

Behaviour change communication strategy co-development and implementation in three cities in Indonesia

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SNV

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Sanitation access targets and status in three cities

SANITATION ACCESS*	2024 target	2020 status	SHORTFALL
Bandar Lampung			
Improved	95%	70.1%	24.9%
Safely managed	12%	2.2%	9.8%
Metro City			
Improved	95%	78.1%	16.9%
Safely managed	12%	5.8%	6.2%
Tasikmalaya City			
Improved	90%	43.8%	46.2%
Safely managed	25%	2.3%	22.7%

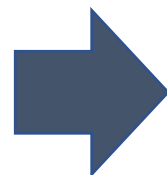
Greater attention to BCC in urban sanitation development needed



Behaviour Change Communication (BCC) builds line agencies' capacities for effective communication and outreach to increase community awareness and practice of sanitation and hygiene behaviours.

BUT, there are inherent challenges to BCC application.

Formative Research on BCC and Willingness to Pay & Stakeholder Analysis



No structured & evidence-based BCC strategy

Multi-stakeholder involvement is weak

Limited sustainability outcomes as focus is too output-oriented

Inconsistencies in BCC monitoring practice

Target behaviours and audiences



Utilisation and maintenance of improved toilets



Toilets connect to standardised septic tank or sewerage system



Regular desludging practice



Personal hygiene, handwashing with soap, and menstrual health management



Women & girls



Female-headed households



Older people



People with disabilities



Tenants

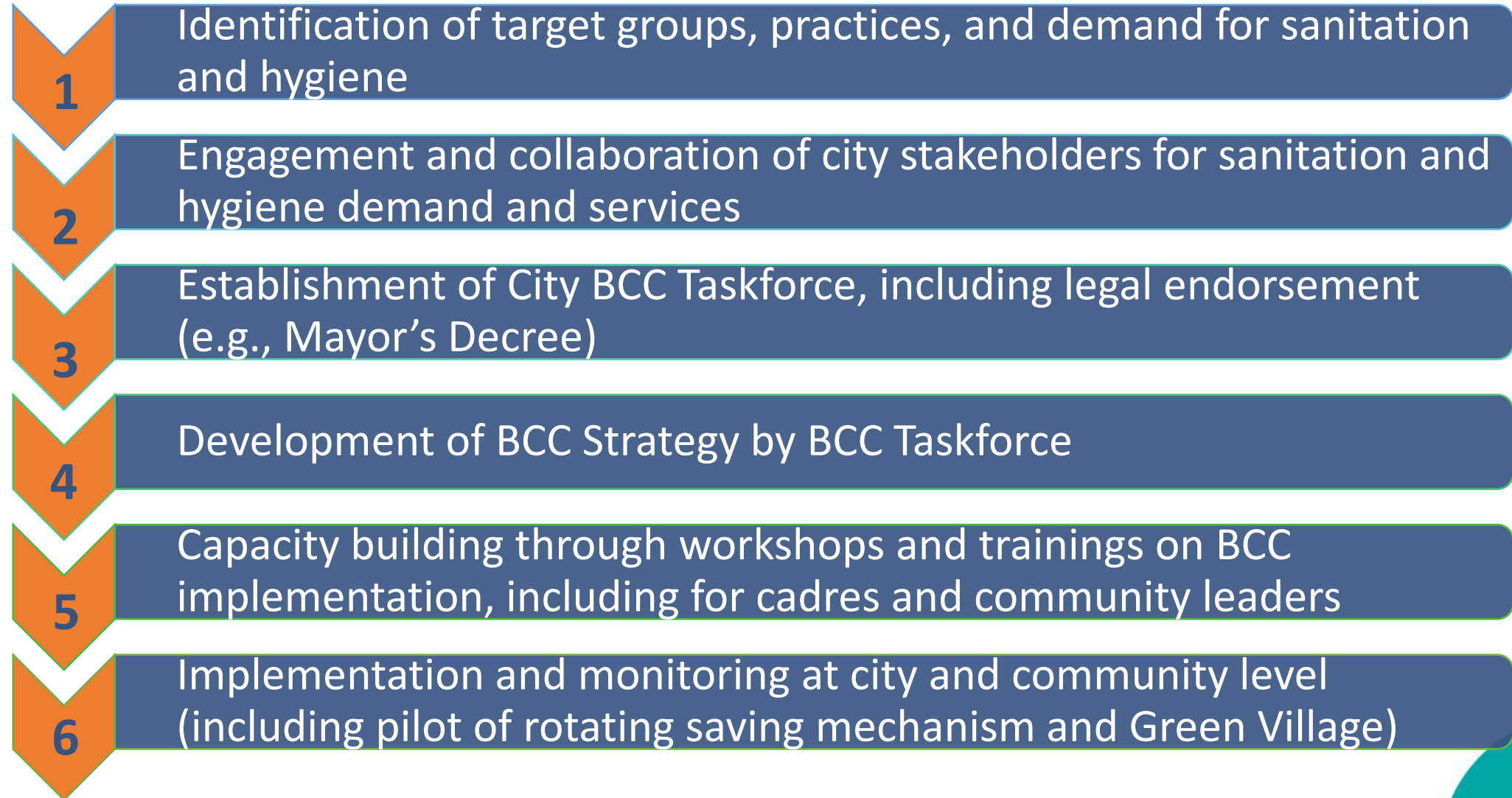


Slum dwellers



Low-income HHs

SNV's BCC approach

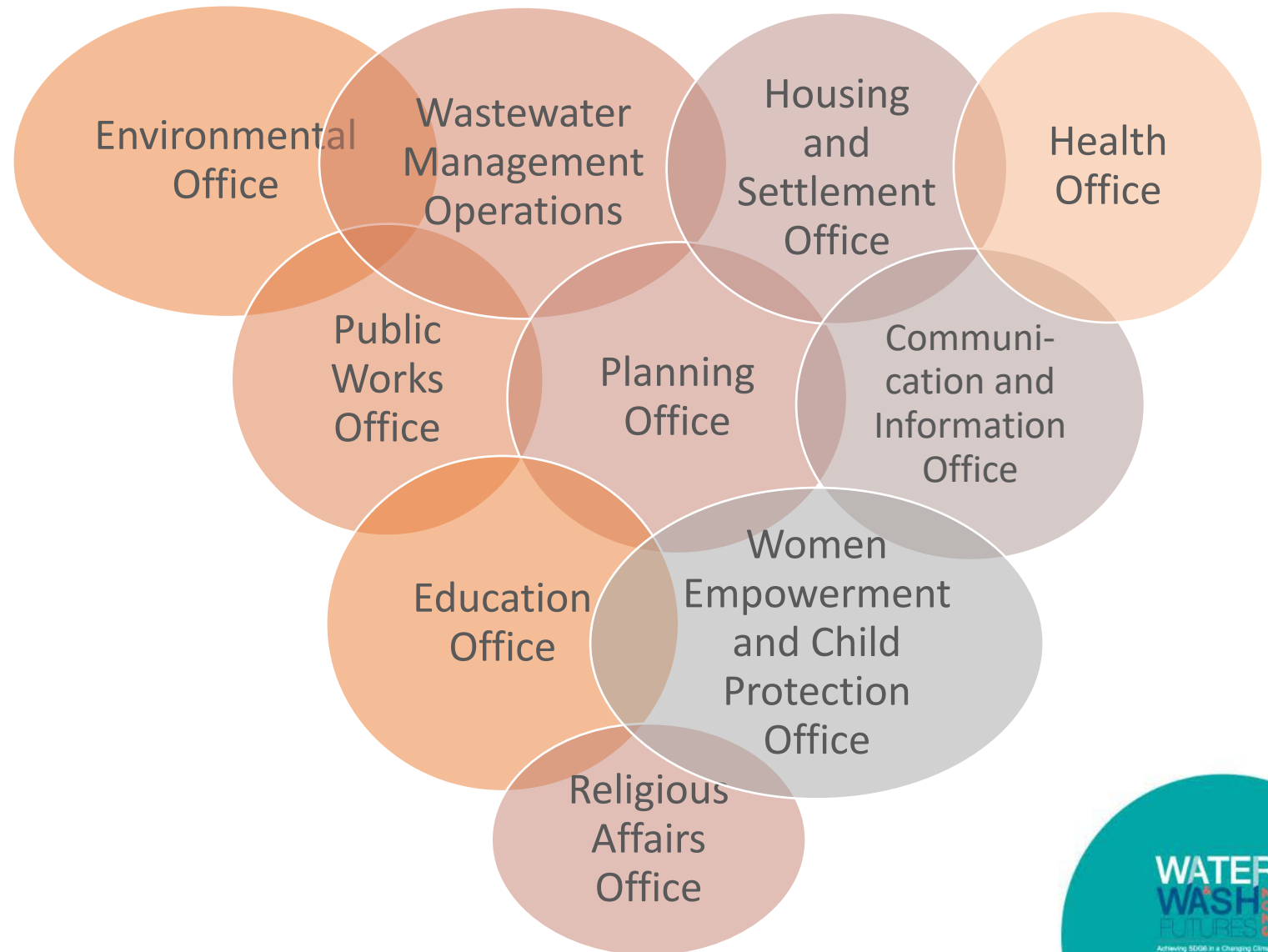


1 & 2: Identification/collaboration with key stakeholders

Identifying and engaging key stakeholders

Mapping out roles and responsibilities

Building **multi-stakeholder partnerships** through regular meeting, audiences meeting, capacity building opportunities, and participatory monitoring activities



3. Establishment of City BCC Task Force by Mayor's Decree



Roles

Fosters multi-stakeholders discussion platform

Develops, implements, and monitors BCC strategy

Enables high level advocacy

4. Development of BCC strategy with the following objectives:

1. Increase knowledge, understanding, and motivation for safe sanitation through the dissemination of relevant policies, regulations, and guidelines
2. Strengthen the capacity of local governments, communities, and local partners in implementing interpersonal communication and public campaigns
3. Encourage active community involvement, especially through participatory methods with community and religious leaders, women's and youth communities, teachers or educators, and vulnerable groups
4. Clarify roles and responsibilities amongst offices according to their authority



5. BCC capacity building activities



Safely managed sanitation workshop and BCC training for BCC Taskforce



Community socialisation training using IEC materials by Taskforce, health cadres, and community leaders



Capacity strengthening for community and religious leaders to promote safe sanitation



Action plan development workshop at city and village level



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World Toilet Day 2022

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pelaksanaan Donasi:
9 November 2022 (13.30 - 15.30 WIB)
Kantor Kec Teluk Betung Selatan,
Bandar Lampung

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- ✓ Kaleng
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akan disalurkan untuk penyedotan tangki septik
komunal yang digunakan 15 kepala keluarga (KK)
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More Information
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6. BCC (participatory) implementation in communities

1. LG activation of demand for desludging **initiated** a number of alternative financing.
2. Community awareness raising in Green Village **led to** communal toilet rehabilitation
3. Youth-initiated waste bank as financing alternative **generated** fund to pay for desludging
4. Women's group promotion of savings mechanism **resulted in** 44 groups formed and applied the mechanism

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Impact at community level

8 waste banks in Bandar Lampung activated (in 2022 collected 1.109kg = IDR 1.955.590/USD 125 for desludging)

2 communal toilets (45 HHs) desludged

7 HHs (35 people) self-financed construction of standardized toilet

9 HH (45 people) containments emptied



Lessons learned and recommendations

- BCC is an integral part of collaborative effort towards safely managed sanitation
- BCC is a collective responsibility requiring consensus building and synchronizing planning, implementation, and monitoring
- Strong political leadership, presence of supporting policy and regulation, and collaborative work facilitates transparent and accountable governance of sanitation systems
- Share BCC best practices and lesson learned among three cities and with National Government to sustain and scale up strategy to accelerate the achievement of safely managed sanitation's target

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