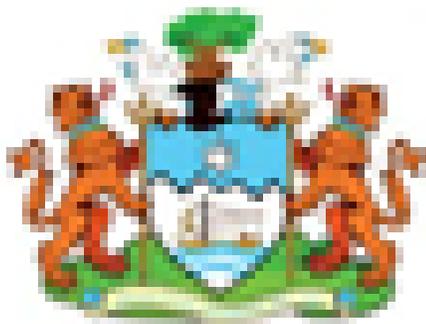


Call the FCC Call Centre for help, advice, book a service



Promote Vacuum Truck Emptying

With WHO



FCC



MoHS

Targeted To:
Urban Freetown-ians



3 Messages

- Empty your septic tank or latrine on time
- Do not ignore a broken latrine or septic tank
- Do not put solid waste into your latrine



HOW

• Iterative design work



EMPTY YOUR LATRINE OR SEPTIC TANK **ON TIME!**

Call the emptying call centre!

Allowing your latrine or septic tank to overflow spreads diseases, harms the environment, gives an offensive odour, and you could be fined or go to prison.



Freetown City Council SEPTIC & LATRINE Call Centre

Help - Advice - Book a Service

030 088 713 / 079 063 044



HOW

- TV: story board to editing

LOOK AFTER YOUR LATRINE AND IT WILL LOOK AFTER YOU!



LOOK AFTER YOUR LATRINE AND IT WILL LOOK AFTER YOU!

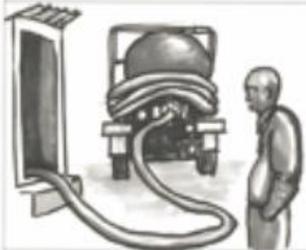


DON'T THROW SOLID WASTE IN THE LATRINE!

4 KLIN LATRINE
Freetown Latrine Helpline
HELP - ADVICE - BOOK A VISIT
079 052 888



LOOK AFTER YOUR LATRINE AND IT WILL LOOK AFTER YOU!



EMPTY ON TIME!

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Freetown Latrine Helpline
HELP - ADVICE - BOOK A VISIT
079 052 888



LOOK AFTER YOUR LATRINE AND IT WILL LOOK AFTER YOU!



DON'T IGNORE A BROKEN SEPTIC TANK!

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Freetown Latrine Helpline
HELP - ADVICE - BOOK A VISIT
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LOOK AFTER YOUR LATRINE AND IT WILL LOOK AFTER YOU!

**YOUR LATRINE
YOUR SEPTIC TANK
YOUR RESPONSIBILITY!**

4 KLIN LATRINE
Freetown Latrine Helpline
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Demand Creation for FSM Services

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WHO

- Stakeholders
- FCC
- MoHS
- VTOs
- Community
- Target Audience
- Urban Freetown

WHAT

- Inform about service providers
- Types of service providers
- Health and economic impact
- FCC enforcement

HOW

- Pre-tested messages
- Visually appealing, branded artwork
- Mass media campaign
- Social mobilisation and sensitization

WHEN

- Joint launch with the FCC FSM Unit Call Centre - November 2017
- Funding until December 2018





Community Engagement and Social Mobilization

Meetings with:

- Councilors
- Chiefs
- Religious Leaders

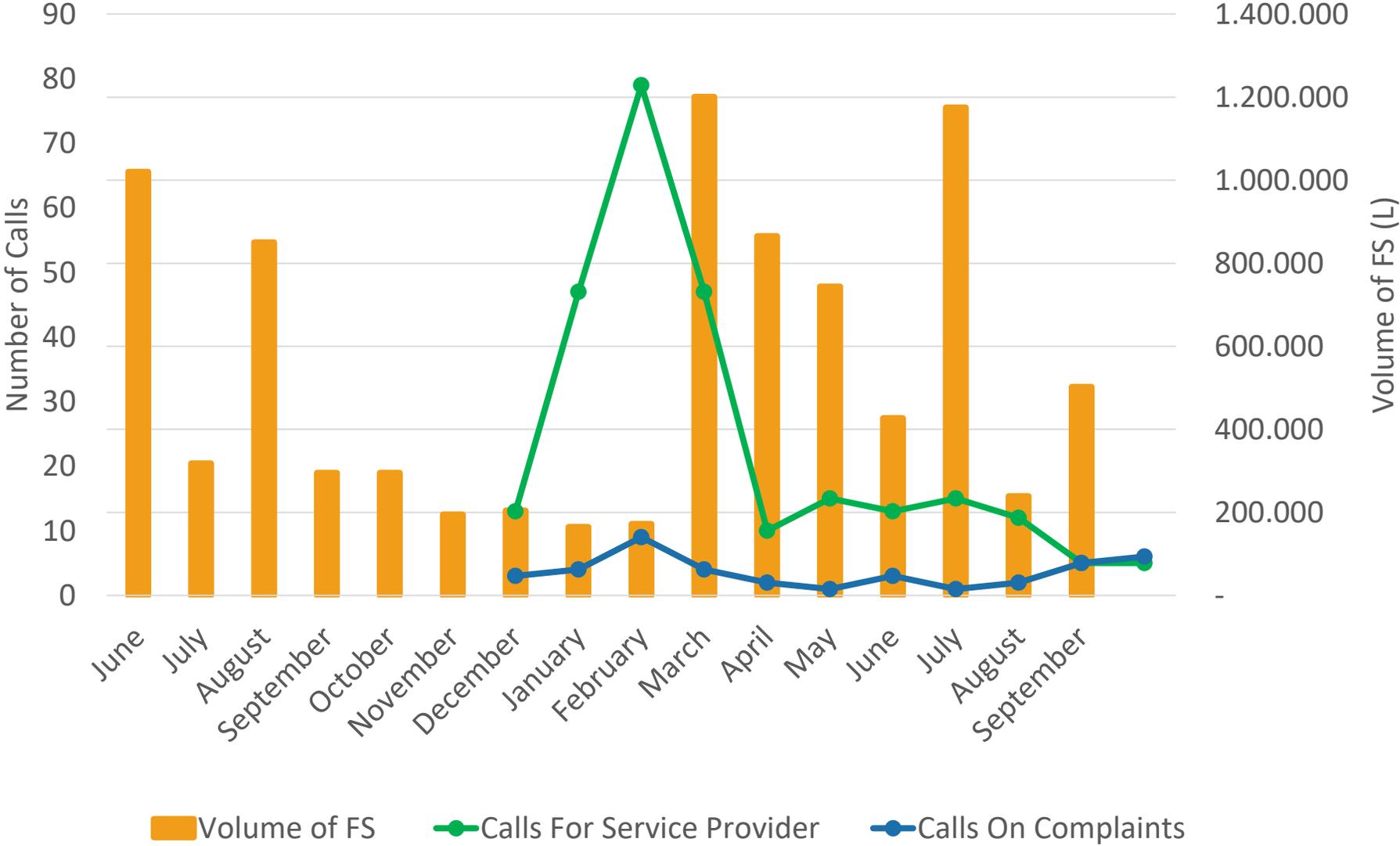
Social Mobilization

- 14,160 HH in 28/49 wards
- Handed out flyer
- Discussed campaign
- Asked questions



Results

Kingtom FS Volume and FCC/FSM Call Centre Data 2017-2018



Lessons Learned



Implementation

Ministry and district level ownership

No GOAL logo

Engaged w/ community influential leaders

Community engagement is key



Messages

Provide enabling environment for each message

Highlight complaint mechanisms

Reassess media platforms

Should have included MPEs



Future Plans

Understand drop in calls

Pilot community dialogues

Need to tie into larger sanitation marketing plan

FCC advertising department

Easy to remember number

Combine w/ Regulations and Enforcement

Need more time!



Thank You

- Acknowledgments:

GOAL Sierra Leone Team

Freetown City Council

Manual Pit Emptiers

Vacuum Truck Operators

Citizens of Freetown

Research and Implementing
Consultants

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