

WASH Behaviour Change IEC-Campaigns- Media

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First a salute

Congratulations
Well done

How many times you heard

Jan Andolan
People's Movement

Familiar ? Who ? Why ?

The largest behaviour change program in the world
(DB, MSC)

Mask, Hand WASH, Social Distance
(DGD, DB-KB)

Our Own JJM- What ?

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JJM looks to create a jan andolan for water, thereby making it everyone's priority..

- 1st 5 sentences of introduction on website

BCC (IEC) is central

IEC is not support but essential to
WASH proliferation

- Given the scale, resources, social milieu of India –
 - more if sunset clause added

IEC Objective in Guidelines

Drive positive behavioral changes among stakeholders with respect to judicious use of water, safe handling and storage, ownership of water supply system, etc.

- create awareness and motivate people to take up affirmative action for protection of drinking water sources and against misuse of water;
- create awareness and motivate people **to conserve water resources; (JSA)**
- promote behavior change towards **health and hygiene** aspects; (SBM/ Covid)
- have effective communication strategy involving all stakeholders;
- inculcate **sense of responsibility** to manage, operate & maintain their water supply systems to ensure service delivery(sustainability)
- encourage community contribution towards capital cost to instill '**sense of ownership**'; (My tap)
- encourage community **to measure water and promote water tariff/ user charges;**

Focus/ What Triggers/

- Address Mind
- Toilets rolled in mind (disgust, love, dignity, security)
- *Mujhe Shauchalay Chahiye* (children)
- Life and Death in Covid

Let Context Decide Medium

Determines both Medium and Message : Formats, Platforms

Communication is what they (he, she, child) sees/ hears/ reads not
what you speak/ show

KABP

Language, age, gender, handicaps, priorities

Heavy surround of media- but you need to communicate

- Mind the Cost – public money-(Monitor Impact)

Conversation

Campaign: Don't haunt in forest, select prey

- ODF India : Use the Toilet
- Reduce infant mortality (Breast feed)
- SBM Urban 2.0: Fully Clean City : ODF++ (Garbage Free City)
better segregate
- Tax Collection (Little Tax, Lot of Peace)
- JJM : Decide – conserve water, water quality, maintain tap?

Pick up Partners

- Who perform better, pay better
- Corporate, Media, DPs (everyone's business)
- Seek convergence (be selfish)
- Task allocate, accountable sharing
- Ride the horses
- SBM Style (Dalberg)

Jan Andolan when citizens lead

Communicator in Chief

PM CM DM VM- advocacy

Envoys as Activists - A&A &A and the rest

Demonstration communication

Women, Girl child !! Children !!

Common man with 'my tap'

When influencers demonstrate – clean, conserve, fix the tap

Democratise your Mission

Olympic torch effect (Jal events with millions of real people)

Media

Get on to their agenda
(avoid commercial relationship)

Forge partnership

Optimise Public/ G Media

Understand and use

Write and Speak

Connect with People
Celebrate 2024