

# Water is everyone's business: Social marketing to motivate water committees and communities – insights from Solomon Islands, Vanuatu & Fiji

Mark Love and S. Funubo

C. Benjamin, K. Kotra, C. Beal, H. Bugoro, N. Panda, H. Molitambe, G. Theophile, J. Hagabore, D. Manvoi, L. Peters, S. Pene, P. Wainimala, S. Shrestha, & R. T. Souter

International WaterCentre, Griffith University, Solomon Islands National University, The University of the South Pacific (Vanuatu, Fiji), Department of Water Resources (Vanuatu), Vanuatu Red Cross, Ministry of Health & Medical Services (Fiji), Plan International, Live & Learn (Solomon Islands)



**WATER  
&  
WASH** 2023  
FUTURES  
Achieving SDG6 in a Changing Climate



#WaWF23

# Issue

**CWM is the regional norm:** Water systems installed (with community support), handover with some basic O&M training

- **High failure rate** due to a lack of...
  - Proactive maintenance
  - Risk management for local conditions
  - Water Committee activeness & sustainability (membership, motivation, community engagement)
  - Financing (to support system functionality)
  - **Community support & collective action**



# What is social marketing?

**Social marketing** = the use of marketing principles & techniques to change behaviours for the greater social good

- Social marketing programs
  - **health products** (e.g. condoms, mosquito nets)
  - **services** (e.g. family planning)
- Marketing **ideas** and **lifestyle changes** (e.g. health promotion campaigns)
- Pacific --> social marketing focused on changing behaviours to reduce the NCDs
- **Our approach:** The use of video's as medium for social marketing to promote and mainstream CWM (testimonials/opinions) – Formal and informal contexts
  - Focused on: water committee membership, self-reliance & collective action



77 million couples saved from unwanted pregnancies.

# Water is Everyone's Business



## Videos

Solomon Islands  
*Strong Water Committees, Strong WASH Communities*

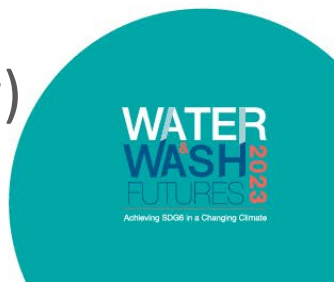
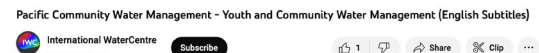
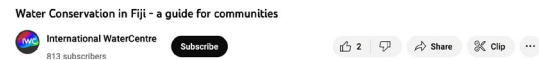
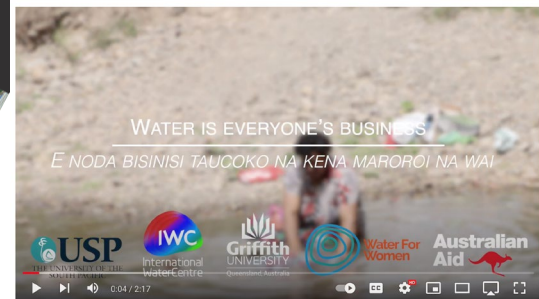
- 3 short videos (3 min.)
- 1 longer video for WC (26 min.)

Vanuatu

- DWSSP Follow up program

Fiji

- Water conservation
- Oral stories (*talanoa*)





# Topical Focus

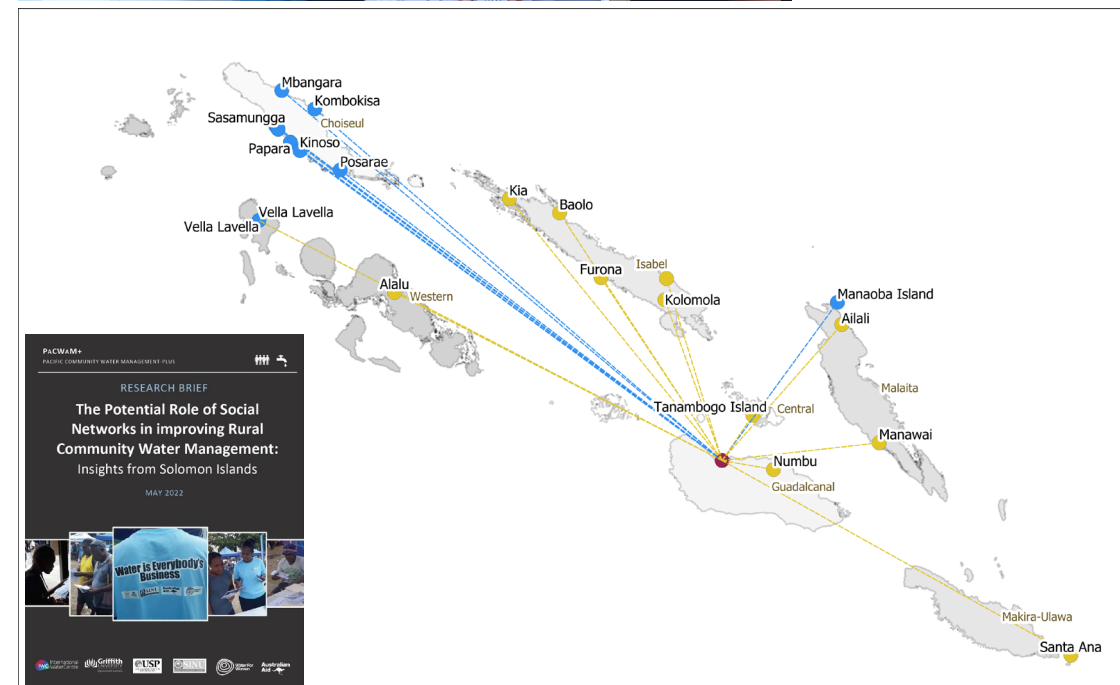
- Self-reliance & collective action
- Women and Water management
- Youth and water management
- Strength-based approach
- The WC member vox pops were not scripted!
- **Celebrities** – Miss Solomon and nationally renowned football champion



Our research shows that water is a low priority

# SI: Provincial Day Events

- **Provincial Days** are very popular in Solomon Islands – attended by many people in Honiara
- Our SINU partners presented at 2 events – Isabel and Choisuel Prov. Celebration events
- Speech, information booth, handed out pamphlets, played videos and shared them via blue-tooth to mobile phones
- Other Gov. agencies have booths but WASH actors do not
- **Monitoring:** We conducted surveys w/ participants during and following the event
- **Provincial Days** proved to be an appropriate, low cost and effective means to raise the importance of CWM



“What I found most interesting is how most people, especially youths, take up responsibilities to be part of water management” (Isabel-EP-F)

“...the importance of including everyone (women, men & youth) in the village to take active part in looking after water [was what I found most interesting]” (Choisuel-RV-M)

“I honestly never knew this kind of information until I watched the video, read the handouts & heard the presentation” (Isabel JK-F)

Provincial Day monitoring – Solomon Islands



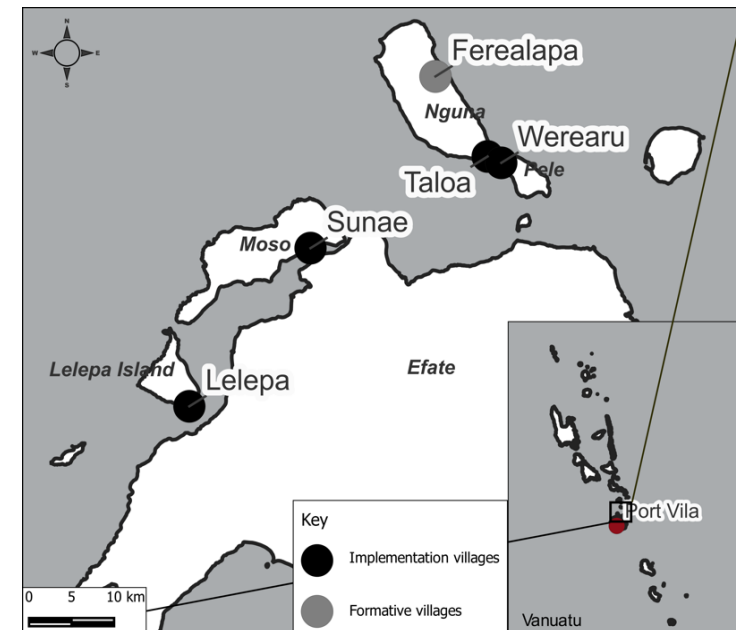
# Vanuatu: DWSSP Follow-up activity

**Objective:** Pilot and assess some modifications to Vanuatu's Drinking Water Safety and Security Planning (DWSSP)

- Co-designed a one-day DWSSP follow-up process in 5 villages
  - Strong WC, Strong WASH Communities Guide (incl. long & short videos)
  - Transect walk
  - Revisit Action Plan

## Results:

- 2 villages changed WC members
- 3 villages had meetings w/ community
- 2 villages no/low-cost improvements



# Conclusion

- **Motivation and empowerment** are key to sustaining community water management
- More careful consideration needs to be given to the **type of support** offered to communities
  - e.g., not only **educational approaches** when conducting CWM training and follow-up, but also **social marketing** strategies
- Raise the priority of water amongst everyone
- Videos and stories (*talanoa, tok stori, storian*) – *Pasifika* pedagogy
- Videos help people better visualise their own experiences
- Communities need to see what ‘good’ CWM looks like



# Pacific Community Water Management + (PaCWaM+)

Research Project (2018 – 2022; 2023 – ongoing)

[www.watercentre.org/research/pcwm](http://www.watercentre.org/research/pcwm)



### Water is everyone's business! In my water-smart family we...

- Wash my hands and my children's hands before collecting or handling drinking water
- Store my drinking water in a container with a lid  
Don't let people dip their hands or cups into the water
- Wash my water containers with soap or bleach once a week, or leave in sun
- Save drinking water for drinking and cooking and use other water for washing and cleaning
- Contribute to community actions to maintain the water system
- Keep animals fenced in so they can't touch taps or water source
- Help pay for the repairs
- Help clean out the system
- Fix leaking taps, or ask the water committee for help

Logos: IWC, Griffith University, USP, SINU, Australian Aid, Water For Women, PLAN, LIVE&LEARN

Water + Checkmark = Checkmark



Dr Mark Love  
International WaterCentre  
[m.love@griffith.edu.au](mailto:m.love@griffith.edu.au)

Sheilla Funubo  
Solomon Islands National University  
[sfunubo@gmail.com](mailto:sfunubo@gmail.com)

# WATER & WASH FUTURES 2023

Achieving SDG6 in a Changing Climate