



**Activity Report 128**

**Planning Tools for the  
Nepal Public Private Partnership  
for Handwashing Initiative**

Prepared for EHP by

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# Acronyms

BBK	Bal Bikas Kendra
BCHIMES	Between Census Household Information, Monitoring and Evaluation System
BSP	Basic Sanitation Package
CBCDC	UNICEF supported Community Based Child Development Centers
CM	Community Mobiliser
CWE	Children and Women Environment Section
DHS	Demographic and Health Survey
DACAW	Decentralized Action for Children and Women
DWSS	Department of Water Supply and Sewerage
EHP	Environmental Health Project
FCHV	Female Community Health Volunteers
FGD	Focus Group Discussion
HDI	Howard Delafield International
INGO	International Non-Governmental Organization
MCI	Meena Communication Initiative
MoH	Ministry of Health
MPPW	Ministry of Physical Planning and Works
NGO	Non-Governmental Organization
ORS	Oral Rehydration Solution
ORT	Oral Rehydration Therapy
PPP	Public Private Sector Partnership

RFP	Request for Proposal
SSHE	School Sanitation and Hygiene Education
SM	Sanitation Motivator
TOR	Terms of Reference
VaRG	Valley Research Group
VDC	Village Development Committee
VF	Volunteer Female
WW	Women Worker

# 1. Overview

## 1.1. Introduction

The tools presented in this report relate to technical support provided by USAID through the Environmental Health Project (EHP) to the Public Private Partnership (PPP) for Handwashing with Soap Initiative, which was started by UNICEF and implemented with financial assistance from USAID and the World Bank. As part of USAID/EHP's technical support, EHP worked with Howard Delafield International (HDI) and prepared a series of program/planning tools used in the preparation of the first-phase of the Nepal Handwashing with Soap Initiative. These tools were based on a literature review of "lessons learned" from the Central American Handwashing Initiative, as well as a review of other background material prepared for other handwashing with soap activities, and were developed in partnership with UNICEF /Nepal during 2003.

The planning tools can be used and/or adapted by other organizations, public or private sector, interested in initiating a PPP in their country. For more information on PPP initiatives, please refer to [www.globalhandwashing.org](http://www.globalhandwashing.org).

## 1.2. Background

Diarrhea kills about two million children every year. Human excreta are the source of most diarrheal pathogens. The most important moments at which hands should be washed with soap are after contact with human excreta and before handling food. Several studies in different parts of the world, in daycare centers, and in community settings have indicated that frequent and proper handwashing with soap results in less diarrhea. Collectively, these studies report a 33% reduction in diarrhea from handwashing alone.

Despite improvements in water and sanitation infrastructure, diarrheal diseases remain major public health problems, especially among children under five. According to the Nepal 2001 Demographic and Health Survey (DHS), an estimated 28,000 children die in Nepal each year due to diarrheal diseases. The mortality rate among children under five is 91 deaths per 1,000 live births (DHS 2001), and morbidity rates for diarrhea among children under five is 11.7% (BCHIMES May 2000; Nepal Report on the Situation of Women, Children and Households, 2000).

Diarrhea has been singled out for investigation for two reasons. Dehydration caused by diarrhea is a major cause of morbidity and mortality among young children, and exposure to agents that cause diarrheal disease is frequently related to unhygienic practices of food preparation and excreta disposal. Although the treatment of diarrhea through typical means such as oral rehydration solution (ORS) will continue to serve as an important tool in the treatment of the disease, the increased awareness and increased practice of handwashing with soap will serve as an important intervention in helping to prevent the disease.

The 2000 Nepal BCHIMES cites other important findings:

- While only a marginal difference in the prevalence of diarrhea among children under five was observed in the region between the Terai and the Hills, the figure for the Mountains was slightly higher. This and other research findings clearly indicate that diarrhea is a nationwide problem, rather than regional in nature.
- The prevalence of children suffering from diarrhea in rural areas was 17%, as compared to 12% in urban areas.
- Gender differences in the prevalence of diarrhea among children were very small.
- The highest prevalence of diarrhea was observed in the age group 12–23 months.
- Research also indicated that the prevalence of diarrhea was higher among children whose mothers were illiterate (17%), as compared to their literate counterparts (14%).

To contribute to the reduction of diarrheal incidences in Nepal, UNICEF's Children and Women Environment (CWE) Section, in collaboration with the World Bank, USAID, government agencies and other public (e.g. MPPW, MoH, etc.) and private partners, are drawing on the models and lessons learned from handwashing initiatives in several other countries to develop a Public Private Sector Partnership (PPP) that will leverage the funds and resources made available by the public sector. The initiative is based on the belief that private commercial firms and public entities would find it mutually beneficial to work in partnership to achieve complementary public health goals in promoting handwashing. The overall objective of the initiative will be to reduce morbidity and mortality among children under five in Nepal through a coordinated, communication campaign promoting proper handwashing with soap in order to prevent diarrhea diseases.

### 1.3. Rationale for Nepal Handwashing with Soap Initiative

**The rationale are as follows:**

- Though awareness of handwashing is high in many districts, the critical link between proper handwashing with soap and prevention of diarrhea needs to be strengthened. The 2002 Study on Child's Environmental/Water and Environmental Sanitation Status Report conducted by New Era suggested that among the total of 1,000 respondents, who participated in the study, only 39% cited the prevention of diarrhea as a reason for washing hands.
- Comprehensive data that quantify proper handwashing with soap at critical times are not available. Critical times are considered to be: before cooking or preparing food; before eating or before feeding children; after defecating; after changing or cleaning babies; after using a toilet; and after cleaning up a child. The above mentioned New Era 2002 Study suggested that of a total of 1,000 respondents, who participated in the study, only 14% used soap and water to

wash their hands before meals, and 26% of respondents who knew the importance of handwashing after defecation did not put it into practice.

- Comprehensive data that quantify handwashing with the proper techniques are not available. Proper techniques are considered to be: washing hands with water AND soap; rubbing hands together at least three times; and drying hands hygienically.
- Informal discussions with soap manufacturers in Nepal indicated that their internal research suggested that linking proper handwashing with soap as a preventive measure to help ensure health had recently been a key motivating factor in increasing soap sales, but that the specific link of handwashing to the prevention of diarrhea needed to be strengthened.
- Industry stands to gain by selling more soap through an expansion of their market into more households and by better market penetration of poorer households. Public agencies involved in this initiative stand to gain by involving soap manufacturers in their programs aimed at improving the quality of life by reducing morbidity related to improper hygiene practices.

### **Other key factors:**

There is a need to make a connection between hygiene promotion and the provision of water and sanitation facilities on the one hand, and the production and distribution of affordable soap on the other hand. According to the Nepal BCHIMES Report (May 2000) on the Situation of Women, Children and Households, water supply systems are now within reach of a majority or 77.9% of the population, making handwashing with soap even more feasible. Thirty five percent of households require only about 5–10 minutes to fetch drinking water.

- Furthermore, the handwashing initiative will serve as a catalyst to strengthen the following existing sanitation programs that focus on handwashing at both the national, district, VDC, community, and school levels:
  - **National/District Level:** At the national level, the “handwashing with soap” component has been included as a part of Nepal’s National Sanitation Campaign beginning in 2000. Ongoing activities have also been designed to promote handwashing with soap during events such as the annual National Sanitation Action Week. These activities will substantially provide a platform towards contributing to the initiative’s overall goals. At the national and at community levels, UNICEF has been working in collaboration with the Steering Committee for Handwashing, which includes district steering committees, school management committees, as well as a number of government and cooperating NGOs.
  - **Community Sanitation:** UNICEF/Nepal works in close cooperation with the government, NGOs, INGOs and with other related agencies involved in the Basic Sanitation Package (BSP), which serves as a catalyst to improve overall hygiene and sanitation conditions and behaviors. Concerned district stakeholders (steering committees, government line agencies and NGOs) and frontline workers (water and sanitation technicians, women workers and sanitation volunteers), local leaders, teachers and members of child clubs, participate periodically in a variety of capacity building activities, including trainings and orientations,

awareness raising and social mobilization activities. The PPP Handwashing Initiative will serve to strengthen the existing networks and activities to help ensure that handwashing activities are incorporated into their regular training programs and social mobilization interventions.

- **The School Sanitation and Hygiene Education (SSHE) Program**, initiated in 1999, was designed to capitalize on the fact that schools can act as an important vehicle for sanitation and hygiene promotion. Promising results have been achieved in designing the national and local framework and capacity to implement the project. Currently, UNICEF/Nepal is implementing the SSHE program intensively in 200 schools in eight districts and is also implementing the program in a non-intensive manner in over 500 other schools. In the near future, the program is expected to cover an additional 300 schools with an extensive focus on the rural and remote areas of Nepal. As part of the research study, data will be collected on the existing levels of awareness of the benefits of handwashing with soap, handwashing behaviors, and diarrhea incidence in a sampling of schools and daycare centers that have been targeted for the program during the next year, but have not yet been introduced to the program intensively. At the end of the campaign, UNICEF and its partners will measure changes in levels of awareness, handwashing behaviors and diarrhea incidence from the same sample of schools and daycare centers.

## 1.4. Tools

The program/planning tools were prepared in the following sequence during the first year planning phase:

1. Draft Request for Proposal (RFP) for research companies, which was finalized and issued by UNICEF
2. Recommendations for a Research Plan
3. HDI's Recommended Criteria for Selecting Research Firms
4. Summary of Talking Points for Private Sector Soap Companies to Outline Benefits of Joining the Initiative
5. UNICEF/Nepal's Partner Tracking/Funding Tool for PPP Handwashing with Soap Initiative
6. Creative Brief #1 for Advertising Agency
7. Recommended Criteria for Selecting an Advertising Agency
8. Draft Marketing strategy
9. HDI's Suggested Planning Steps for Stakeholder Workshop.

Activities performed during the EHP consultant's assignments "build upon" UNICEF/Nepal's existing private sector and marketing skills and experience, so that the team can more confidently

lay the groundwork prior to developing and launching an effective PPP Handwashing with Soap Campaign. The campaign is scheduled to be launched by mid-2004.



## 2. Request for Proposals/Terms of Reference for Research Study

### 2.1. Background

The Request for Proposal was the first planning tool. The goal of the Request for Proposal (RFP) was to solicit proposals from various research firms in Nepal to complete the required formative research to:

- A) Establish a baseline of knowledge, attitudes and behaviors related to handwashing and handwashing with soap, so that these could be measured throughout and at the end of the campaign
- B) Establish a baseline of diarrheal incidence within the key target groups, so that it could be measured throughout and at the end of the campaign
- C) Determine appropriate creative options that would appeal to the key target audience, in order to begin the process of developing the media campaign.

Once the internal UNICEF committee reviewed the RFP and Research Plan, all of the major research firms in Nepal were invited to respond by a specific date. Once the proposals were received, the Committee evaluated the proposals through a systematic selection process that included consideration of Recommended Selection Criteria for Selecting a Research Firm.

For the Request for Proposal (RFP), see Annex 1.



# 3. Suggestions for Research Plan/Next Steps

## 3.1. Background

To help guide the research firms in their response process, a draft Research Plan (Annex 4) was developed, which provided firms with more detailed criteria and background of the research requirements.

The research plan and time table outlines how the selected agency will manage research, including the design and the pre-testing of research tools, training of field staff, data collection and analysis, and monitoring and evaluation methods. The plan also includes proposed research tools and provides two-to-three page justifications for the suggested approach and how these tools would be used and with which target groups.

Prior to designing and implementing the campaign, UNICEF CWE and its partners will conduct social and consumer research that will enable the team to design an effective generic handwashing with soap campaign, while benchmarking existing handwashing practices and other related behaviors, so that they can be measured and monitored during the course of the initiative (2003–2005).

Once UNICEF and the selected research agency have agreed on a detailed study design, the team will design (and pre-test) appropriate research tools that meet the program objectives, as well as the limited budget and timeline for research.

HDI suggests that UNICEF and the selected agency reference the following research tools, which were used in the Ghana PPP Program (on file with UNICEF CWE), as potential tools for modeling/localizing as appropriate:

- 1) PPP Structured Observation Form and Interview of Mothers, which includes four sections: household demographics, observation, soap use and media habits.
- 2) Community Water and Sanitation Agency Mini-Baseline Survey of Hygiene and Sanitation. UNICEF has suggested that it already has most of this data for the 15 districts selected for this study, so it may not be necessary to include items 2–6. But, UNICEF will need to determine if further research is necessary. It should be noted that in the Central American PPP, information about water sources, availability, storage, and handling were gathered, so that they could be used in a future campaign to address household water risks for diarrhea, and, specifically, household water chlorination.
- 3) Community Water and Sanitation Agency Hygiene Mini-Survey Checklist for Community Observation (Environmental Walk)

- 4) Community Water and Sanitation Agency Hygiene Mini-Survey (Structured Observation)
- 5) Community Water and Sanitation Agency Hygiene Mini-Survey (Structured Interview)
- 6) In-depth Research Guide
- 7) Research Screener
- 8) Questionnaire for young mothers
- 9) Questionnaire for Children
- 10) Behavioural Trials Instrument (HDI and UNICEF agree that this tool would likely not be necessary, but information on brand preferences, etc., could be included in the household survey).

It is also suggested that UNICEF and the research agency develop a framework for monitoring district level activities for the PPP (suggest referencing “Draft Logical Framework for Monitoring” from the Ghana project as a potential model).

## 3.2. Suggested Next Steps for UNICEF

- 1) Finalize and issue the Terms of Reference (TOR) for research proposals. The draft was submitted by HDI to UNICEF CWE on the week of March 3, 2003.
- 2) Suggest proposal deadline of March 14, 2003.
- 3) Suggest reviewing proposals and selecting the agency on the week of March 17, 2003.
- 4) Finalize detailed research plan, sampling methods, research tools, pre-test, etc.
- 5) Help train field researchers, if necessary.
- 6) Suggest agency present topline findings of consumer portion of research to UNICEF CWE, its partners and technical advisors on May 15, 2003.
- 7) Suggest the remainder of topline results from other research components to be presented June 1, 2003.
- 8) Suggest final report that will include all findings to be submitted no later than June 15, 2003.

# 4. Criteria for Research Firm Selection

## 4.1. Background

Once research proposals were submitted, the UNICEF committee considered HDI's Recommended Criteria for Selecting Research Firms. The criteria were developed to help provide UNICEF with a balanced approach to selecting firms, by considering such factors as the firms' backgrounds, years of experience, relevant experience in both formative baseline research, cost considerations, etc.

For the Research Firm Selection Form and the Technical Proposal Score Sheet, see Annex 5.



# 5. Suggested Talking Points: Key Benefits for Participating Soap Companies

## 5.1. Background

Prior to a personal meeting with private sector companies to help generate their support and enthusiasm for the campaign, an informal summary of “Talking Points” that would outline the key benefits for potential private sector partners was developed.

## 5.2. Talking Points

Talking points included:

- Opportunity to increase current and future soap sales
- Potential to reach new markets and expand existing markets as a result of the initiative
- Campaign will target current and potential purchasers of soap, including mothers of children under five AND children (future consumers) through school-based programs
- Increased consumer usage of soap as a result of messages that:
  - a) encourage frequent handwashing with soap (instead of just water, etc.)
  - b) use of soap for handwashing (in addition to other uses, such as clothes washing, etc.)
- Opportunity to build credibility, positive brand image and corporate good will with government, public sector and consumers
- TV, radio, print advertising, public relations events, launch events, community level and school-based programs
- By working with well-known public sector partners, soap companies can help build credibility when delivering handwashing messages to their target audience
- Opportunity to have access to upcoming consumer research that will gauge consumer preferences and behaviors related to soap use throughout Nepal.

The research will gather information on:

- Current soap use/non-use
- Brand preferences and use for each brand
- Socioeconomic and household characteristics (including who makes purchasing decisions)
- Current handwashing practices
- Water usage and availability
- Sanitation facilities
- Diarrheal disease prevalence among children 16 and under, with a special emphasis on children under five

# 6. Funding/Partner Tracking Tool

## 6.1. Background

To provide organization to various program partners and to their financial and/or in-kind commitments, this tool was developed by HDI, so that the UNICEF team could have an effective and easy way to track partners and their commitments.

For the Funding/Partner Tracking Tool, see Annex 6.



# 7. Draft Creative Brief

## 7.1. Background

After reviewing the research findings, HDI prepared a draft creative brief that can be attached to the Request for Proposals for the advertising agencies that UNICEF is scheduled to prepare and issue in September/October 2003. HDI recommends that UNICEF/Nepal requests that interested agencies respond to the attached creative brief as part of their bidding process. HDI also recommends that UNICEF/Nepal requests that interested agencies develop a suggested Production Schedule and Media Plan based on a tentative budget amount.

Once an agency is selected (and after a logo, theme and sample storyboards and/or radio jingles have been pre-tested), it is then recommended that UNICEF/Nepal prepare a second creative brief that will provide specific instructions on what material is to be produced (number of radio spots, television spots, print ads, posters, local level training material for schools, health workers, etc.).

At that time, it would also be appropriate for UNICEF/Nepal to finalize the following with the agency, private sector partners, and Task Force members:

- Media Plan
- Budget
- Production Schedule
- Implementation Schedule (that includes UNICEF/Nepal program partners).

HDI recommends that UNICEF/Nepal provide final copies to EHP once items are completed.

Prior to production, it is also suggested that UNICEF/Nepal gather all prior communication materials produced for handwashing in Nepal, so that the Task Force and selected agency can discuss lessons learned and possibly “build upon” existing materials that may have been successful.

## 7.2. Draft Creative Brief #1

### Logo, Slogan, and Storyboard Development

#### 7.2.1. Activity Objective

Development of logo, theme/slogan and storyboards for national generic handwashing with soap campaign (that will be pre-tested) before radio, TV, print and local level promotional, communication and training materials are produced.

#### 7.2.2. Things to keep in mind in the development of a Creative Brief

*1. To whom is it targeted? Women of childbearing age and their husbands (who, according to research, make the primary purchases in the household and make decisions related to toiletry products for the home).*

Because the campaign will also be targeted to school children at the local level and will likely also use UNICEF's South Asian girl child character, "Meena," in campaign material, the campaign logo and slogan should appeal to an adult audience, and the logo should complement *Meena* in terms of look and color scheme. Recent research (VaRG, August 2003) has indicated that use of soap is higher among children exposed to Meena.



*2. What helpful insights do we have about our audience (their behavior, beliefs and feelings)?*

Though there is widespread knowledge and practice regarding handwashing among both adults and children, the practice of handwashing with soap is very low. There is a widespread perception that soap is not necessary when washing hands at critical times. (The majority of adults and children think that only water is necessary).

*3. What response do we want from this campaign?*

An increase in handwashing with soap, at critical times:

- Before cooking or preparing food
- Before eating or feeding children
- After defecating (less emphasis is required for this, as research indicates a higher awareness and practice of this particular behavior) and after changing or cleaning babies.

An increase in handwashing with soap, using correct techniques.

- Wash hands with soap and water
- Rub hands together at least three times
- Dry hands hygienically. Research indicates that towels are the primary means in Nepal, when available.

An increase in awareness that handwashing with soap can keep you and your family healthy by helping to prevent diarrhea.

An increase in awareness that handwashing with just water is not enough to keep you and your family healthy and to prevent diarrhea.

*4. What aspects of soap are important to this campaign that have been indicated through research? (Lifestyle benefits)*

For adults women and their husbands: “By washing with soap at critical times, using correct techniques, I can help keep my family healthy by preventing diarrhea in my family.”

For children: “By washing with soap at critical times, using correct techniques, I can stay healthy and do things like go to school.” Recent research indicates that sports activities are also very popular among children surveyed, so it may be appropriate to combine images of sports and school as well.

*5. What are the end benefits (vision) of practicing this new behavior?*

A healthy, happy family (at home). Vision should include mother and infant/toddler in nappies.

A healthy, happy and energetic child (at school)—possibly also involved in sporting activities.

*6. Though all aspects of the campaign will have to appeal to a Nepali audience, what is an example of another successful Handwashing with Soap Campaign in another part of the world?*

In Central America, a campaign was developed that featured the following elements:

*Logo:*

Simple illustration of two hands, being rubbed together to lather soap.

*Theme/Slogan:*

Theme: “Clean Hands Prevent Diarrhea”

Slogan: “I Wash My Hands for Health”

Note: It is recommended that the Nepal campaign specifically feature the word “soap,” as research indicates that handwashing with just water is common, but the practice of handwashing with soap at critical times, using the correct techniques, is not yet a common practice in Nepal.

Sample logos, TV and radio spots from Central American campaign will be provided to agencies on a CD (as an example, but not to be replicated).

### *7. Specific requirements*

Prior to producing marketing and communication materials, the agency will be required to develop three potential campaign platforms that should include the following elements (that will be pre-tested among target audiences):

- Campaign logo: bold, simple, should include hands and soap, (no more than two-three colors) that would complement UNICEF’s *Meena* illustration
- Campaign theme/slogan, promoting handwashing with soap as a means to PREVENT diarrhea and keep your family healthy. Would suggest a theme/slogan that is short and easy to remember, and appropriate to include in radio jingles/TV spots/ads
- Sample print ads, including photos of potential characters (likely healthy, happy looking mother, caring for her young child) to be used for print/TV ads. Please note, however, that since recent research conducted by VaRG suggested that husbands make decisions regarding toiletry items and also purchase them from the market, it is recommended that all proposed campaign materials consider this research finding. One potential strategy would be to also show a husband bringing soap home for the household in the above “scene” of mother and child
- Storyboard of potential TV spot or radio jingle, promoting handwashing with soap (using the correct techniques, at the correct times) as a means of keeping your family healthy by preventing diarrhea. The Agency can propose one 60 second spot to promote all behaviors—or a set of 15/30 second spots to focus on specific behaviors. It is suggested that characters be depicted as middle class rural/semi urban. Though the primary target audience is comprised of rural households with the head of household working in the agricultural sector, TV spots will be broadcast nationwide and also reach the urban sector—so spots should also appeal to the low/mid class urban sector, but not the high end market that would likely opt for a high end and expensive soap product.

*8. Other requirements:*

In addition to the campaign logo, all campaign material should include smaller versions of: the UNICEF logo, the aforementioned *Meena* illustration, and names/logos of corporate partners such as Nepal Lever.



# 8. Guidelines for Selection of Advertising Agency

## 8.1. Background

Prior to selecting an advertising agency, guidelines for selection were developed. The criteria identified in the guidelines, provided UNICEF with a balanced approach to selecting the firm, by taking into consideration factors such as background, years of experience, creative submission, cost consideration, etc.

For the Advertising Agency Selection Form, see Annex 7.



## 9. Draft Marketing Strategy

### 9.1. Goal

The goal was to contribute to the reduction of diarrhea incidences through handwashing with soap at critical times, using correct techniques. The goal of helping to reduce diarrhea diseases seems a worthy goal, according to data included in the DHS 2001 study:

“One in five children suffered from diarrhea at some time in the two weeks before the survey.”

“Only 18% of children’s stools are ‘contained,’ that is, the child always uses the toilet facilities or the child’s stool is thrown into the toilet or buried into the yard. On the other hand, 65% of children’s stools are either thrown outside the dwelling or yard, while 15% of children’s stools are rinsed away, indicating a high potential in Nepal for the spread of diarrhea diseases from uncontained stools.”

“Not surprisingly, education exerts a positive influence on the hygienic disposal of children’s stools, as does the availability of toilet facilities.”

“The incidence of diarrhea varies with age. Prevalence is highest among children age 6–11 months (35%). There is little discernible difference in the prevalence of diarrhea by sex of the child, urban-rural residence and ecological zone.”

“Children living in households where the main source of drinking water is from a well (dug well, tube well, or borehole) are also more prone to diarrhea than children living in households with access to piped drinking water.”

### 9.2. Communication Objectives

- To generate increased awareness of the importance of handwashing with soap and of its benefits in staying healthy and helping to reduce the incidence of diarrhea
- To gradually shift the pattern of handwashing without soap to the pattern of handwashing with soap among the target audience, using optimal and correct handwashing with soap practices.

### 9.3. Research Guiding the Development of the Initiative

Prior to initiating the design of the generic Nepal Handwashing with Soap Campaign, UNICEF/Nepal, with support from the World Bank, retained the services of the Valley Research

Group, (VaRG) to conduct baseline and formative research that helped to fill the gaps of existing research and to guide the development of the creative campaign, which will be developed between September–December 2003 and launched in early 2004.

Coordinated by UNICEF CWE, the competitive bidding process included a committee review of qualifications, proposals and cost proposals submitted by a majority of the leading research firms based in Nepal.

Conducted in the Summer of 2003, the research utilized a cross-sampling of 15 program districts; included a sample size of 3,200 mothers/caretakers of child bearing age; 3,200 children, ages 10-15; and was designed to provide insights so as to formulate an effective communication program to promote handwashing with soap as an effective means to prevent diarrhea and to benchmark:

- Existing diarrhea prevalence of children under five in select project areas (UNICEF will insert forthcoming UNICEF DACAW District and DHS prevalence figures) awareness and practices related to handwashing with soap that will be monitored and measured during the course of the initiative.
- The complete set of topline findings (baseline tables and graphics, questionnaires, results of key informant interviews, and focus group guidelines) are on file with UNICEF/Nepal, and a graphic summary of key topline findings are also included in HDI's September 2003 Consultancy.
- The following selected topline findings, however, will be critical to the Task Force and advertising agency in their development of the generic Handwashing with Soap Campaign material (radio, TV, print, local level material), as well as a Media Plan to accompany the campaign:
  - Though awareness and practice of handwashing with water is high at some critical times (such as after defecation), the practice of proper handwashing with water AND soap is low and needs to be strengthened
  - The awareness that handwashing with soap as a means to help prevent diarrhea is low and needs to be strengthened
  - Research suggests that “keeping my family healthy” is the top motivator to encourage handwashing with soap as a means to help prevent diarrhea.

These findings support UNICEF's informal discussions with soap manufacturers in Nepal that indicate that their internal research suggests that linking proper handwashing with soap as a preventive measure to help ensure health has recently been a key motivating factor in increasing soap sales, but that the specific link to diarrhea and healthy children needs to be strengthened.

Major research findings indicated that:

- The majority of respondents did not use soap if/when washing hands at critical times (other than after defecation: 79.7%)

- 83.6% of women interviewed suggested that they used ONLY water before cooking/preparing food
- 85.5% used ONLY water before eating or feeding children
- 63.9% reported using ONLY water when washing hands after changing and cleaning baby
- When asked about causes for diarrhea, only 5.9% of adults cited not washing hands with soap as a potential cause. The leading causes cited were: eating unhygienic foods (91.6%) and having an unhygienic environment (44.9%).

For more findings, see Annex 8.

## 9.4. Positioning Platform

As part of the recent research conducted by VaRG in the Summer of 2003, the following campaign positioning platforms were tested among the key target audiences:

- By washing my hands with soap and helping to prevent diarrhea with my family, I can:
  - help keep my family healthy
  - provide a good future for my family and children
  - help save money and resources on oral rehydration salts (ORS) and/or medical treatment
  - have a proper reputation/status in the community

In the individual household interviews with mothers/caretakers, the concept, “Help keep my family healthy” ranked as the most preferred concept, followed by “Provide a good future for my family.”

In the Focus Group Discussions, “Help keep my family healthy” was also the most preferred concept, followed by “Help save money and resources on medicines.”

With this in mind, it is strongly recommended that the positioning strategy for the mass media campaign focus on “Helping to keep the family healthy.” For local level interventions, however, it may be appropriate to highlight the potential cost savings on the purchase of medicines and ORS. Since there are several successful ORS products on the market, it would NOT be appropriate to feature ORS in any mass media campaigns, as it might undermine product sales and may also potentially confuse the target audience that washing with soap and water can help treat/cure diarrhea. It should be strongly stressed that washing with soap AND water can help PREVENT diarrhea rather than TREAT/CURE it.

Prior to testing these positioning platforms, HDI consulted with members of the UNICEF/Nepal field and program staff who were most familiar with water and sanitation programs at the community and school level, in order to generate credible and likely positioning concepts that would be potentially appropriate for the campaign.

## 9.5. Key Messages

- By washing hands with soap at the appropriate times, using the proper techniques, you can help keep yourself and your family healthy by helping to prevent the diarrhea (adults).
- By washing hands at the appropriate times, using the proper techniques, you can stay healthy and prevent diarrhea, so that you can continue your activities, like going to school (sporting activities were cited as extremely popular activities, so it may be appropriate to somehow incorporate school (learning) and sports in the same positioning platform for children).
- Always use the three techniques while washing your hands: wash hands with water and soap, run hands together at least three times and dry hands hygienically (adults and children).
- These techniques should be particularly used at these critical times: before cooking or preparing food, before eating or before feeding children and after defecating and after changing or cleaning babies (adults and children, since children are often involved in all of these activities in Nepal).

Research conducted by VaRG suggests that though many people currently practice handwashing at some critical times, the majority do not use water AND soap at critical times. Therefore it will be essential to communicate that “water is not enough.”

## 9.6. The Strategy

The overall strategy is to gradually change the handwashing habits of the target audience towards effective, correct and consistent practices of handwashing with soap, using an integrated marketing communication strategy to achieve the desired objectives.

The preparatory and planning stages of the campaign development are now complete, and included: staging of three stakeholders’ workshops (Kathmandu and two Regional Workshops), securing the commitment of private sector soap companies (formal agreements currently being developed), securing additional funding for the development and the placement of production material for the campaign, and completing baseline and formative research necessary for the creative development of the campaign.

The next phase (September 2003–February 2004) will involve selecting an ad agency through a competitive bidding process to develop the creative campaign platform (logo, slogans, storyboards and/or sample radio jingles) that will be pre-tested prior to the final development and launch of materials and programs in early 2004.

Following the launch phase, the remaining two phases of the campaign (implementation and evaluation) will be conducted through 2005. At the end of 2005, UNICEF/Nepal hopes that it will have built a strong network of partners within the both public and private sectors, so that the program can achieve a high level of sustainability.

The public sector's strong network and established framework for implementing social mobilization and advocacy activities will be efficiently and effectively utilized to the optimum level. All of the promotional materials for the campaign will be pre-tested using a participatory approach wherein suggestions will be incorporated from the target audience.

UNICEF/Nepal will encourage and lobby with all the concerned partners—public, private and support agencies—to contribute towards the end goal of reducing diarrhea incidences.

## 9.7. Target Audience

### Primary

- Young mothers (16–39 years) (and their husbands)
- 600,000 mothers and caretakers of children under 5
- FCHVs, SMs, CMs, WWs and VFs.
- Children attending school (5–15 years) including child clubs
- 350,000 children attending primary and secondary schools
- Non-school attending children (5–15 years)

### Secondary

- Local health workers, FCHVs, etc.
- Youth (and youth clubs) and adult males
- Local opinion leaders, religious leaders, and VDC chairperson, and Parliamentarians and politicians
- Organizations working in the field of hygiene and sanitation.

## 9.8. Target Geographic Areas

- Concentration in 15 districts covering all the four regions of Nepal.
- Eastern region: Sunsari, Saptari, Udayapur and Morang, including Biratnagar town.
- Western region: Kaski, Tanahu, Nawalparasi, Kapilvastu, Rupandehi including Pokhara, Butwal and Bhairawa towns.

- Central region: Parsa, Chitwan and Kavre including Birgunj, Narayanghat and Banepa towns.
- Mid/far-western region: Dang, Dadeldhura & Banke including Nepalgunj town.

Some regions within these districts may be inaccessible by road and may be “media-dark.” In addition, the security situation in some parts of the country may compromise local level campaign interventions. Therefore, the selection of the districts will be decided by the Steering committee comprising of the government, UNICEF, private sector and main implementing bodies.

Some urban centers have also been selected to provide a mix of target areas, and these centers could significantly contribute towards changing the trend from the intermediate handwashing behavioral stage to the “optimal stage.”

## 9.9. Partnership Building & Advocacy

A key strategy of the initiative is to help build linkages between the public health and sanitation sectors AND to build partnerships between the public sectors and private sectors in Nepal to promote handwashing with soap. The initial planning phase of the handwashing campaign, therefore, has included the input of the National Sanitation Action Steering Committee, already well established with the key stakeholders in the water and sanitation sector throughout Nepal.

In addition, UNICEF/Nepal plans to establish a Handwashing with Soap Campaign Task Force, which will include key public sector stakeholders, as well as the marketing managers of participating private sector partners. The Task Force, which will be initiated in late 2003, will provide input to the creative campaign, help organize the campaign launch, and provide overall technical support for marketing, distribution, implementation, and monitoring and evaluation of the campaign.

To reach the campaign and public health goals, however, national, district and VDC level activities cannot be undertaken without efficient support system. Hence, UNICEF/Nepal will continue to build a favorable climate at national and regional levels to effectively implement the initiative. The initial step for creating such a climate has been made through recent stakeholder workshops that introduced the initiative to both national level and district level stakeholders. For a list of existing/potential partners, see Annex 9.

Prior to the campaign launch (and tracked throughout campaign), UNICEF will confirm partners and their particular roles through follow-up meetings and conversations. HDI has suggested that UNICEF/Nepal develop a partner matrix that will map partners, their commitments, key contacts within organizations. Possible ways of support include:

- Support for the media campaign
- Printing of materials (training and promotional)
- Distribution of materials

- Cross-promotion of campaign through government, partner programs, communications channels, and events
- Incorporation of handwashing with soap in partner training program
- Contributions of soap, hand towels, and glow kits (to demonstrate the presence of germs while conducting handwashing with soap trainings).

In addition to organizing partner participation, UNICEF/Nepal will help to coordinate other advocacy activities, such as radio/TV talk shows, articles in the press, participation in conferences, seminars, workshops and other national networks (National Red Cross Society, Boy Scouts, youth organizations, etc.).

## 9.10. Integrated Marketing and Communications

An appropriate mix of mass media and advertising, as well as below-the-line activities (outreach activities, interpersonal communications, merchandising, etc.) will be incorporated into the campaign for effectively meeting the communication objectives. The selected advertising agency will reference the creative brief, research findings and enclosed Draft Marketing Strategy to develop strategies for the following:

### Channels

#### Mass Media

In developing the media plan, the advertising agency should give radio due priority because of its wide penetration and reach. Over 47% of the urban audience and 37% of the rural audience listen to radio on a daily basis, while the penetration of radio in urban and rural is 65% and 53% respectively. (IMRB Survey 2000). According to recent research conducted by VaRG (2003), 49.3% of adult women surveyed and 47.8% of children surveyed in UNICEF's handwashing program districts listen to the radio on a daily basis.

It is therefore recommended that a series of ENTERTAINING and educational radio spots and jingles be produced and aired on Radio Nepal (state owned)—national and regional, and the FM stations to achieve an acceptable level of reach and frequency on radio.

Television should be given lesser priority because of its limited reach and its urban skew. Over 49% of the urban audience and 20% of the rural audience watch television on a daily basis, while the penetration of TV in urban and rural is 69% and 41% respectively (IMRB Survey 2000).

Recent VaRG research (2003), however, indicated that 50.8% of adult women and 44.7% of children watch TV on a daily basis in the UNICEF handwashing program districts.

Despite the conflicting research, it is clear that access to TV in Nepal is increasing and its high impact audio-visual elements can be used effectively, especially among illiterate audiences. For information on specific channel preferences and time of viewing details, please refer to the section

on Key Topline Research Findings included earlier in this report. It is highly recommended that jingles produced for radio also be incorporated in the TV spots, to provide for consistency and hopefully, higher recall of campaign messages.

Press advertising should be used in a limited manner to target the influencer groups (parliamentarians, policy makers, etc.). Over 21% of the male audience and 10% of the female audience read the newspaper on a daily basis, while the penetration of newspapers among males and females is 53% and 38% respectively. The leading national dailies should be used on a selective basis during the months of the launch phase of the campaign, with an average OTS (opportunity to see) of at least four per month.

Outdoor and transit vehicles can also be used as a reminder medium, especially on the highway trucking routes and across major feeder markets. These can be used extensively in a very cost-effective manner. Truck back, bus back, and rickshaw back advertising is suggested.

### **Radio: Education/Entertainment**

As Radio FM is growing in popularity in Nepal, a number of private radio FM stations have been established for specific regions and districts. The advantage of these stations is that even though their reach is not as broad as Radio Nepal, for example, they have the opportunity to reach specific audiences using local customs, dialects, etc. It is therefore recommended that the advertising agency consider this option in the development of the media plan.

Because the recent VaRG research suggests that entertainment and information/education is important for both the adult and child target audiences, the “enter-educate” approach is recommended for its radio programming such as “Doctor Q&A” program combined with popular music. HDI suggests that UNICEF/Nepal consider consulting with JHU Nepal for technical assistance regarding production for this particular medium.

### **Street Drama/Theatre**

Considering the potential entertainment value that *Meena* will bring to the campaign, the UNICEF team and HDI have discussed the possibility of retaining the services of a professional street theatre group that can produce a variety of entertaining and educational street theatre venues featuring *Meena* that can be rolled-out at the launch phase and continued throughout the campaign in UNICEF program districts. Prior to the campaign launch, UNICEF will further evaluate this possibility, based on budget considerations and logistical factors.

### **Merchandising**

Merchandising will be required as a complementary component to disseminate information about the new generic logo, slogan, and key messages that highlight the attributes of handwashing with soap. However, because the majority of women surveyed in VaRG’s recent research indicated that they were illiterate, and the majority of children indicated that they were literate, special attention should be given to appropriate material for each audience.

Women would likely be reached through more visual material (billboards, posters, and training material used by VCHVs and health workers), and children would likely be reached through

entertaining visual material (containing the *Meena* logo). Children also indicated a preference for receiving information about handwashing through school books. One potential idea would be the development of book covers that include key information about handwashing with soap. Covers could also include *Meena* logos, etc.

The private sector and other partners will also be engaged to help distribute merchandising material to public health posts, grocery stores, rickshaw stands, bus-stands and non-conventional outlets such as VDC offices, post-offices, tea stalls, road side restaurants etc.

To supplement the above, UNICEF/Nepal may also consider coordinating a four-wheel drive vehicle for the purpose of installing printed communication materials along the major highways and in the target districts. Special effort will be made to develop high-quality material that has special appeal, so that it will likely not be wasted and thrown away. It is recommended that posters and billboards contain plastic lamination and glow-in-the-dark paint to protect from rain and provide for night time viewing along the highways.

The same vehicle may also be used for the community outreach activities (described below) for cost effectiveness. UNICEF/Nepal is currently assessing the most cost effective way to organize merchandising and community outreach activities. One possibility is securing support through UNICEF ROSA to print materials that contain the *Meena* logo.

In its discussions with the private sector, at least one soap company expressed a high level of interest in developing cross-promotional merchandising opportunities (i.e., buy a certain number of a particular product and receive another one free, which could be soap). Other ideas include contests and other promotional events that would be sponsored by private sector organizations.

### **Interpersonal & Community Outreach Activities**

It is well documented that interpersonal communications is one of the most effective means to effect behavior change. All interpersonal communication activities will be implemented at the community level, which can stimulate positive attitudes and generate local support.

UNICEF/Nepal plans to organize “contact drives” in the target areas of the country to conduct community mobilization activities aimed at improving the awareness and practices related to handwashing with soap as an effective protection from diarrhea, resulting in reduced morbidity.

Other considerations making activities for conducting a VoW (Video-on-Wheels) activity for the outreach programs in the fifteen districts. Specifically, UNICEF/Nepal is considering a 10-minute enter-educational video software that will use local folklore and/or popular entertainment that features entertaining information on handwashing with soap and its benefits. This software could be interspersed with TV commercials produced for the campaign. Promoters could conduct handwashing with soap demonstrations during the showings at village bazaars, market days, festival and other community events, distribute booklets and leaflets, “lucky draw” promotions with prizes and perform local merchandising activities (as mentioned above). In UNICEF/Nepal’s discussions with private sector partners, several indicated interest in sponsoring local events such as these, especially if they included handwashing demonstration activities.

## **Public Relations**

UNICEF/Nepal plans to work with all of its partners to:

- Enhance message credibility
- Reach specific audiences with targeted messages
- Maximize the reach of messages
- Educate consumers and provide more in-depth information that cannot be addressed through advertising
- Help influence opinion leaders such as media, political, religious and industrial and trade union leaders to secure their support for program and marketing initiative.

Positive media relations will be maintained and journalists will be invited for workshops and conferences. This will aid in generating free publicity and press coverage for the campaign. In addition, UNICEF may work to establish a “National Handwashing With Soap Day” during the campaign period, which could be part of the National Sanitation Week.

## **District Level Programs**

The initial step will be the establishment of a Steering committees and a Task Force in every district to co-ordinate the initiative. Since the hygiene and sanitation framework is already well established, this will be an easy task. This framework will be effectively utilized for the formation of committees and for identifying the individuals/community organizations and NGOs/VDCs (Village Development Committees) for orientation and training.

Volunteers such as sanitation motivators, female community health volunteers, etc., will be identified and trained, so they can incorporate handwashing with soap material in their current (though very full) portfolio of material that they use within their communities to improve the health of community members. Key to success, however, is the support of the districts’ VDC chairman and these individuals will be encouraged to motivate their communities to embrace improved and safe handwashing with soap practices. VaRG’s recent research indicated that the majority of women in the UNICEF districts surveyed said that community health initiatives could be improved by: 1) scheduling them regularly and 2) improving training. The initiative, therefore, will make a special effort to generate support from the VDCs to promote training and community activities well in advance of events.

UNICEF/Nepal is also in the process of developing strategies to include select public health facilities and staff to provide training and orientation (or refresher training) on the benefits of handwashing with soap. Traditional birth attendants and caretakers should also be provided training, as they can provide young and expecting mothers with information about the importance of handwashing with soap. Informal research in other countries has suggested that key life events (such as giving birth to a child) is an opportune time to introduce handwashing with soap, as the mother can be encouraged to begin the practice herself (to help reduce the chances of diarrhea) and

to also introduce the idea of her passing on this information to her children. Informal research in Nepal has also suggested that young mothers are more positive towards new ideas, e.g.. shifting from handwashing with ash to soap, if the information is disseminated convincingly. Groups such as Save the Children could be contacted to cross promote handwashing with soap through their Saving Newborn Lives Initiative.

To demonstrate the remarkable benefits of handwashing with soap, techniques such as the Glow-Germ kit will be used to demonstrate the presence of germs on hands.

### **School Sanitation and Hygiene Education (SSHE) Program**

Promising results have been achieved in terms of building a national and local framework and capacity to implement the program. It has also helped a number of communities construct school latrines and water taps, mainly using their own resources and skills. This has led to the establishment of a large number of child clubs in over seven hundred schools. The current school sanitation and hygiene promotion package is based on the child-to-child approach, and includes various tools such as games, comic books and extra curricula activities that convey information such as how germs are spread. As part of this initiative, a handwashing with soap component will be produced and comprehensively incorporated into the program package.

Other activities such as GLOW-GERM demonstrations, quiz contests, street dramas, etc., will be carried out. Local child clubs will be provided with orientation and training after which, they as change agents, will carry out such activities using the “edutainment” framework. The teachers will also be trained to supervise the activities of the child clubs in various schools.

In communities, efforts will be pursued to link existing initiatives focused on community water and sanitation and hygiene with a school-based handwashing with soap campaign.

### **Community Education**

To educate key target groups and community volunteers, specific training kits will be created and developed for training purposes in traditional and non-traditional retail outlets, through NGOs, community organizations, peer training among young/new mothers (as they are more susceptible to behavior change) regarding the benefits of handwashing with soap.

A small illustrative flyer (containing the three critical times and three techniques of handwashing) could also be developed and inserted in various soap brand wrappers, so that the consumers receive information while purchasing soap. Should the Task Force decide to pursue this activity, each private sector soap partner company could be requested to print and insert the flyers (or print them on the inside of the wrappers).

### ***Meena*: Key figure in the Handwashing with Soap Initiative**

The *Meena* Communication Initiative (MCI) was developed by UNICEF to advocate gender equality and to promote the rights of the girl child in South Asia. Introduced in Nepal right after the initiative’s launch in September 1998, *Meena* is fast becoming a role model for Nepalese children. The *Meena* video series is currently being shown in over 800 villages in 40 districts of Nepal, and the cartoon is also viewed on TV.

*Meena*'s growing popularity will hopefully add immense value to the initiative, because of the tremendous brand equity it enjoys among the rural children of Nepal. VaRG's recent research indicated that children exposed to *Meena* were more likely to wash their hands with soap (*Meena* has already been used in limited ways to promote handwashing in Nepal).

Moreover, child clubs in various schools could be mobilized as change agents for improved handwashing practices using the child-to-child approach through *Meena*'s endorsement of the initiative. In addition to featuring *Meena* on TV spots and print material, *Meena* could also appear "live" in community events such as street theatre venues. UNICEF/Nepal is currently finalizing the approval process to include *Meena* in the Handwashing with Soap Initiative.

## 9.11. Monitoring and Evaluation

Monitoring will be incorporated into all steps of the marketing strategy to determine if program activities are on track. As part of the monitoring process, UNICEF/Nepal will reference the "Logical Framework for Monitoring Country Level Activities for the Public Private Partnership for Handwashing with Soap Initiative," drafted by Lisa Nichols, MPH, Environmental Health Project, USAID, Washington.

The monitoring team will be divided into two parts—the district and the central level. In the process of implementing the various activities in the districts, regular monitoring will be conducted by the District Steering Committee and Task Force at regular intervals. The school-based programs will also be monitored through the teachers and headmasters of the respective schools in all of the target districts.

The Central level monitoring team will be comprised of the Task Force members and UNICEF, who will monitor the district level activities by conducting regular visits to help ensure effective implementation of the program activities.

The media advertising and communications will be tracked by UNICEF through monthly reports from the concerned media agencies to ensure the regular airing/placements of the spots, jingles, radio and TV programs, television commercials and press advertisements.

Advocacy efforts can be measured through interviews with key stakeholders regarding their perception of campaign, change in their attitudes and behaviour, their perceptions of the community's response to the campaign, etc.

The evaluation will be divided into two phases: mid-term evaluation and an end-term evaluation during the last three months of the campaign.

Key factors that will be used in the evaluation process include:

- Incidence of diarrhea among children under five in program districts
- Increased rates of handwashing with soap among key target audience through self-reporting and/or observation

- Increased rates of handwashing with soap at all critical junctures, using correct techniques, among key target audience through reporting and/or observation
- Increased awareness of the linkage between handwashing with soap and the potential to reduce incidences of diarrhea among target audience
- Increased awareness of proper washing behavior at all critical junctures, using correct techniques, among key target audience
- Retail audits—monitoring impact on retail soap sales (Nepal Lever has agreed to track soap sales throughout the campaign, and other participating companies should also be encouraged to do so).

One of the key lessons learned in other campaigns was that soap sales were not adequately measured. It is therefore suggested that participating soap companies provide UNICEF/Nepal with confidential baseline soap sales at the beginning of the campaign, during the mid-term evaluation and during the end-of-program evaluation.



# 10. Organizing a Stakeholder Workshop

## 10.1. Background

To generate awareness and enthusiasm for the Handwashing with Soap Campaign, UNICEF planned a Stakeholder Workshop that included key private sector, government, and collaborating NGO partners and potential partners, so that “buy-in” and “participation” would be generated and secured at the preliminary stages of campaign development. To help in the planning process, HDI prepared a strategy including objectives, potential participants and an agenda to help ensure an effective and well-coordinated effort.

## 10.2. Strategy for Planning a Stakeholder Workshop

### 10.2.1. Objectives

- For UNICEF/Nepal to establish itself as the catalyst/chief coordinator of the Nepal Handwashing with Soap Initiative, which is currently being supported by UNICEF, the World Bank, USAID, DWSS and the private sector.
- To introduce current project partners and summarize plans and goals for initiative to key stakeholders with an emphasis on how participating in the initiative will help stakeholders’ meet their own water/sanitation, public health, and/or education goals through interventions that will improve the health of children and families in Nepal.

Suggested Workshop Participants: Key UNICEF Staff; World Bank; USAID; EHP Nepal; Nepal Lever; Other Private Sector Soap Companies; Government (Department of Water Supply and Sewage, Ministry of Education, Ministry of Health, Ministry of Local Development, Ministry of Physical Planning and Works, etc.); FINNIDA; WHO; Nepal Red Cross Society; CARE; NEWAH; WATER AID; RWSSFDB (Fund Board, the local WATSAN project arm of the WB); and other select NGOs and INGOs.

### 10.2.2. Recommended Agenda

- Introduction (UNICEF to identify and secure speakers/moderator, who thanks partners for their commitment and interest in initiative and outlines overall purpose and specific objectives and workshop). UNICEF may want to invite World Bank, USAID, and private sector partners to make brief remarks if they are interested

- Nepal PPP Handwashing with Soap Initiative Summary (UNICEF CWE)
- Rationale
- Current Partners and Our Goals
- Benefits of PPP and how partners can support program to help reach their own public health goals:
  - UNICEF to cite examples of positive results of how PPP have maximized results of public health goals in other countries.
  - UNICEF to outline Basic Plan:
    - > Current research that will provide: a) baseline of awareness and behaviors related to handwashing with soap; b) findings that will help UNICEF develop a handwashing with soap campaign
    - > Develop a national media campaign that will be supported by the private sector (UNICEF may wish to show audience examples of TV, radio spots produced in other countries)
    - > Implement local level interventions that will support existing programs provided by health care workers, local organizations, NGOs, schools, etc., through agencies involved in water and sanitation
    - > Monitor, evaluate, and take lessons learned to scale up to the national level after a pilot in 15 districts
    - > Bottom line goal of building a sustainable model that will contribute to the public goal of the reducing diarrhea incidences through handwashing with soap at critical times, using correct techniques among key target audiences
- Interactive Discussion
- UNICEF will share program “map of geographic areas selected for the study and proposed training and distribution network” that will highlight how partners can help maximize outcomes of the initiative through their participation. Participants will have the opportunity to make suggestions and to ask questions regarding possible ways that they could support the initiative. This will help UNICEF to identify additional potential partners for personal follow-up meetings
- Prior to the Workshop, suggest that UNICEF:
  - Send participants invitation with time, date, venue details and key note speaker info; Workshop Agenda; and one page summary of Nepal Handwashing Initiative, that includes current program partners such as UNICEF, USAID, World Bank, private sector companies, etc.

- Conduct basic research on the capacity of participants to contribute to the PPP, such as institutional endorsement, use of distribution network, in-kind, or financial commitments, etc. Though many partners will already be committed prior to the workshop, UNICEF will need to identify gaps and discreetly highlight how participants might be able to fill them
- Following the workshop, HDI suggests:
  - UNICEF/Nepal is to send workshop proceedings to all participants (and those who could not attend). Secure administrative assistance to coordinate
  - Convene a smaller group meeting (or organize one-on-one meetings) with interested participants to determine how they might like to participate in the initiative; possible ways include: their organizational endorsement; access to their distribution networks to roll-out campaign materials, trainings, etc.; in-kind support such as soap, hand towels, use of training facilities, vehicles for distribution; volunteers who can assist in training efforts, etc.; financial support for media campaign, etc.
  - Once the partners’ roles are established and clear, suggest that UNICEF determine appropriate mechanisms for documenting partnerships through such vehicles as MOUs, letters of understanding, or more informal memoranda. Suggest contacting UNICEF Legal for advice
  - Establish smaller Task Force of key partners that will help guide the creative development of the campaign, once research findings are presented
  - Prior to developing creative guidelines for the agency selected to develop the campaign, HDI suggests that the Task Force gather all existing promotional and training material related to handwashing (or hygiene and sanitation), so that the group can evaluate what elements were (or were not) successful and how the campaign can strengthen the existing Basic Sanitation Package
  - Suggested that the Task Force report be presented to the larger Steering Committee—once research findings are presented and campaign material has been pre-tested and finalized. If MOH is involved at this stage, UNICEF will need to be certain that they are involved in the process before the pre-testing stage, since their approval will be required for mass media material created for the campaign.
- Involve Steering Committee in Planning Process for Campaign Launch.



# 11. Conclusion

During 2003, UNICEF/Nepal, with the support of both EHP and The World Bank, successfully completed the first phase of the Nepal Handwashing with Soap Initiative through the following efforts:

- Request for Proposals for Research Firms were distributed to all key research firms in Nepal
- The UNICEF selection committee selected a qualified research firm through a competitive and systematic selection process that included the use of specific selection criteria
- UNICEF was successful in securing the interest of leading soap manufacturers to participate in the initiative through commitments to help support media placement and also to provide soap samples in handwashing with soap campaigns
- Formative and baseline research was completed and shared with key stakeholders in three stakeholder workshops, which were held in the capital, Kathmandu and in two other project areas outside Kathmandu. (Research findings and summary/list of participants of stakeholder workshops are on file with UNICEF/Nepal)
- A Draft Marketing Strategy was developed that includes clear goals, a strategy and a timeline for success
- Requests for Proposals for Advertising Agencies were distributed to all key advertising agencies in Nepal (on file with UNICEF/Nepal)
- The UNICEF selection committee selected a qualified advertising agency through a competitive and systematic selection process that included the use of specific selection criteria.

During phase-two of the Campaign, January–May 2004, UNICEF will complete the creative design, production, and distribution of the campaign materials, formalize commitments from the private sector and other key stakeholders, and launch the campaign with the assistance of an advisory committee and with HDI technical assistance.



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# Annex 1: Request for Proposal

## 1. Purpose and Objectives of the Research Assignment

Research findings obtained from this assignment will enable UNICEF CWE Nepal and its partners to design an effective generic handwashing with soap campaign, while benchmarking existing handwashing practices and other related behaviors, so that they can be measured and monitored during the course of the initiative (2003–December 2005).

The purpose of this research is to provide the insights needed to design an effective communication program to promote handwashing with soap as an effective means to prevent diarrhea.

The specific objectives of the research assignment are broadly divided into two core areas:

Objective 1. To establish a baseline on: the incidences of diarrhea in children under the age of 16 (with a focus on children under the age of five), and a measure of the awareness and practices of handwashing with soap, including a review of existing research relevant to the water and sanitation sector (for details, see Annex 2).

Objective 2. To gather and analyze information and content of various components required for the development of the media strategy (for details, see Annex 3).

## 2. Target Audience and Target Areas for Initiative

### *Primary Target Audience:*

It is expected that 90% of the resources for the first round of research will be allocated to the primary target audiences, namely young mothers and/or caretakers in households, and children 5–15 yrs, including school going children and children not attending school.

### *Secondary Target Audience:*

It is expected that no more than 10% of the resources for the first round of research will be allocated to the secondary target audiences,, which will most likely be focus groups that compare feedback provided by mothers/caretakers and children, namely:

- Health Care Workers, Female Community Health Volunteers (FCHVs), Sanitation Motivators (SMs), Community Mobilisers (CMs), Women Workers (WWs) and Volunteer Females (VFs)
- Caretakers of children under five at childcare centers, such as UNICEF supported Community Based Child Development Centers (CBCDCs) and Bal Bikas Kendras (BBKs)
- Local opinion leaders, mother-in-laws, religious leaders, VDC chairperson and parents (males)
- Youth and adult males including youth clubs etc.

- The research firm will need to consult with UNICEF for specific questions that should be developed for all groups.

### **3. Program Target Areas**

The target areas for the survey will be a sample size that is representative of the 15 DACAW (Decentralized Action for Children and Women) districts given below:

- List of 15 DACAW districts covering the five regions of Nepal
- Eastern region: Sunsari, Saptari, Udayapur, Panchthar & Morang including Biratnagar town
- Western region: Kaski, Tanahu, Nawalparasi, Kapilvastu including Pokhara
- Central region: Parsa, Chitwan & Kavre including Birgunj, Narayanghat and Banepa towns
- Mid-western region: Humla & Banke, including Nepalgunj town
- Far-western region: Dadeldhura.

The selected agency will receive input from UNICEF WES Nepal and its partners regarding the possibility of selecting clusters from specific districts to maximize the cost and efficiency of the proposed study. Please also note that prior to the research study, UNICEF/Nepal will have the discretion to change the selected districts.

### **4. Methods**

Prior to the start of survey implementation, the selected research agency will be required to conduct a comprehensive review of the existing research and studies (completed after Year 1999).

Some of the methods would include:

- Desk review
- Baseline survey
- Key informants interviews/FGDs.

In addition to a baseline study, the research will require the employment of both quantitative and qualitative research techniques, which may include focus group discussions, structured interviews and structured observation.

Detailed study designs will be proposed by the contracted agency and finalized in collaboration with UNICEF/Nepal and its partners and technical advisors.

## **5. Responsibilities of the Contracted Agency(check numbering)**

The agency will be responsible for the following:

- Prepare a detailed study design in collaboration with UNICEF/Nepal and its partners and technical advisors
- Develop and finalize all research tools with the input of UNICEF/Nepal and its partners and technical advisors
- Set up and manage all research, including training and supervising a qualified team of field workers
- Manage all logistical arrangements, i.e., travel, accommodation, allowances, communications, supplies, etc.
- Meet strict deadlines for submission (see item Number 8 for specific dates)
- Provide periodic progress reports that document quality assurance measures.

## **6. Qualifications and Proposal Requirements of the Contracted Agency**

The contracted agency will be a professional market research organization with a presence in Nepal for at least three years. If the agency should have less than three years of operation, it must document that key agency staff have each had more than five years of experience with other leading research firms in Nepal. Commercial sector and water and sanitation experience is preferable.

The aforementioned qualifications of the proposed study team will make up a part of the submission and should be included as part of the proposal:

- Description of research firm capabilities and related experience in baseline surveys, observational research, consumer research, in depth interviews, and focus groups. Please cite names of studies and clients for each category.

Names and titles of proposed staff including CVs of those who will be assigned to this account; including a statistician and social scientists and/or an anthropologist with:

- Extensive experience in qualitative and quantitative surveys
- Familiarity with the soap industry (preferable, though not required)
- Knowledge of the local language(s) in selected districts

## **7. Technical Proposal**

A research plan and time table that outlines how the firm will manage research, including the design and the pre-testing of research tools, training of field staff, data collection and analysis, and monitoring and evaluation methods. As part of this submission, the agency is also requested to select the proposed research tools and provide two-three page justifications for the suggested approach and how these tools would be used and with which target groups.

## **8. Financial proposal**

A detailed cost proposal that provides estimates for assignment, including data collection, data analysis, field workers, supervisors, final report, etc.

NOTE: The sealed bids (the technical proposal and the financial proposal) should be submitted separately.

The full proposal: (1) one in electronic format and (5) five in hard copy format are due on \_\_\_\_\_ at \_\_\_\_\_ a.m. at UNICEF/Nepal WES. Please address to the attention of \_\_\_\_\_. For questions, please contact \_\_\_\_\_ at \_\_\_\_\_. Selection is estimated to be made by \_\_\_\_\_ date \_\_\_\_\_. Work is expected to commence immediately after notification.

## **9. Deliverables:**

1. A comprehensive report (5 copies) and an electronic copy, including the literature review.
2. Cleaned and fully referenced electronic data sets in an agreed format.
3. Full transcripts of all in depth interviews and focus group discussions in an electronic format
4. 10 copies of the Final Report with detailed findings
5. An illustrated summary document of about 8–10 pages suitable for general presentations, including an electronic version of the summary document in PowerPoint suitable for public presentations.
6. A presentation of results at stakeholder meeting.
7. The final report should include the following elements:
  - I. Background and Objectives
  - II. Methods and Research Tools
  - III. Implementation Schedule
  - IV. Findings and discussions
  - V. Conclusion

## VI. Recommendations

The report will contain graphics when needed. Annexes will contain all relevant background information for the study that is not necessary in the body of the report, such as copies of the original data collection forms, questionnaires, questions for FGDs, etc.

### **10. Time schedule**

The comprehensive final report that will include all findings should be submitted no later than \_\_\_\_\_.

The top line consumer-related findings (approximately 20% of the total research component) are expected to be presented to UNICEF CWE Section, its partners and technical advisors at an earlier date, which will be specified accordingly.

In addition, the research firm will then be requested to present the formal final findings to the Steering Committee, which will be specified at a later date.



# Annex 2: List of Focus Areas for Objective 1 in RFP

1. To document the current level of awareness among the primary target audience that handwashing with soap can help prevent diarrhea. To record current knowledge on actual handwashing practices (including appropriate times and techniques) among the primary target groups.
2. To document the presence or absence of diarrhea within the previous 14 days, as reported by the mother for each child under sixteen, but with a focus on children under five in the household.
3. To measure the level of influence of various groups (FCHVs, mass media, school children, etc.) towards the target audience. In addition, the effect and behavior of school children on their siblings as regards hygiene practices should be recorded.
4. In terms of households, document the level of decision-making authority in terms of purchasing household goods (basic toiletries such as soap, toothpaste, towel/cloth, etc.) within the selected areas.
5. Conduct a literature review of the existing research findings from various sources, e.g., DHS, 2001, census reports, water status survey, etc., and prepare an analytical summary of the situation of children and women with regard to key water and sanitation issues, with a specific focus on handwashing. Issues to address include: the availability of safe drinking water, use of water for washing and cleaning, sanitation availability such as toilets, latrines, garbage pits, hygiene practices, such as handwashing, health-seeking behavior, etc. Wherever possible, reliable district level data should also be reviewed.



# Annex 3: List of Focus Areas for Objective 2 in RFP

## 1a. Mothers and Caretakers

To test key potential marketing hooks and barriers to handwashing with soap in the 15 selected districts. Specifically, identify what key value/benefits would motivate the target groups to use soap with handwashing, if they knew it could prevent diarrhea. For mothers, for example, one may ask: “By handwashing with soap and preventing diarrhea in my family, I can:

1. help keep my family healthy (highlighting child)
2. provide a good future for my family/child
3. help save money and resources on ORS, medical treatment, etc.
4. have a proper reputation/status in the community by appearing clean, by having healthy children, good personal and domestic hygiene, etc. Are there other potential marketing hooks that would help motivate the purchase and use of soap with water, if the customers better knew the linkage between their use and the prevention of diarrhea?

In addition, test potential **barriers** to use (e.g., costs too high, no/low availability, no perception of benefits to health, no perception that soap can help prevent diarrhea, etc.). Ask respondents as to what are the other barriers to using soap?

The outputs would lead to the development of a positioning strategy for the handwashing initiative.

## 1b. School Children

To test potential motivators and barriers to using handwashing with soap as a means to prevent diarrhea among school age children as well. A potential motivator, for example, could be “fewer stomach aches,” less embarrassment at school, missing fewer days of school, having a “competitive edge” over other students in terms of image of strength, health, etc. Potential barriers may include: non-existing facilities, not aware of proper behavior, handwashing with soap not practiced by family and/or peers, etc.

These findings would help to develop a clear and concise communication plan for the School Sanitation & Hygiene Education (SSHE) program.

2. To reinforce existing research that quantifies most preferred media channels/times/availability among key target audiences in 15 districts. Determine viewing/listening habits, availability of TV, radio, preferred type of programming by target group, penetration of FM Media in region, including popularity of “edutainment” and call-in programs by district. Experience with video vans, access to local video screening facility? Availability and frequency of visits to cinema hall?

3. To gather information on more informal channels of communication, including events in the selected districts that are specific to key target audiences, i.e., cultural, women's groups, children's festivals, environmental and health events, clubs, street dramas, sports activities (determine the most popular sport activities among youth in each district). The issues of interpersonal communication, such as the source of receiving health information, credibility factor for the target audience, etc.

4. To gather general information on the types of soap available in the selected areas, proximity to the shops, prices and similar retail audit information relevant to the program, including similar information for schools. In addition, information on attitudes toward brand preferences will need to be captured, as well as information on who makes the brand preference/choice for soap in the household and who actually makes the purchase.





# Annex 4: Draft Research Plan

## 1. Purpose

The purpose of this research is to provide the insights needed to design an effective communication program to promote handwashing with soap at the appropriate times, using the appropriate techniques as an effective means to preventing diarrhea.

## 2. Objective

The specific objectives of the research assignment are:

1. To establish a baseline on the diarrhea incidences of children under 16 (with a focus on children under 5), awareness and practices of handwashing with soap including a review of existing research relevant to the water and sanitation sector.
2. To gather and analyze information and content of various components required for the development of the media strategy.

## 3. Target Audience and Target Areas for Initiative

Primary Target Audience (it is expected that 90% of the resources for the first round of research be allocated to the primary target audiences):

- Young mothers and/or caretakers in households
- All children 5–15 years (including school going and children not going to school)
- Secondary Target Audience (it is expected that no more than 10% of the resources for the first round of research be allocated to the secondary target audiences)
- Most likely focus groups that compare feedback provided by mothers/caretakers and children
- Health Care Workers, Female Community Health Volunteers (FCHVs), Sanitation Motivators (SMs), Community Mobilisers (CMs), Women Workers (WWs) and Volunteer Females (VFs).
- Caretakers of children at childcare centers (UNICEF supported community based child development centers (CBCDCs) and Bal Bikas Kendras (BBKs)
- Local opinion leaders, mother-in-laws, religious leaders, VDC chairperson and parents (males)
- Youth & adult males including youth clubs, etc.

Research firm will need to consult with UNICEF for specific questions that should be answered for all groups.

### ***Program Target***

The target areas for the survey will be a sample size, which is representative of the 15 DACAW (Decentralized Action for Children and Women) districts given below.

- List of 15 DACAW districts covering the five regions of Nepal
- Eastern region: Sunsari, Saptari, Udayapur, Panchthar & Morang including Biratnagar town
- Western region: Kaski, Tanahu, Nawalparasi, Kapilvastu including Pokhara
- Central region: Parsa, Chitwan & Kavre including Birgunj, Narayanghat and Banepa towns
- Mid-western region: Humla & Banke, including Nepalgunj town
- Far-western region: Dadeldhura.

Selected Agency will receive input from UNICEF WES Nepal and its partners regarding the possibility of selecting clusters from specific districts to maximize the cost and efficiency of the proposed study.

## **4. Methods**

Prior to the start of survey implementation, the selected research agency will be required to conduct a comprehensive review of the existing research and studies (completed after Year 1999).

Some of the methods would include:

- Desk review
- Baseline survey
- Key informants interviews/FGDs.

In addition to a baseline study, the research will require the employment of both quantitative and qualitative research techniques, which may include focus group discussions, structured interviews and structured observation.

Detailed study designs will be proposed by the contracted agency and finalized in collaboration with UNICEF/Nepal and its partners and technical advisors.

# Annex 5: Research Firm Selection Form

## **Research Firm Background and Experience (15 Points)**

How much and what kind of experience does the research firm have in working on issues related to this project? Baseline? Household surveys? Consumer research? Focus groups, etc.? In depth interviews? Any observational research? Any experience in water and sanitation? Soap industry or cleaning products?

How well does the research firm's background and experience correspond to the scope of work described in the TOR?

## **Research Firm Staff and Management Approach (15 points)**

How experienced are the staff members being proposed to work on this research? Do they have direct experience related to this scope of work?

Are the staff members being appropriately assigned for their roles? Can the firm confirm that the proposed staff will CONTINUE in these roles during the assignment?

Does the firm have an experienced statistician and social scientist and/or an anthropologist on staff?

Have they worked with the research firm for at least five years, or are they relatively new to the firm? If they are new to the firm, how many years of experience do they have with other research firms? In what capacity? When? Where?

Does the firm offer an effective and efficient approach for managing the study?

## **Strategic Thinking and Approach (20 points)**

How responsive is the firm's research design to the requirements outlines in the TOR?

How well did the firm understand the scope of work?

How well does the proposed research design (method and sample size) address the research issues to be addressed?

How well does the research design reflect the Project's geographic scope and target audiences?

## **Research Plan and Schedule (20 points)**

How complete and well thought out is the timetable for implementation?

How well does the timetable take into consideration questionnaire design, pre-testing, screening and selection of participants, conducting the field research, supervising, collecting and analyzing the data (both topline and final data)?

Does the research plan, number of teams proposed and data collection and analysis procedures comply with the time constraints outlined in the TOR?

Can this approach be realistically executed given the staffing proposed?

**Budget/Cost Efficiency (10 points)**

What rationale did the agency provide for its allocation of resources?

If the suggested budget is above the existing funding for the research study, is the research design flexible enough to be scaled down to meet the budget requirements and the requirements of study? (UNICEF may need to follow-up with discussions with various firms to make this determination).

**Overall Quality of the Proposal (10 points)**

Was the proposal logical, consistent, and cohesive? Was the proposal comprehensive and detailed adequately?

Was the proposal presented in a professional manner? Was it well-organized? Well presented/communicated?

Client References and/or UNICEF's Own Assessment of Firm's Past Research

**Efforts on Behalf of UNICEF (10 points)**

How relevant are the references named to this assignment? References checked?

If the firm has worked with UNICEF in the past, were you pleased with the work? How could it be improved? If the firm was weak in any particular area, is it possible for the firm to recommend an approach to strengthen?

# Technical Proposal Score Sheet

Technical Proposal Score Sheet

Date of Review: \_\_\_\_\_

Name of Research Firm: \_\_\_\_\_

Name of Reviewer: \_\_\_\_\_

Technical Proposal Scores:

\_\_\_\_\_ **Market Research Firm Background and experience (15 points)**

Justification \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ **Market Research Firm Staff and Management Approach (15 points)**

Justification \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ **Strategic Thinking and Approach (20 points)**

Justification \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ **Research Plan and Schedule (20 points)**

Justification \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ **Overall Quality of the Proposal (10 points)**

Justification \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ **Budget (10 points)**

Justification \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ **References (10 points)**

Justification \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**TOTAL SCORE:** \_\_\_\_\_

ADDITIONAL COMMENTS/FOLLOW-UP (SUCH AS REQUEST FOR PERSONAL PRESENTATION OF PROPOSAL OR ADJUSTMENTS IN COST PROPOSAL/STRATEGY):

\_\_\_\_\_  
\_\_\_\_\_





# Annex 6: Tracking Tool

KEY GOALS: To help increase awareness and encourage handwashing with soap at critical times, using proper techniques.					
To help reduce diarrhea in Nepal through development of a compelling campaign that increases awareness (and ultimately changes behavior) over time.					
FUNDING STRATEGY : Maximize scale and reach of program through an integrated public/private sector approach to reach mutual goals of improving public health and increasing soap use in Nepal for the purpose of handwashing.					
January 2003	June 2003 Preparatory Phase	July 2003–October 2003 Planning and Development Phase	November 2003– January 2004 Launch Phase	February 2004– October 2005 Implementation Stage	October 2005– December 2005 Evaluation Stage
Public Sector Partners on Board  UNICEF/NEPAL (staff time)  USAID (technical assistance including EHP staff in DC and EHP staff visits to Nepal and HDI technical assistance)  World Bank (funds for research)					
Potential Other Public Sector Partners  * DFID  * FINNIDA  * WHO  * Nepal Red Cross Society  * CARE  * Plan International  * Asian Development Bank					

<p>Potential Private Sector Partners</p> <p>Soap Companies</p> <ul style="list-style-type: none"> <li>* Nepal Lever</li> <li>* Aarti Soap</li> <li>* Annapurna Soap</li> <li>* Himalaya Soap</li> <li>* Mahashakti Soap</li> <li>* Pashupati Soap</li> <li>* Bhagawati Soap</li> <li>* Colgate Palmolive</li> </ul> <p>Funding required from private sector soap companies for media placement of generic and branded campaigns.</p> <p>In-kind contributions of soap samples are also requested</p> <ul style="list-style-type: none"> <li>* Towel Companies</li> <li>* Potential Private Sector Foundations:</li> <li>* The Gates Foundation</li> </ul>					
<p>Potential Implementing Bodies:</p> <ul style="list-style-type: none"> <li>* Steering Committee for handwashing initiative</li> <li>* Task Force (Central and District Level)</li> <li>* District Hand-Washing Initiative Steering Committees</li> </ul>					

<p>* School Management Committees</p> <p>* Government line agencies:</p> <p>* Dept. of Water Supply and Sewage-DWSS, Ministry of Education, Ministry of Health, Ministry of Local Development, Ministry of Physical Planning and Works, NGOs that could assist in distribution, training, implementation, etc.)</p>					
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# Annex 7: Advertising Agency Selection Form

Name of ad agency proposal:

Name reviewer, title and affiliation:

Date of proposal review:

Total Score: \_\_\_\_\_

## **Agency Background and Experience (10 points) \_\_\_\_\_**

Questions to consider:

How much and what kind of experience does the agency have working on issues related to this account?

How well does the agency's background and experience correspond to the scope of work described in the Request for Proposal (RFP)?

Does UNICEF/Nepal have any experience in working with this agency and/or its staff members in the past? Positive? Negative?

## **Agency Staff and Management Approach (15 points) \_\_\_\_\_**

How experienced are the staff members being proposed to work on this account?

Do they have direct experience related to this scope of work and with the intended audiences?

Are the staff members being appropriately assigned for their roles? Have they identified a specific account executive?

Have they worked with the agency for a long time or are they relatively new?

Does the agency offer an effective approach for managing the account?

## **Initial Creative Ideas and Strategic Approach (40 points) \_\_\_\_\_**

Do the sample creative ideas correspond to the positioning platform proposed in the creative brief?

Do the sample creative ideas command attention? Clearly communicate the intended messages? Does it communicate a meaningful benefit? Does it cater or appeal to the target audience? Does it include a call to action? Is it positive, upbeat and colorful? Simple and not too complicated?

Logos:

Slogan/themes:

Proposed storyboard and/or radio jingle:

Are all of the proposed elements above linked with each other? Do they clearly communicate a consistent campaign platform?

Do the samples reflect high quality work that would be on a par with private sector material (important since private sector companies will be funding initiative and including their corporate logos)?

How well does the approach address the key communications needs as illuminated by the research findings (which should be included in the RFP)?

How suitable are the sample creative items for the target audience (reflects socio-demographic profile, etc)?

How well did the agency respond to research that indicated that husbands are the primary decision makers (and purchasers) of toiletry items for the household? (Though women should likely be depicted as the caregivers for children)?

Did the agency follow the instructions in the creative brief to incorporate UNICEF's *Meena* as a small logo in the mass media campaign and as a major element in the children's material? Was that effective?

How well did the agency consider the demographic profile of the target audience in developing its initial creative approach? (age, literacy, accessibility to media and preferred media, etc.)

What, if any, new/and or innovative ideas and approaches did the agency present?

**Sample Media Plan and Schedule (10 points) \_\_\_\_\_**

Would suggest that UNICEF request that the agency include a sample media plan based on a "sample" budget as part of the proposal.

How complete and well thought out is the media plan?

How appropriate are the media selected for reaching the intended audience (especially considering that research has indicated that the majority of women interviewed are illiterate)?

Has the media schedule been allocated in appropriate proportions, given the total sample budget?

Are the various media elements scheduled in a logical fashion?

Has the agency provided a good rationale for its media selection decisions?

Has the agency provided recommendations for how it will respond to the program's need for a strong local level communication initiative that will be linked with the media campaign? What have they proposed and how will they implement plan /distribute material/ link with UNICEF local partners?

**Timetable and Allocation of the Budget (15 points) \_\_\_\_\_**

Would recommend that in addition to the sample Media Plan, UNICEF also request a sample timetable and allocation of the sample budget, as part of the proposal submission?

How complete and well thought out is the timetable for implementation?

How realistic is the implementation plan?

Does the production schedule meet the expected launch date of early February 2004?

How well does the timetable take into consideration production time, approval processes, etc.?

Will the emphasis in spending maximize the communication campaign results?

Does the budget allocation reflect the program activities, program objective and key communications needs outlined in the RFP?

What rationale did the agency provide for its allocation of resources?

What is the ratio between production costs and air time (ideally air time should be greater than production costs)?

**Overall Quality of the Proposal (10 points) \_\_\_\_\_**

Was the proposal logical, consistent, cohesive and submitted by the deadline indicated in the RFP?

Was the proposal comprehensive and detailed adequately?

Was the overall approach reasonable, innovative and effective?

Was the proposal presented in a professional manner? Was it neat? Well organized? Free of spelling, grammatical and typing errors?



# Annex 8: Findings from Baseline Research 2003

When asked about why they do not wash their hands *with soap* at certain times, respondents indicated:

## After Defecation

	ADULTS	CHILDREN
Cannot afford	59.9%	45.9%
Not available nearby	34.4%	33.5%
Not necessary	25.6%	24.5%

## Before cooking or preparing food

Not necessary	63.8%	64.3%
Not available nearby	24.9%	23.0%
Cannot afford	22.8%	15.5%

## Before eating or feeding children

Not necessary	64.3%	65.7%
Not available nearby	24.9%	24.3%
Cannot afford	22.8%	14.0%

## After changing and cleaning baby

	ADULTS	CHILDREN
No practice	50%	25.5%
Do not know about it	42%	17.2%
Not necessary	16.7%	55.7%

When asked who makes the decisions regarding purchasing toiletries in the household, adult women interviewed indicated:

husband	48.9%
myself	18.8%

When asked about WHO goes to the market to purchase toiletry items, adult women indicated:

Husband	50.5%
Myself	21.6%

**When asked how much their family could afford for one bar of soap, adult respondents indicated (in NRs):**

6-10 NRs	48.5%
Up to 5 NRs	25%
11-15 NRs	16.1%
16-20 NRs	9.8%
21-25 NRs	0.3

**Those surveyed indicated that they currently receive information about handwashing and diarrhea through the following sources:**

	ADULTS	CHILDREN
Radio	32.3 %	24.4%
TV	10.7%	11.9%
Friends/Neighbors	49.1%	36.4%
Health facility	48.9%	23.2%
Health worker	35.5%	24.1%
School Books		59.2%
Parents		34.9%

**Those surveyed indicated that they would PREFER to receive information about diarrhea/hygiene through the following sources:**

	ADULTS	CHILDREN
Radio	58.9%	66.8%
TV	19.7%	30.4%
Friends/Neighbors	43.1%	42.7%
Health facility	39.2%	23.7%
Health worker	38.4	28.1%
School Books		66.5%
Parents		39.0%

**Adults indicated that the most common local media currently utilized in their villages included:**

Mikings	19%
Individual/person to person	11.7%
None	46.8%

**When asked about whether frontline workers are credible sources of information on handwashing issues, 93.6% of adults surveyed said “yes.”**

**When asked about the frequency of visits made by front line workers to provide health information, adults respondents cited:**

once a week	3.8%
two times a week	1.6%
once a month	16.7%
irregularly	76.5%

**When asked about any suggestions for making the front line workers more effective, respondents recommended:**

more training	65.8%
fixed times for visits	55.1%
maintaining good relationships	25.6%

**When asked about what time of day do you usually watch TV, adults and children indicated:**

	ADULTS	CHILDREN
Night	61.8%	53.6%
Evening	24.1%	27.1%
Afternoon	11.8%	15.8%

**Name of channel watched most often:**

	ADULTS	CHILDREN
Nepal TV	98.6	98.3%
Door Darshan	4.7	4.3%
Channel Nepal	2.1	2.5%

\* Please note that the recently introduced format, Kantipur TV, was launched after completion of research study.

**Kinds of programs do you usually watch?**

	ADULTS	CHILDREN
News	67%	47.7%
Dui Din Ko Jindagani	58.9%	51.6%
Hijo Aaja Ka Kura	54%	45.5%

**Name of radio stations listened to most frequently:**

	ADULTS	CHILDREN
Radio Nepal	94.2%	92.0%
FM radio	40.6%	48.5%
All India	3.8%	4.9%

**Time of day most often listen to the radio:**

	ADULTS	CHILDREN
Afternoon	28.8%	25.7%
Late Morning	26.9%	24.6%
Evening	24.5%	34.7%
Night	12.9%	12.3%

**Children indicated that their top favorite TV personalities were:**

- Jeetu Nepal
- Santosh Pant
- Binod Manandhar

**Children indicated that their favorite cartoons were:**

- Moumin
- Meena

**Children indicated that the reason they liked particular advertisements were that they were:**

- Entertaining (68.9%)
- Informative (25.6%)
- Educational (17.3)

**Children indicated that their favorite advertisements were:**

- Lilil Soap
- Coca Cola
- Mayoos Noodles
- Lifeboy Soap

**Children involved in Child's Clubs indicated that Quiz Competitions and Sports were their favorite activities.**

**Children indicated that overall, the following sports:**

- Volleyball/Football/Kabandi/Races/Luku Chori) were their favorite activities.

**Key Findings from Adult/Provider Focus Group Discussions:**

- The only critical time that the majority thought that people used soap in their village was after defecation.
- At other critical times, most thought it was "not necessary."
- When asked why do people in your community not use soap, 52% said lack of awareness; 41% said due to poverty and 26% did not know.
- Respondents estimated that 60% of the people in their village washed their hands before meals, but only 4% used soap.

# Annex 9: List of Existing/Potential Partners

List of Existing/Potential Partners (the following were invited to the August 2003 Stakeholder Workshop in Kathmandu).

- DWSS/MPPW
- World Bank
- USAID
- EHP
- NEWAH
- RWSSFDP
- FINNIDA
- John Snow International
- Nepal Red Cross Society
- Department of Health, MoH
- Department of Education, MoE
- Ministry of Local Development
- Ministry of Women and Social Welfare
- Nepal Lever, Lt.s
- Aarti Soap and Chemicals
- Annapurna Soap and Chemicals Industries
- Himalaya Soap and Chemical Industries
- Makashakti Soap and Chemical Industries

- Pashupati Soap Industries
- Bhagawati Soap Industries
- Sharda Group
- CARE
- Plan International
- Save the Children – UK
- Save the Children – USA
- World Vision
- JMA-JAICA
- GTZ-Nepal
- Social Welfare Council (SCNCC)
- CECI
- NEFEJ
- UNDP
- Action Aid
- Dolidar
- DFID
- Water Aid
- NAVIN
- ADDCN
- BSP
- Street Drama Groups
- Media (print and electronic)

