for hygiene and sanitation

Hygiene Centre
LSHTM
CITY TYRES
TRUCK THE BEST.
www.superamma.org
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
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<tbody>
<tr>
<td>Assess</td>
<td>Build</td>
<td>Create</td>
<td>Deliver</td>
<td>Evaluate</td>
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</table>
evo-eco model

body

physical environment

setting

behaviour

motivated

reactive brain

executive

social

biological

evolutionary ecological model
(Rolls 2005)
Assess

What is known
What is not known

Define target behaviour

Hypotheses

Formative research plan

FRAMEING
Build

Behaviour centred
FR

Video

Motive
mapping

Behaviour
trials

Daily
routine

Settings
stories

Analysis

INSIGHTS
Motive mapping

cartoon strip of a target behaviour, followed by feedback characteristic of a particular motive (e.g., a high-ranking person says ‘well-done’ to represent status).

Informants then rank the various motives.
Create

Key levers

Context

Brief

Reverts

Channel strategy

Testing

Campaign plan
nurture  
disgust  
status  
social norms  
success
In this village, there lived two women. One was called Kamala. And the other was Vimala. Now, Kamala was very active. Others used to say she could do two people’s work. But, Vimala was exactly the opposite, she was so lazy rumor had it that people would yawn just passing by her yard. Besides, she was short tempered and you could hear her dishes clattering right from the road!
Style
Deliver Budget Channels

Training Management, supervision Roll-out

Monitor
<table>
<thead>
<tr>
<th>View</th>
<th>Intervention</th>
<th>Control</th>
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<tbody>
<tr>
<td>HWWs is good manners</td>
<td>84%</td>
<td>21%</td>
</tr>
<tr>
<td>HWWS protects children</td>
<td>63%</td>
<td>2%</td>
</tr>
<tr>
<td>HWWS leads to success in life</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>Everybody around here WHWS</td>
<td>35%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Results of the SuperAmma campaign after 12m

- **Intervention in first half of villages**
  - Baseline: 2% handwashing
  - 1st follow up: 4% handwashing
  - 2nd follow up: 6% handwashing
  - 3rd follow up: 19% handwashing

- **Intervention in control villages**
  - Baseline: 29% handwashing
  - 1st follow up: 29% handwashing
  - 2nd follow up: 37% handwashing
  - 3rd follow up: 29% handwashing
Get a Toilet!
Demand Proposition Development
August 2013
Ethnographic research in Vietnam & Cambodia
Reviewed circa 50 documents
Consulted experts
To create our 35 starter insights...

...which created a sturdy foundation for the rest of this work.
Process – Experts Interviewed

Dr Val Curtis
London School of Hygiene & Tropical Medicine

Dr Kamal Kar
Community Led Total Sanitation (CLTS)

Therese Dooley
UNICEF

Ina Jurga
WASH United

Jack Sim & Sundeep Vira
World Toilet Organisation

Mimi Jenkins UCal

Jocelyn Wyatt
IDEO

Danny Alexander
IDEO

Olivier Kayser
HYSTRA

Andy Narracott
WSUP

Chitralekha Choudhury
Gram Vikas

James Inglesby & Ali Morpeth
Unilever
Process – BCA Workshop

Who was involved?

**LSHTM:** Dr Val Curtis, Hygiene Centre.

**Unilever:** Francesco Patimo & Carolyn Jones, Domestos; Pippa Milles & Sarah McDonald, USLP Team; Lisa Hawkes, Dawn Farren, Lynda Granger, R&D Unilever;

**Kimberly-Clark** – Adria Tarrida, European Brand Manager.

**WASUP** – Sam Parker, COO & Hugo Macklin, George Michael.

**Shruti Grover** – RCA.

Irene Jeffrey & Helen Trevaskis – Marketing Mums.

What was involved?

Three days in central London. **Day One** – clarifying our target audience and their current behaviours, then developing insights and starting propositions for each Hotspot. **Day Two** having ideas around the propositions with most potential. On the **Final Day** (after Marketing Mums spent a day consolidating) selecting which propositions worked best, collating them under the 5 Levers headings, and discussing how they might be taken into research.
Stop the Spread - Ideas

Create a **compelling visualisation** in an advert of how how poo is trafficked around a community into the home from formal and informal defecation spots.

The Ghana handwashing advert does this brilliantly for soap use.

Use **worms** as an indicator of contamination spreading from toilets into hands into mouths.

Create a campaign where it looks like it’s a worm treatment being sold but actually it’s toilets. Like a fake medicine box with a toilet advert inside.

[http://www.globalhandwashing.org/resources/videos](http://www.globalhandwashing.org/resources/videos)
We’re Not Animals

This proposition was inspired by this WASH communication which our experts stated has triggered movement from open defecation to a home toilet.

The image is disgusting but also has an implicit status message – I’m above that.

A couple of takes on this were suggested...

Compare it with other things people would never do like animals (e.g. eating).

http://www.youtube.com/watch?v=QxiHnhm8MCw

Or turn the tables to show dogs being more civilised than us – at school, at work, getting married, etc.
Create a PR stunt where a lone guy wanders onto the cricket pitch, wearing his lungi with his little pot of water and starts to squat before realising he’s all on his own - and being watched. A message comes up on a screen “Don’t be left behind everyone else get a toilet”.

Households name the date they plan to get a toilet by and then have a plaque put on their door. (They could be incentivised to complete on time). Even if it’s a long way off they get a plaque. These make visible intention and puts social pressure on others to commit too.
No Prying Eyes

A Prying Eyes campaign with big eyes on billboards and near open defecation sites.

If we are clever these could have a double impact: a trigger to purchase as they heighten anxiety around being watched and, for those with prying eyes, a reminder that they are not invisible... The link below shows how in a social science experiment eyes encouraged 'good' behaviour.

http://www.sciencedaily.com/releases/2006/06/060628091247.htm

This more humorous take focuses on boys who maybe do the prying. Inspired by Kamil Kar's anecdote about more toilets leading to less boys up palm trees trying to spy on the girls once toilets were installed!

“What Sanjeev does now...” would show a wistful Sanjeev who since stopping spending all his time watching the girls has had to find other things to do. As a result his studies improved, he got a good job and now works in IT and has been able to buy his own family a toilet, TV, fridge, bike...