



# Innovative Citywide FSM Marketing: Experiences from Kampala, Uganda

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Together we can transform Kampala city

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# Overview of Kampala City

## Kampala, Uganda



Uganda



189 Km<sup>2</sup>



Population 1.5 million

Daytime Population 3 million



60%

live in informal settlements



Kampala

### CAPITAL CITY

- Uganda's Capital and one of the fastest growing cities in sub-Saharan Africa

### GEOGRAPHY AND LANDSCAPE

- At the Peripheral of Lake Victoria
- A city of hills and valleys with natural wetlands and streams

### URBANISATION

- Rate of urbanisation is 5.2%.
- Expansion of Informal developments over the past years

### POPULATION

- 1.5 million resident population
- Estimated to double during the day

### ECONOMIC POWER CENTER

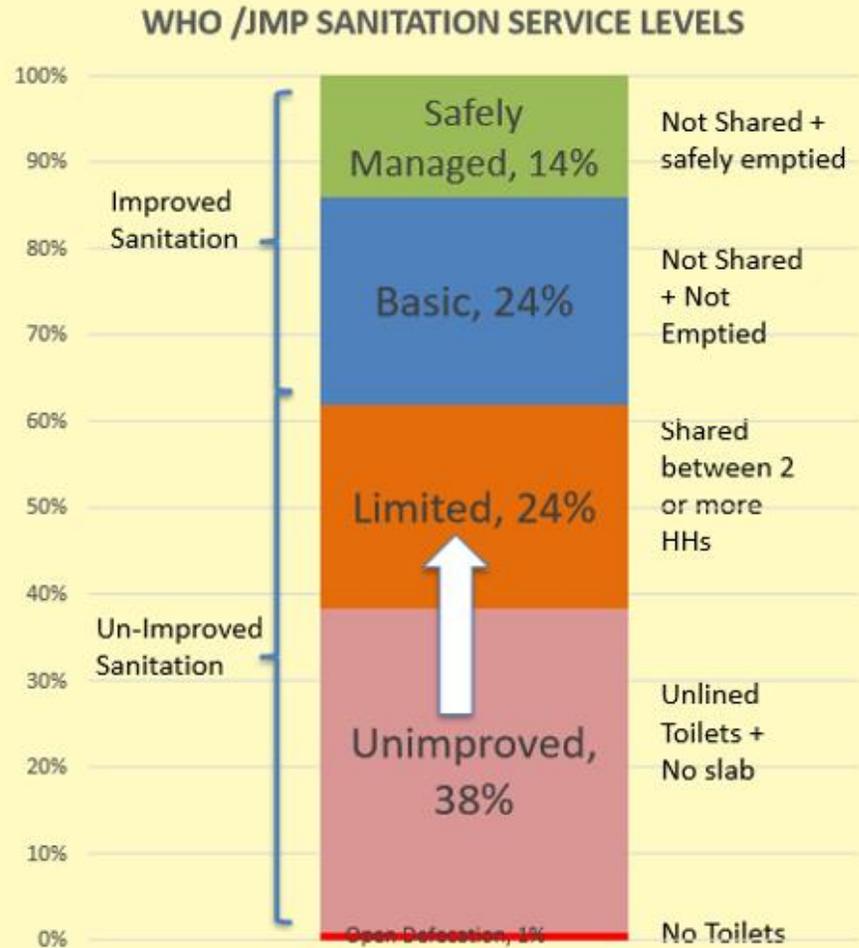
- Contributes over 60% of country's GDP
- Hot spot for industries, commercial and business enterprises

### SOCIAL-CULTURAL HUB

- Hub for Cultural, religious, recreation and entertainment

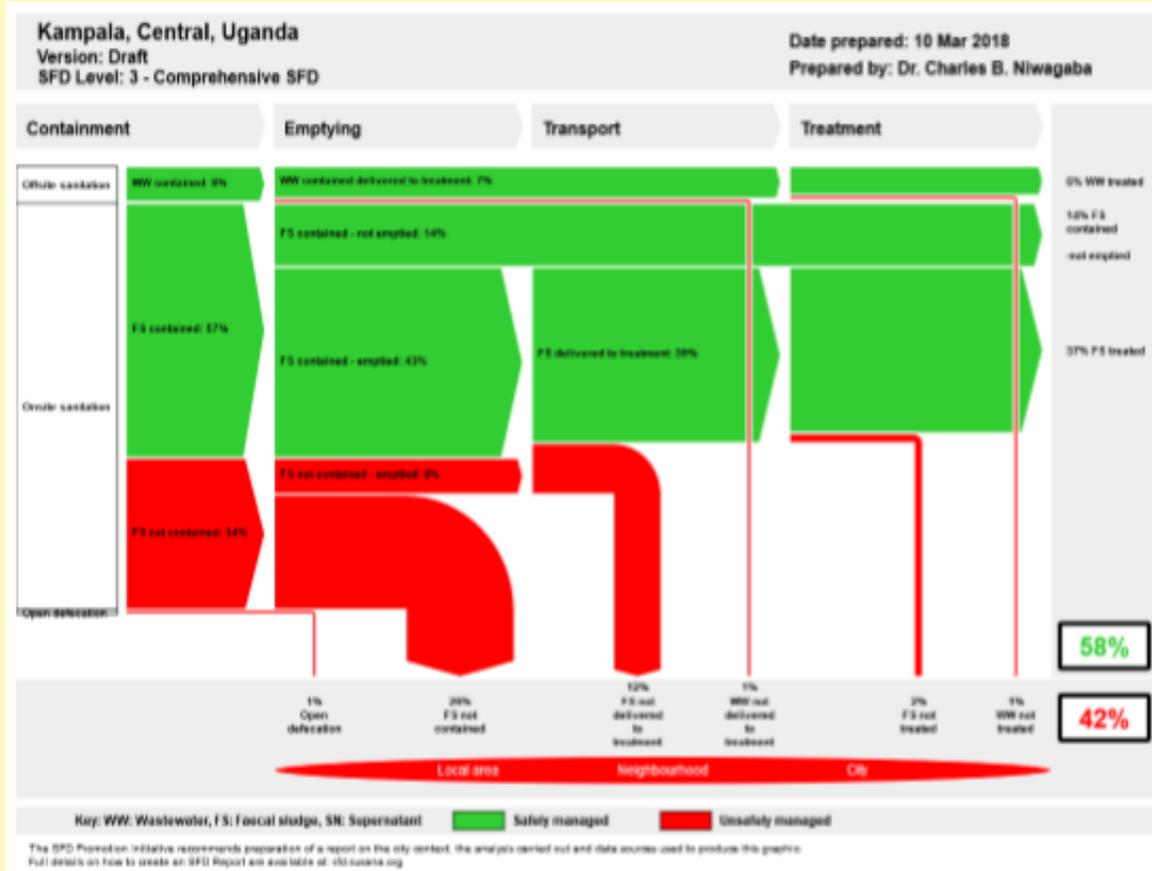


# Sanitation Situation

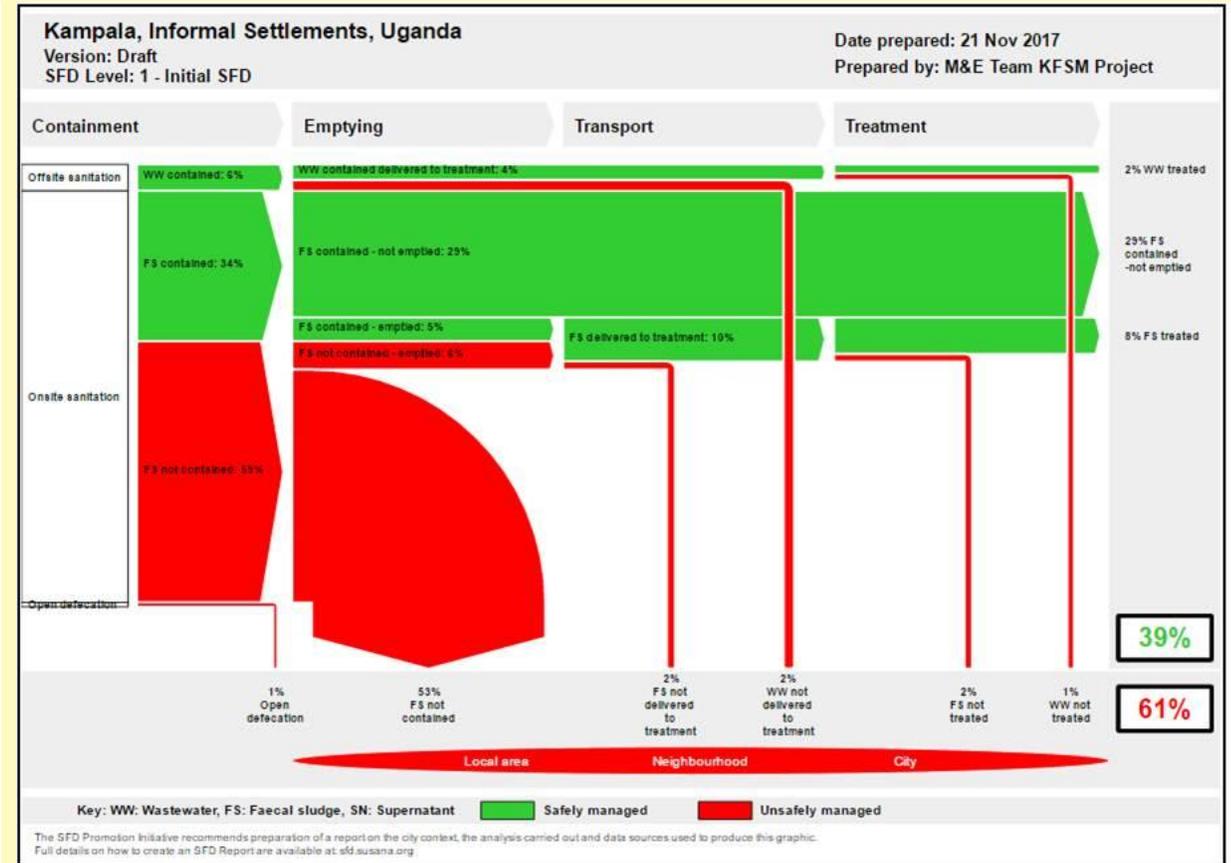


# Sanitation in Kampala: Overview (SFD)

## FORMAL SETTLEMENT

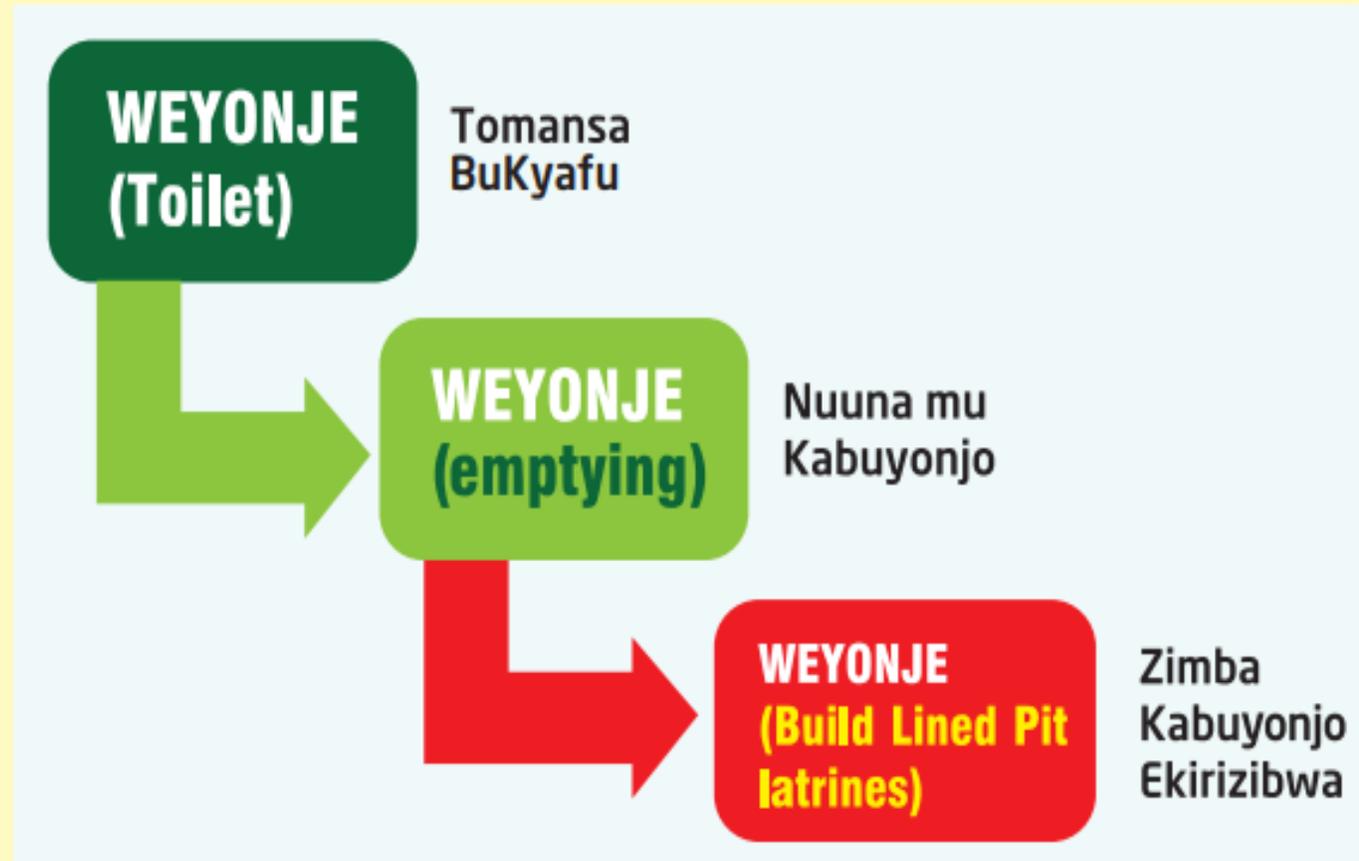


## INFORMAL SETTLEMENTS



# Objective of the Citywide FSM Marketing

To increase safe pit faecal sludge emptying by land lords and care takers in informal settlements by 25%thereby reducing the unsafe FS emptying from 57% to 43% by 2019.



# Approach

- Testing communication messages and materials in pilot parishes
- Engagement of leaders
- Community activation meetings
- Selection of champions (CATs)
- Initial community assessment
- Landlord meetings



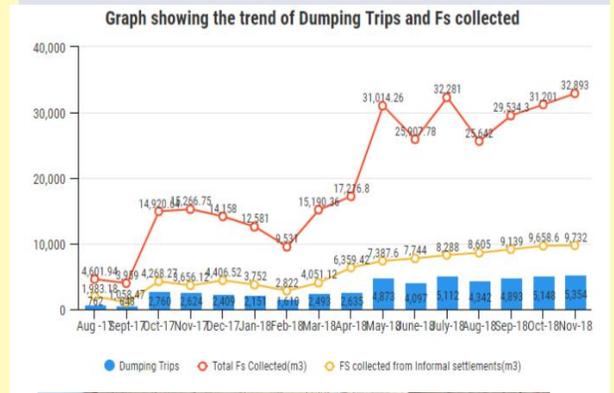
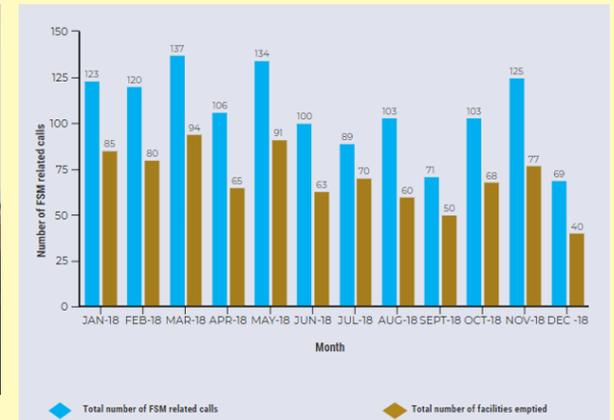
# Behavioral Change Communication Strategy





# Findings

- Increased emptying from informal settlements of Kampala 25%-40%
- Construction of new emptiable toilets
- Political involvement
- Increased community participation



# Lessons learned

- Community /stakeholder participation
- Political involvement for ownership and sustainability
- Capacity building is crucial for the implementation team
- Integration of the marketing program into the citywide development agenda
- Resource mapping is critical to set realistic targets and timelines for the campaign and approaches

**THANK YOU FOR YOUR  
ATTENTION**

