

Draft communications strategy for the Self-supply Acceleration Programme (SSAP)

Draft version 2.0 (14 August 2013)

Contents

1	Preface	4
2	Self-Supply Acceleration Programme (SSAP): background	5
3	SSAP and the need for a communication strategy	7
4	Scope of this communications strategy	8
5	SSAP Inception Phase programme objectives & communication products.....	8
6	SSAP Inception phase: products & channels	11
7	SSAP Implementation programme: key players & messages	11
8	Creating interest, recognition and demand for self-supply at woreda and community level 18	
9	SSAP Implementation: products & channels.....	21
10	Recommendations	23
10.1	A dedicated budget for communications capacity & products.....	23
10.2	Regionalised communication strategies	23
10.3	Phasing the communications.....	23
10.4	One event only is not the way to go, behaviour change requires a thorough communication process	23
10.5	Critical stakeholder analysis.....	24
10.6	A SSAP brand (incl. a logo).....	24
10.7	SSAP communications and ONWP communications	24
10.8	Web presence and strategy	24
10.9	SSAP email addresses & signature.....	25
10.10	Development of an image bank.....	25
10.11	Monitoring communications	25
10.12	Avoid assuming responsibilities of others, build on the strengths of others	25
10.13	Build on and link to existing platforms & channels	25
10.14	Internal communications platform	26
10.15	A Self supply newsletter.....	26
10.16	Social media use	26

10.17	Continued learning from other programmes & initiatives	27
10.18	Learning platforms and communications	27
Annex 1:	Organisational support for self-supply from the OWP.....	28
Annex 2:	Self-supply website content sections	29

1 Preface

This draft communications was produced in order to guide the development of effective communications to support the Self-supply Acceleration Programme. It was produced by IRC International Water and Sanitation Centre, with funding from the Partners for Water Programme. Inputs were made by key stakeholders with interests in Self-supply. The draft is intended to be further developed with inputs from MoWE and the Self Supply Working Group.

2 Self-Supply Acceleration Programme (SSAP): background

Households widely practise Self-supply (developing traditional wells and or to a lesser extent rainwater harvesting) but it has not been taken to scale and full potential, and many efforts are of poor quality. The SSAP is the first attempt to support Self-supply systematically.

Government of Ethiopia, donors and implementing partners increasingly recognize the importance and the role that Self-supply could potentially play in accelerating progress to achieve the Growth and Transformation Plan (GTP)/Universal Access Plan (UAP) goals. Self-supply was included in the UAP and the WASH Implementation Framework (WIF). Self-supply is included as part of the One WASH National Program (ONWP). But many organisations and people have doubts about Self-supply and to date, Self-supply acceleration has not been implemented (or piloted). The ONWP, and the Self-supply component (a special intervention area) are not yet funded.

The proposal for the Self-supply Acceleration Programme (SSAP) (2013-2018) (final version 15 June 2013) sets out the main activities planned to facilitate scaled implementation of Self-supply in Ethiopia. Full implementation, without funding, has not yet commenced although some activities are going ahead led by MoWE and with the support of UNICEF, JICA, IRC and other projects.

The overall objective of the SSAP is that 'the self-supply approach is significantly contributing to increasing access to sustainable improved water supplies in Ethiopia for drinking, sanitation and hygiene and small-scale productive uses, with adequate inclusion of the poorest people'. A key indicator for the overall objective is that 100,000 family wells are developed or upgraded across five regions benefitting an estimated 5 million people with better access to safe water for drinking, sanitation and hygiene and productive uses.

The **outcomes** of the SSAP summarised in Table 1. It is clear that to reach such outcomes, a wide range of stakeholders will need to be engaged and active at different levels. Some will need to change what they do. Communications will be critical.

Table 1: Intended outcomes of the Self-supply Acceleration Programme

Outcome 1	Self Supply sources which reach the minimum standards are incorporated into woreda and regional level coverage data (e.g. through National WASH inventory) and reported as part of the national sector performance statistics.
Outcome 2	In each focal woreda, at least five local enterprises (e.g. well diggers, masons, rope pump suppliers, household water treatment suppliers) are able to provide products and services on a commercially viable basis to private water users, communities and institutions.
Outcome 3	Rural dwellers in the focal woredas have informed choice about three to five affordable and reliable technologies for Self Supply.
Outcome 4	Reliable and fair financial mechanisms in the focal woredas are accessed by private households, communities and private enterprises to improve rural water supplies. At least 10 micro-finance institutions systematically provide services to support households and businesses related to Self Supply.
Outcome 5	At least 20 woredas (four woredas per Region) and 10 NGO's proactively promote Self Supply approach and associated good hygiene and sanitation practices in rural areas.

Outcome 6	All woredas in areas of Ethiopia with good potential for Self Supply (estimated as around half of all woredas) are aware of the Self Supply activities in the 20 focal woredas and equipped with guidance and reference materials for replication in their own woredas.
Outcome 7	A vibrant network for Self Supply is in place at national and regional level as evidenced by reports and minutes of meetings, and active contributions are made to international fora and conferences on Self Supply in Ethiopia.
Outcome 8	There is a significant increase in the numbers of households which are investing in their own water supplies (new sources and upgrading existing sources) and have adopted good hygiene and sanitation practices in the focal woredas and beyond, based on reported data by woredas, the national WASH inventory and other surveys.

The SSAP is led by the Ministry of Water and Energy (MoWE). A Self-supply Working Group (SSWG) chaired by MoWE provides support and include, IRC International Water and Sanitation Centre, UNICEF, WHO, RiPPLE and COWASH and the strategic partners IDE, Millennium Water Alliance and JICA.

Implementation of the SSAP should be linked to the Ministry of Agriculture (Irrigation), Ministry of Health (Household Water Treatment and Community-led Total Sanitation) and MOFED initiatives. Any cross-sector initiatives are obviously hugely challenges and communications form a vital part of getting different sectors to align. The SSAP as a programme could fail, if not properly linking up to these sectors.

Self-supply is about 'Improvement to water supplies developed largely or wholly through user investment, usually at household level' (Source: Workneh and Sutton, 2008)

Self-supply acceleration is about reaching more people in a shorter time.

Self-supply Acceleration Programme (SSAP) is a proposed five year programme by MoWE setting out the main activities planned to facilitate scaled implementation of Self-supply in Ethiopia. The SSAP is still without funding and has not yet commenced, although some activities are going ahead led by MoWE and with the support of UNICEF, JICA, IRC and other projects.

3 SSAP and the need for a communication strategy

There is good case to make that communications should be one of the major activities of the SSAP programme.

One reason is the scale. The potential is that hundreds of thousands of households will develop and improve water sources. But this will only happen if good communications help build the demand. To make Self-supply safer behaviour change communications (BCC) will also be critical.

A second reason is the large number of actors involved at many different levels (federal, regional, woreda, household level). Annex 1 illustrates is a representation of the organizational arrangements for the ONWP's support to Self Supply. It shows already how many actors and platforms will be involved, and these only represent still the water sector entities and don't include the related MoA, MoH, MOFED entities and private sector actors

Another reason is change. Self-supply involves change because it demands different roles of households, public and private actors as compared to conventional community water supplies.

Households become 'the implementer', and are the main actors in self supply. They invest and manage their own water supply improvement. They need to be convinced that improvements in their water supply will benefit their families.

Private sector becomes a direct supplier to households, either in the form of providing hardware (pumps, ropes etc.), or services (maintenance, drilling, construction, advise on appropriate technology etc.) or in the case of micro-finance institutes in the form of loans, to facilitate the necessary investments in the household water supply

Government and NGOs, at all levels, becomes the main facilitator and promoter of the approach, by researching, demonstrating, promotion and marketing of household improvements, providing training, and facilitating financing through micro-credits.

Self-supply acceleration is also new and untested. Communications will also be needed to ensure that we learn from initial activities in different places and improve the implementation approaches.

For all these reasons, the scale, the number of actors, the need for change and the need to learn, communications will be critical if SSAP is to be successful. Adequately resourcing for communications, and undertaking communications activity professionally is vital. This communications strategy aims to be a first step to ensuring that the communications effort in SSAP is of high quality.

The aim of this strategy is to guide the SSWG and all other programme stakeholders in effective communications contributing to the successful implementation and objectives as defined in the proposal for Self Supply Acceleration Programme (2013-2018).

4 Scope of this communications strategy

- The focus of this document is on the definition of communications objectives and their related strategy for those SSAP programme objectives that will create the right enabling environment for Self-Supply Acceleration for the period of the next 14 months (covering the inception phase and the 1st year of the implementation phase of the SSAP).
- This document will give indicative guidelines for communications that move beyond the 14 months and cover the entire programme duration. It is advised, however, to revise the strategy document at an annual basis for realistic communications planning.
- This document provides indicative communications messages for relevant stakeholders. It is expected that message fine-tuning and/ or development will be taken forward at the appropriate levels. The Guidelines on Accelerating Self Supply contains a separate module dedicated to creating interest, recognition and demand for self-supply.
- Communication is being considered in this document as 'all activities towards awareness raising, understanding and/ or action' (these activities can range from interpersonal communications, meetings, to publication products and events). Therefore this document will also make reference to information and knowledge sharing.
- Self-Supply is integrated in the One WASH National Programme (OWNP), which is currently being developed and resourced. It is expected that, in due time, this communications strategy can form an input to any wider ONWP communications strategy, where needed adapted to the overall ONWP communications principles.
- For the above reason, the products and platforms recommended in this strategy, are advised to be 'modest' in design and cost, and where possible will make use of existing platforms and channels, as they might in a later stage should be adapted and aligned to the ONWP communications products and channels.

5 SSAP Inception Phase programme objectives & communication products

The SSAP Inception Phase is all about fundraising and the development of SSA guidelines. Fundraising activities will have to be targeting donors, but are also about ensuring that Self-supply gets into regional budgets and plans.

In the table below inception phase objectives have been translated into (SMART) objectives and key players have been identified to target with messages and communications products.

Objective 1:

MoWE, with support from the Self Supply Working Group has obtained an approximate amount of 10,727.250 euros from donors to finance the implementation of the proposed five year Self-Supply Acceleration Programme.

Key players	Attitude to self-supply & MoWE	Their interest	Messages	Products & channels
Donors (identify whom)	Some donors are on board (UNICEF and JICA) others are less on board	<ul style="list-style-type: none"> Achievement of GTP and MDG targets Harmonisation and alignment; One WaSH Evidence of the cost effectiveness and sustainability of self-supply 	<ul style="list-style-type: none"> SSAP contributes to harmonization and alignment as it contributes to the Growth and Transformation Programme (GTP 2011-2015), Universal Access Plan II, Health Sector Development Plan IV and the One WASH National Programme (OWNP) targets Self-supply contributes to the MDG7 target. Investing in self-supply is value for money; Self-supply is cost effective and works with an increasing population, where less aid money is available We have a strong evidence base and our calls are grounded in robust research. Self-supply leads to increased sustainability of schemes, as household ownership is high It is government policy to encourage self-supply. 	<ul style="list-style-type: none"> Hidden Resource Report; PowerPoint Presentation; SSAP brochure; Donor focused leaflet on value for money; Publications with international self-supply experiences National policy guidelines <p><i>Channels</i></p> <ul style="list-style-type: none"> Interpersonal communications Donor meetings; Donor visits; Mini-strategies per donor

Objective 2:

MoWE has coordinated and supported the regions (Amhara, Oromia, Tigray, Southern Region and B/Gumuz) to make concrete plans and budgets for incorporating Self-Supply implementation in their workplans. These plans are alligned with the OOWNP.

Key players	Attitude to self-supply & MoWE	Their interest	Messages	Products & channels
Regional water bureaus (Oromia, Amhara and Southern Region)		<ul style="list-style-type: none"> To develop self-supply within own contexts To improve WaSH coverage and sustainability To have clear guidelines to facilitate self-supply acceleration To know how to access SSWG support and tools 	<ul style="list-style-type: none"> SSAP will only succeed if regions adopt self-supply in their annual regional planning and budgeting It is government policy to encourage self-supply. Implementing self-supply can help the region go faster and do better in WASH Implementing self-supply requires a transition of the business as usual approach and there is federal support from the SSWG SSWG can provide useful, practical information and support 	<ul style="list-style-type: none"> GASS Guidelines; Demo Posters; PowerPoint Presentation; National Policy Guidelines <p><i>Channels</i></p> <ul style="list-style-type: none"> Budget/ planning meetings Meetings/ trainings to introduce the GASS guidelines
National WASH Coordination Office <i>Mr. Abiy Girma</i>	An approximate amount of 50.000 self-supply schemes have been planned in the OOWNP proposal.	<ul style="list-style-type: none"> Getting the OOWNP proposal funded 	<ul style="list-style-type: none"> The SSWG is ready to work with the National WASH Coordination Office to implement the self-supply component of the OOWNP 	Interpersonal relations Meetings

6 SSAP Inception phase: products & channels

Based on the above, MoWE is currently developing a first set of key products, consisting of **self-supply acceleration guidelines** (focusing on both the technology issues; financial support as well as the software aspects) and a set of **communication products** for advocacy targeting the audiences identified in chapter 4.

This set of communication products is consisting of:

- a. **A donor focused leaflet**, for sharing the message that investing in self-supply is value for money
- b. **A brochure**, introducing the vision of the self-supply approach and giving an outline summary of the Self-supply Acceleration Programme Implementation Proposal.
- c. **Two demo posters**, with household focused messages
- d. **Publication of the 'National Policy Guidelines for Self-supply'** which were developed by the multi-stakeholder Self-supply Working Group (SSWG) and endorsed by the Ministry of Water and Energy (MoWE) in February 2012.
- e. A **power-point template** for sharing the concept of self-supply and the progress of the SSAP.

The above materials together with the earlier published report 'A hidden resource: Household-led rural water supply in Ethiopia' form the basis of the package to use in promoting and marketing of SSAP.

7 SSAP Implementation programme: key players & messages

SSAP implementation could kick off, as soon as funding arrangements have been made and as regions have taken up SSAP in the planning and budgets.

During the implementation of SSAP, all communications activities should contribute to the overall objectives of the SSAP programme and the intended institutionalisation and scaling up of self-supply. Communications should not be viewed as an "add-on", but rather something fundamental to achieving the overall project objective (accelerated implementation of the Universal Access Plan (UAP) through the adoption and application of self-supply) and purpose.

In the table below we have identified the key players contributing to the overall programme objectives, and formulated messages and identified potential communication products and platforms.

To make this strategy and communications even more targeted, it is suggested to clearly identifying which organisations and institutions under these stakeholder group headings are on board and which are not, and identify the names of the key decision makers within these institutions in order to focus advocacy activities.

Communications with SSAP/ SSWG staff at all levels

Key players	Attitude to self-supply & MoWE	Their interest	Messages	Products & channels
SSWG staff (at all levels)	On board	Doing an effective job and scaling up self supply	<ul style="list-style-type: none"> • Communications will be central to SS success. The acceleration won't happen without good communications • There are limited funds to invest in communications, all working group members will need to make inputs and contribute to implementation of the strategy. • This programme is multi-faceted and requires the support from all stakeholders, to whom we have to be open and welcoming 	<p>Progress reports; SSWG meeting minutes; newsletters for horizontal & vertical sharing</p> <p><i>Channels</i></p> <ul style="list-style-type: none"> • Interpersonal relations • SSWG meetings • Learning & sharing visits between regions • DropBox • Website

Communications with federal level key-players

Key players	Attitude to self-supply & MoWE	Their interest	Messages	Products & channels
<p>Ministry of Water and Energy staff</p> <p>MoWE/JICA rope pump project staff</p> <p>National WASH Coordination Office (<i>Mr. Abiy Girma</i>)</p>	Self-supply has been adopted as one of the four approaches to water supply in the OWNPN	Doing an effective job and scaling up self supply	<ul style="list-style-type: none"> • Self-supply is one of the four approaches to improved WASH services as described in the OWNPN. • Self-supply requires a shift from business as usual • Self-supply is the only way to reach all • Families are willing to invest • Self-supply takes away a big part of the O&M burden. • It 'automatically' becomes communal water supply because of the sharing of family wells • We have a strong evidence base and our calls are grounded in robust research • Self-supply leads to increased sustainability of schemes, as household ownership is high 	<ul style="list-style-type: none"> • GASS guidelines • Progress reports; • SSWG meeting minutes; newsletters • Publications with international self-supply experiences <p><i>Channels</i></p> <ul style="list-style-type: none"> • Interpersonal relations • SSWG meetings • Learning & sharing visits between regions • DropBox • Website • (Inter) national meetings

<p>GoE Ministries and regional bureaus :</p> <p>Ministry of Health (MoH), Ministry of Agriculture (MoA), Ministry of Finance and Economic Development (MOFED)</p>		<ul style="list-style-type: none"> To develop self-supply acceleration as one of the four main approaches to rural WaSH To have clear guidelines to facilitate the new 'approach' compared to 'business as usual'. <p>MoH: The health, water quality, hygiene and health aspect to self-supply.</p> <p>MoA: The irrigation and the productive use aspect to self-supply</p> <p>MOFED Accelerated sustainable, equitable, economic development</p>	<p>The SSAP is contributing to goals and targets set out in Ethiopia's Growth and Transformation Programme (GTP 2011-2015) Universal Access Plan II, Health Sector Development Plan IV and the One WASH National Programme (OWNP).</p> <p>General</p> <ul style="list-style-type: none"> Self-supply will lead to the lowering of ground water levels and should therefore go hand in hand with awareness raising and capacity building on water storage and recharge planning <p>MoH</p> <ul style="list-style-type: none"> Self-supply acceleration can only succeed when linking it to Household Water Treatment and Community-led Total Sanitation promotion Wells with simple protection to stop water running into the well, or a rope pump, are 3-5 times more likely to provide safe water than unprotected wells. Self-supply promotion, should contain a strong hygiene education and household water treatment education component for which we need your inputs and support <p>MoA</p> <p>MOFED</p> <ul style="list-style-type: none"> Self-supply leads to productive use (60% of the Ethiopian population are small farmers – with self-supply they can double the food market) Self-supply = money (communal water supply will never be used for irrigation). 	<ul style="list-style-type: none"> GASS guidelines with chapters on links to Household Water Treatment and CLTS & productive use of water (value chain development) Publications with international self-supply experiences <p>MoH Health extension workers & health development army</p> <p>MoA Irrigation army</p>
<p>NGOs/ CSOs (at federal level)</p>	<p>Some NGOs are on board, others less</p> <p>IDE & RIPLLE are on board</p> <p>WaterAid (link</p>	<ul style="list-style-type: none"> To provide WaSH access Pro-poor Vulnerable, marginalized groups Quality interventions 	<ul style="list-style-type: none"> Self-supply give households more voice, decision-making power and the systems they want NGO can support the woredas in the facilitation of SSAP. NGOs have experience in community and private sector mobilization, supply chain and value chain development that SSAP can build on (e.g. IDE, SNV) Self-supply leads to increased sustainability of schemes, as household ownership is high 	<p>GASS with chapter on facilitation of SSA</p> <p><i>Channels</i></p> <ul style="list-style-type: none"> Interpersonal relations Meetings

	with disabilities/ marginalized people); CARE; PLAN; Oxfam		<ul style="list-style-type: none"> • Self-supply brings water closer to marginalized groups 	
Donors (identify whom)	Some are on board; others less	<ul style="list-style-type: none"> • Evidence of the cost effectiveness and sustainability of self-supply • Evidence of successful embedding in the regions 		<p>Briefing notes; publications; Progress reports</p> <p><i>Channels</i></p> <ul style="list-style-type: none"> • Interpersonal relations • Donor meetings • Donor visits
Micro-finance institutes (headquarter offices)	Unknown to the issue & unknown to MoWE, except those MFIs participated in the federal meetings;	Lending money and contributing to development through investment in productive initiatives and sectors.	<ul style="list-style-type: none"> - SSAP depends on effective MFIs with reach to local levels - Household wells are the most highly-yielding household asset of all. Family wells are typically used for multiple purposes. They provide water for irrigating high-value crops and vegetables. They are used to water livestock and they are widely used for drinking and other domestic uses. - Self-supply is a huge market - It has government support and it has genuine potential to transform the lives of many rural Ethiopians. - It builds on what households are already doing. And they have most of the skills and resources needed. 	<ul style="list-style-type: none"> • Video: The WASH Business Case; • (Upcoming) MUSTRAIN Case Study on MFIs supporting self-supply; <p><i>Channels:</i></p> <ul style="list-style-type: none"> • Interpersonal relations • Learning & sharing meetings between MFIs and SSWG staff
Private sector	Some will be known to self-supply and are interested (<i>rope pump manufacturers</i>) Others, should be trained on the concept and the technology improvements and get on board	Finding new customers to decentralize and extent service delivery	<ul style="list-style-type: none"> - Self-supply helps to plan service delivery down to household. - The market for self-supply products and services is huge. - SSAP creates demand from households to use private sector services - There are clear benefits for the private sector making quality (sustainable) products - A range of affordable options is requires 	<p>GASS chapter with technology guidelines; Guidelines on rope pump standardization (currently developed by JICA/MoWE)</p> <p>(To be created) rope pump manufacturers association meetings</p>

Academic and other institutions□	Some are on board (HAWASA University in Southern Region), other less	Advance knowledge, enhance technology creation and transfer, training, research, and public services; thereby, contributing to the development of the nation.	Research is a critical component of the SSAP	<ul style="list-style-type: none"> • Briefing notes • Conference papers; (produced by SSWG or other institutions) • Publications (with international self-supply experiences)
Network organisations (NGO Forum, MWA-E, Ethiopia WASH Alliance; WASH Movement)		Bringing WASH sector knowledge and experiences together	<ul style="list-style-type: none"> • Self-supply is the only way to reach all • SSAP experiences and lessons are worth sharing sector wide 	<ul style="list-style-type: none"> • National level meetings • Sector newsletters (WASH Bulletin) • FLOWS meetings • WASH Multi Stakeholder Forum (MSF)

Communications with international key players

Key players	Attitude to self-supply & MoWE	Their interest	Messages	Products & channels
International community (INGOs, donors, academia, research organisations, networks and for a)		Finding successful models for sustainable service delivery	Self-supply is being tested at scale and is now being scaled up nationally where it is a key part of national strategy	<p>Research papers; peer-reviewed articles; blog posts; web-articles</p> <p><i>Channels</i></p> <ul style="list-style-type: none"> • International events (symposia, conferences, seminars) • Journals • Blogs • Website • Rural Water Supply Network Meeting (RWSN) • World Water Week (WWW)

Woreda level key players

Key players	Attitude to self-supply & MoWE	Their interest	Messages	Products & channels
Zones and Woredas (Differentiate to programme woredas, and those who have not been involved)		<ul style="list-style-type: none"> How to facilitate the acceleration of self-supply with limited capacity How to create interest, recognition and demand for self-supply with households, private sector and other pertinent stakeholders 	<ul style="list-style-type: none"> Self-supply is an effective way to utilise limited capacity There is support from the regional bureau self-supply working group. The federal level SSWG can provide useful, practical information and support on how to raise awareness and support to private sector and households 	<p>GASS guidelines</p> <p>Link up with local platforms Health extension workers & health development army and irrigation army</p>
NGOs/ CSOs (at woreda level)		<ul style="list-style-type: none"> To provide WaSH access, pro-poor, quality interventions 	<ul style="list-style-type: none"> Self-supply give households more voice, decision-making power and the systems they want NGO can support the woredas in the facilitation of SSAP. NGOs have experience in community and private sector mobilization, supply chain and value chain development that SSAP can build on. Self-supply leads to increased sustainability of schemes, as household ownership is high 	GASS with chapter on facilitation of SSA
Micro-finance institutes (branche offices at woreda level)	Unknown to issue and MoWE activities except those MFIs who contributed with grants to CMP programme or participated in the federal meetings to bring MFIs	Lending money and contributing to development through investment in productive initiatives and sectors.	<ul style="list-style-type: none"> SSAP depends on effective MFIs with reach to local levels Household wells are the most highly-yielding household asset of all. Family wells are typically used for multiple purposes. They provide water for irrigating high-value crops and vegetables. They are used to water livestock and they are widely used for drinking and other domestic uses. Self-supply is a huge market It has government support and it has genuine potential to transform the lives of many rural Ethiopians. It builds on what households are already doing. And they have most of the skills and resources needed. 	

	and self-supply closer;			
Private sector	Some will be known to self-supply – others, should be trained on the concept and the technology improvements 'During the rainy season we cannot do excavations – there will be no business for us'	Finding new customers to decentralize and extent service delivery	<ul style="list-style-type: none"> - Self-supply helps to plan service delivery down to household. - The market for self-supply products and services is huge. - SSAP creates demand from households to use private sector services - There are clear benefits for the private sector making quality (sustainable) products - During the rainy season the business can be expanded with O&M activities and manual well drilling 	GASS chapter with technology guidelines; Guidelines on rope pump standardization (currently developed by JICA/MoWE) (To be created) rope pump manufacturers association meetings

Communications with households (see Chapter 7 for a complete overview of messages for households)

Key players	Attitude to self-supply & MoWE	Their interest	Messages	Products & channels
Households		<ul style="list-style-type: none"> • Getting access to water supply • Getting knowledge on how to upgrade the family well to improve water quality 	<ul style="list-style-type: none"> • Investing in self-supply is affordable and has many benefits • Constructing or upgrading household water sources can be done: • Support to households is available in making the right choices 	Radio spots; leaflets; pamphlets; Demonstration sites Meetings House to house visits

Creating interest, recognition and demand for self-supply at woreda and community level will be very much the task of woreda level staff. Development of communication products and using local available channels and platforms (local meeting platforms, local radio stations) will be done by woreda level staff, with support with federal and regional support in terms of tools and templates. A chapter on demand creation is part of the Guidelines for Acceleration of Self-Supply (GASS, MoWE 2013). A summary of these guidelines can be found in Chapter 6 of this document.

8 Creating interest, recognition and demand for self-supply at woreda and community level

This chapter is based on the chapter on demand creation of the Guidelines for Acceleration of Self-supply (GASS, MoWE 2013)

There are two core communication objectives at regional, woreda and community level, these are about:

- creating and maintaining demand for self-supply at **household level**; and
- creating interest and understanding in and recognition of self-supply by **pertinent stakeholders** is important for having a strong *enabling self-supply environment*

Demand at **household level** needs to be created based on real commitment, since households need to take money from their household budgets to invest in their water sources. Supporting promotion of Self-supply should aim to reach a 'critical mass' where the market takes off as a result of peer example.

'If you have one household with a rope pump – it will be looked upon as a curiosity. You need at least ten households with a rope pump – then the other 90 households will get interested in it as well.' (Henk Holtslag)

Next to the households, also the interest of stakeholders who are important for the creation of an *enabling self-supply environment*, has to be raised. These **pertinent stakeholders** include:

- Political leaders
- Governmental and non-governmental (NGO) professionals in WASH sector (water, health, education, finance, woreda admin, women and child affairs, agriculture)
- Technical / vocational training institutes
- Research institutions, including universities
- Private sector service providers
- Micro-finance institutions

Attitude of the stakeholders towards self-supply

To effectively promote self-supply and create understanding, recognition and demand for self-supply it is recommended to carry out an assessment of the knowledge of self-supply and their attitude towards it:

1. What is stopping households from stepping on or up the water ladder? What do they need to know in order to take up self-supply? What are the key messages that could lead to changed behaviour of households? How can these messages be most efficiently conveyed?
2. What is the perception about self-supply of pertinent sector stakeholders in the area? Do they recognize the importance of self-supply? Do they already undertake activities in order to accelerate self-supply? What do they need to know in order to recognise and enable self-supply? What are the key messages that could lead to changed behaviour of pertinent stakeholders? How can these messages be most efficiently conveyed?

Module 2 of the Guidelines on Accelerating Self-Supply gives a few pointers on how to go about the assessments

Based on the level of interest and knowledge of households and other pertinent stakeholders one can make use of the key messages below in the communications towards these groups

Key messages for households
<p>Investing in construction or upgrading of household water sources has many benefits.</p> <p>Benefits are:</p> <ul style="list-style-type: none"> • Having safe water improves health. Having water closer to home, means it can be used for personal hygiene, with more privacy and dignity. • Having water close to home, saves time. That time can be used for productive activities or going to school. Also, when the women of the household do not have to go far to fetch water, they will not run the risk of being attacked on the way. • Water from a household water source close to the home can be used for watering plants or animals. This means more food and / or more money for the household • A household water source can be shared with the neighbours.
<p>Constructing or upgrading household water sources can be done:</p> <ul style="list-style-type: none"> • Ground water resources are within your reach / rainwater can be efficiently harvested => See module 1 for more details • There are different technical options, which provide different levels of services at different (investment and running) costs => See module x and technical guidelines for details • You can call on the local and technical service providers to help you construct, upgrade and maintain your household water source => see module 3 for details • If you do not have enough money, but are sure you are able to make money out of having a household water source, you can access different financial mechanisms in this area

Key messages for other pertinent stakeholders
<p>Political leaders and professionals in the WASH sector (water, health, education, finance, woreda admin, women and child affairs, agriculture)</p> <ul style="list-style-type: none"> • Self-supply acceleration is government policy. It is one of the water service delivery modalities recognized and promoted by government. • Self-supply can contribute to achieving the objectives of the Growth and Transformation Plan (GTP) • Self-supply can contribute to ensuring access to sustainable water services for more people, in less time. • Self-supply leverages resources from government and development partners with resources from households. • Research shows that household water supply facilities developed through self-supply can be safe.
<p>Technical / vocational training institutes</p> <p>Including self-supply in the curriculum, will provide trainees with the knowledge and skills to pursue increasing job opportunities related to self-supply acceleration.</p>
<p>Research institutions, including universities</p> <p>Self-supply provides good topics for interesting research and innovation</p>
<p>Private sector / service providers and Micro-finance institutions</p> <ul style="list-style-type: none"> • There is a demand from households for the services of local service providers, technical service providers and micro finance institutions related to self-supply. • Self-supply can give people access to more water, closer to home. This water is often used for productive uses. When people take a loan to develop or upgrade their water supply, they will be able and willing to pay the loan back. • With appropriate loan products (e.g. looking at different collateral options, like group loans), MFIs can support self-supply and tap a new micro-finance market.

Depending on the nature of the key message and the level at which you are active, different mechanisms for conveying the key message can be considered. The table below gives an overview of potential mechanisms that can be used for bringing different messages across to households.

	Regional / zonal level	Woreda / local level
Messages related to the benefits of Self-supply	<ul style="list-style-type: none"> - Develop / customize a mass media campaign 	<ul style="list-style-type: none"> - Discuss the benefits of self-supply at <ul style="list-style-type: none"> o Kebele meetings o school clubs o Idir community gathering - House visits by health extension workers - 1-5 grouping - Experience sharing / visits to model households - Media campaign
Messages related to technology choice	<ul style="list-style-type: none"> - Produce / customize technology posters in local language 	<ul style="list-style-type: none"> - Put posters with pictures on different technology options in public places - Stimulate and facilitate the development of demonstration areas, e.g. through model households and public institutions - Organise visits to demonstration sites for household members and / or influential people within communities (e.g. traditional or religious leaders)
Messages related to the fact that household can make use of private sector services	<ul style="list-style-type: none"> - Register and licensing of private sector 	<ul style="list-style-type: none"> - Organise meetings at community or kebele level with private sector service providers - Registration and licensing of private sector service providers
Messages related to the fact that household can make use of financing mechanisms	<ul style="list-style-type: none"> - Register and licensing of micro finance institutions 	<ul style="list-style-type: none"> - Organise meetings at community or kebele level with representatives of micro-finance institutions - Discuss financing mechanisms for SS during idir community gathering

There are similarities here to the 'triggering' process in Community Led Total Sanitation (CLTS). In the case of CLTS, shame about open defecation is used as the main trigger for effecting behaviour change. In the case of Self Supply, the messages are more positive, focussing on how households can improve their health, food security and livelihoods through development and improvement of their own family wells and related interventions. There is potential for linkages or integration of CLTS and other programmes that are creating demand, e.g. for Household Water Treatment and Storage (see module 6 of the GASS).

The table below gives an overview of potential mechanisms that can be used for bringing messages across to **other pertinent stakeholders**.

	Regional / zonal level	Woreda / local level
Messages related to the advantages of SSA for political leaders and WAHS professionals	<ul style="list-style-type: none"> - Customize national level communication materials - Discuss self-supply at review meetings and at regional and zonal cabinet meeting 	<ul style="list-style-type: none"> - Disseminate communication materials - Discuss self-supply at review meetings and woreda cabinet meeting - Distribution of self-supply guidelines
Advantages of SSA for research and vocational training centers	<ul style="list-style-type: none"> - Customize national level communication materials - Bi-lateral discussions - Engaging students in research work related to self-supply 	<ul style="list-style-type: none"> - Disseminate communication materials - Bi-lateral discussions

9 SSAP Implementation: products & channels

Key communications channels and products are highlighted below. The first table aims to sketch out the kind of channels and products that may reach different audiences with the kind of messages identified above. The second table summarizes options for communication channels and products, and makes some indicative cost estimates to support planning.

Targets of communication channels and products

Audience/communication channels & products	Project reporting	Website	Platforms and networks	Workshops / Meetings	Guidelines, manuals for facilitators	Guidelines, manuals (with visuals)	Training events	Brochures/posters	International events	Briefing notes	Newsletters	Short films	Case studies, stories and blog entries	National events	Interpersonal communications / Networks	Mass media	Freebies
GoE Ministries	XXX	XX	XXX	XXX	XXX			XX	XX	XXX	XX	XX	XX	XXX	XXX	XX	X
Bureaus	XXX	XX	XX	XXX	XXX		XXX	XX		XXX	XXX	XX	XX	XX	XXX	XX	X
Zones and Woredas	XX	X	X	XXX	XXX		XXX	XX		XXX	XXX	XX	X		XXX	XXX	X
Communities/ households			X		X	XXX	XX	X		X	XX	XXX			XXX	XXX	X
NGOs/CSOs (at federal level)	X	XXX	XXX	XX	XX		XX	XX	XX	XXX	XXX	XX	XX	XX	XXX	X	X
NGOs/ CSOs (at woreda level)		X	XXX	XX	XXX	XXX		XX		XXX		XX	X	XX	XXX	XX	X
Donors	XXX	XXX	XXX	XXX	XX		X	XX	XX	XXX	X	XX	XX	XXX	XXX	X	
Self-supply working group staff (federal and regional levels)	XXX	XXX	XXX	XXX	XXX		XXX	XX	XXX	XXX	XX	XX	XXX	XXX	XXX	XX	X
Academic and other institutions	XX	XXX	XXX	XX	XX		XX	X		X	X	X	X	X	XX	X	
Private sector		X	X	XX	XXX	XXX	XXX	X		X	X	XXX	X	X	XX	XX	X
Micro finance institutions and banks	XX	X	XX	XX	XX		XX	XX		XXX	XX	X	XX	XX	XX	XX	X
International community (INGOs, donors, academia, research organisations, networks and for a)	XX	XXX	XXX					X	XXX	XXX	XX	XXX	XX	X	X	X	

XXX high demand; xx moderate demand; x low demand

10 Recommendations

The scale of the SSAP, the number of actors involved, the need for change and the need to learn, make communications a critical component to the success of SSAP. Adequately resourcing for communications, and undertaking communications activities professionally is vital.

Below we have listed some specific recommendations to take into consideration for the planning of communications in SSAP. It has to be noted, that these recommendations are only a start in ensuring that communications is high on the agenda when discussing and planning for Self-supply acceleration.

10.1 A dedicated budget for communications capacity & products

It is recommended to include and identify a team member in the 'Implementation Team' at federal level with specific WaSH sector communications skills.

As soon as funding for SSAP implementation has been secured, a realistic budget for the development of communication products should be developed.

10.2 Regionalised communication strategies

As SSAP implementation will differ considerably per region, and will require region specific solutions, it is suggested to re-do the exercise of communication strategy development (together with the communications department of the bureau), as soon as the regions start including SSA in their planning and budgets. Regionalised communication strategies, would result into regionalised products and channels, adapted to the local languages and cultural context.

10.3 Phasing the communications

Self-supply involves so many aspects. Therefore, it is important to having a strong enabling self-supply environment in place, before moving into the more 'public' communication activities targeting households. 'Get ready before you communicate'. Before making local promotion materials or a radio spot – you need to make sure that all the gaps are filled, an example:

- The MFI for credits is identified
- Location to keep spare parts has been identified, or set up;
- Service providers are trained
- Pictures in the leaflet represent what is locally available.

10.4 One event only is not the way to go, behaviour change requires a thorough communication process

Key to the success of SSAP, in the end, will be the change in behaviour at the household level. There is where a critical amount of the SSAP communications efforts (channelled through the local available structures and channels) should be focused at. It is a process and cannot do with one event only. Communications should be intensive and focused. On those key aspects that will make the change.

10.5 Critical stakeholder analysis

To make this strategy and communications even more targeted, it is suggested to clearly identifying which organisations and institutions under these stakeholder group headings are on board and which are not, and identify the names of the key decision makers within these institutions in order to focus advocacy activities. During the development of this strategy, JICA turned out to be a clear ally to the SSAP. It is highly recommended to further discuss programme synergies with them (at all levels, and including in communication efforts).

10.6 A SSAP brand (incl. a logo)

- Communications should focus on building a movement in which all stakeholders feel comfortable and want to join and can contribute to.
- It is suggested to go for a separate brand for Self-Supply Acceleration as an approach (not as a programme), including a logo. This because it requires an own face and promotion.
- A strong strapline should be developed that can go with the logo: something that expresses local action, getting ahead, bettering your situation and taking own initiative). It is suggested to look for something that also would work in Amharic.
- Currently a first set of design templates and models for a series of products is being developed. For now, this will be based on the look and feel used in the 'Hidden Resource: household-led rural water supply in Ethiopia' publication. The look and feel includes a color scheme and fonts type). Look and feel can be altered in the long run, if the need is there.
- In terms of brand hierarchy, the logo can be used next to the MoWE and ONWP logo. It is recommended that the supporting partners of the SSWG take in a 'modest' space on communications products. Promoting the self-supply as an approach is the core, under the flag of the ONWP.
- At federal level a good design and printing agency should be identified to support MoWE in the further development of brand, logo and printing of materials.
- SSAP will become a programme which will due to the scale and ambition of the programme requires its own name. It could also be referred to as 'a sub-programme' or 'a strategic intervention area', as being part of the ONWP. An urgent decision by MoWE on the naming is recommended.
-

10.7 SSAP communications and ONWP communications

It is expected that the ONWP will have in due time its own communication strategy. SSAP communications are intended to align as much as possible to ONWP communications. The SSAP communications strategy could become a chapter of the ONWP communications strategy, in which all (service delivery model specific) communication strategies would be brought together.

10.8 Web presence and strategy

- It is suggested to bring together self-supply communications under a website.
- On the short term it is suggested to have a SSA section added to the current CMP website, managed by CoWASH, and hosted by IRC.
- On the long run, it has been discussed that the CMP website will be transformed into the One WASH National Programme website. CMP and Self-Supply would then be moved under

the umbrella of the One WASH National Programme website, as being two out of the four promoted service delivery models for water supply.

- It is suggested to identify one responsible person to 'feed' the website.
- A proposal for website content sections is added in Annex 2 to this document.

10.9 SSAP email addresses & signature

It is suggested that MoWE focal persons for self-supply start using self-supply specific **email addresses**, and add an **email signature** as MoWE focal person for self-supply. Both actions could add significant impact and recognition of the team members.

10.10 Development of an image bank

Seen the size of the communications component in SSAP, it is recommended to develop an image bank with photos for publications, leaflets, presentations and brochures. Some suggestions for the development of this image bank:

- MoWE and partner staff SSAP involved in 'field visits' are capacitated in photo making and requested to share their photos after each visit.
- Develop an 'online' (e.g. by using DropBox, or Flickr) image bank for ease of upload and search of images
- Develop a 'tagging system' for ease of search of these photos
- Hire a professional photographer for the development of a first set of professional photos on self-supply.

10.11 Monitoring communications

- It has been suggested to develop a log frame, or a monitoring plan to monitor the implementation of this communication strategy. Output of the monitoring exercise, could be an annual reviewed communications strategy.
- An easy tool to monitor, could also be to ensure that 'communications' is always part of the SSWG meeting agenda.

10.12 Avoid assuming responsibilities of others, build on the strengths of others

SSAP is a multi-faceted programme. In terms of communications it is advised to leave tasks and activities where they belong, building on the strengths of others, e.g.:

- Communications around loan structures should be assumed by the micro-finance banks.
- Communications in terms of 'selling' the technology to households belongs with the supplier; SSAP facilitators can only sell the added value of having an improved household well (e.g. income generation; improved health)
- Communications with households belong to those entities that are used carrying out awareness raising and mobilisation activities: WASHCo's, health extension workers, health development army, irrigation army.

10.13 Build on and link to existing platforms & channels

For the broad sharing of updates coming from SSAP, it has been suggested to search for active links with:

- The quarterly newsletter of the WASH Movement (WASH Bulletin, in which CMP also has a page)
- The WASH media journalists linking with the WASH Movement, as being capacitated for writing on WASH topics
- It was suggested to link up to the JICA/ MoWE newsletter
- The Public Relations and Communication Department of MoWE, MoH, MoA and the PR departments of the regional bureaus.

10.14 Internal communications platform

Next to the monthly physical meetings, we the SSWG require an improved digital sharing platform for sharing information, knowledge and experiences. So that information flows go beyond the individuals representing their institutions during the SSWG meetings. This can for internal reports be implemented by means of e.g. a **DropBox**. For sharing of finalised products, it is recommended to use the suggested CMP website (which has been suggested to be transformed in the long run into the One WASH National Programme website)

10.15 A Self supply newsletter

To ease the vertical and horizontal information flow between the stakeholders at different levels, it is advised to introduce a self-supply newsletter with:

- Updates from the SSWG at national level
- Updates from the SSWG from the different regions
- Case studies, stories from the woreda and community level.

It should be researched if this newsletter could be linked/ merged with the recently launched MoWE/ JICA [Rope Pump Newsletter](#), by broadening up the scope and turn it into a self-supply newsletter.

The newsletter could be set up with:

- o A simple template in Word send around as an attachment; send around to a mailing list, managed by MoWE, or
- o MailChimp, which is Google based, and facilitate easy layout-ing; and mailing list management. A disadvantage could be that, setting up the newsletter requires a good internet connection, as it is a cloud based system.

Newsletters can also be printed, and physically be disseminated.

It needs to be taken into account that newsletter management, active chasing news and looking for stories and images does require a considerable amount of resources and skills.

10.16 Social media use

Based on conversations, it was concluded that social media (the use of Facebook, Twitter and online blogs) is still not massively used in awareness raising campaigns or government-led

initiatives. This doesn't mean that social media should not be included as one of the outlets for SSAP communications, but then used in parallel with other communication channels.

10.17 Continued learning from other programmes & initiatives

It is recommended to continue looking for lessons learned and experiences in terms of communications from other programmes and initiatives, e.g. around CLTS (creating demand) and sanitation marketing (WSP/ private sector development aspect) programmes, supply chain development (SNV) As well as big campaigns that took place in the past, e.g. the family well campaign (2004-2006), which resulted in the construction of over 85.000 family wells in Oromia and almost 10.000 hand dug wells.

10.18 Learning platforms and communications

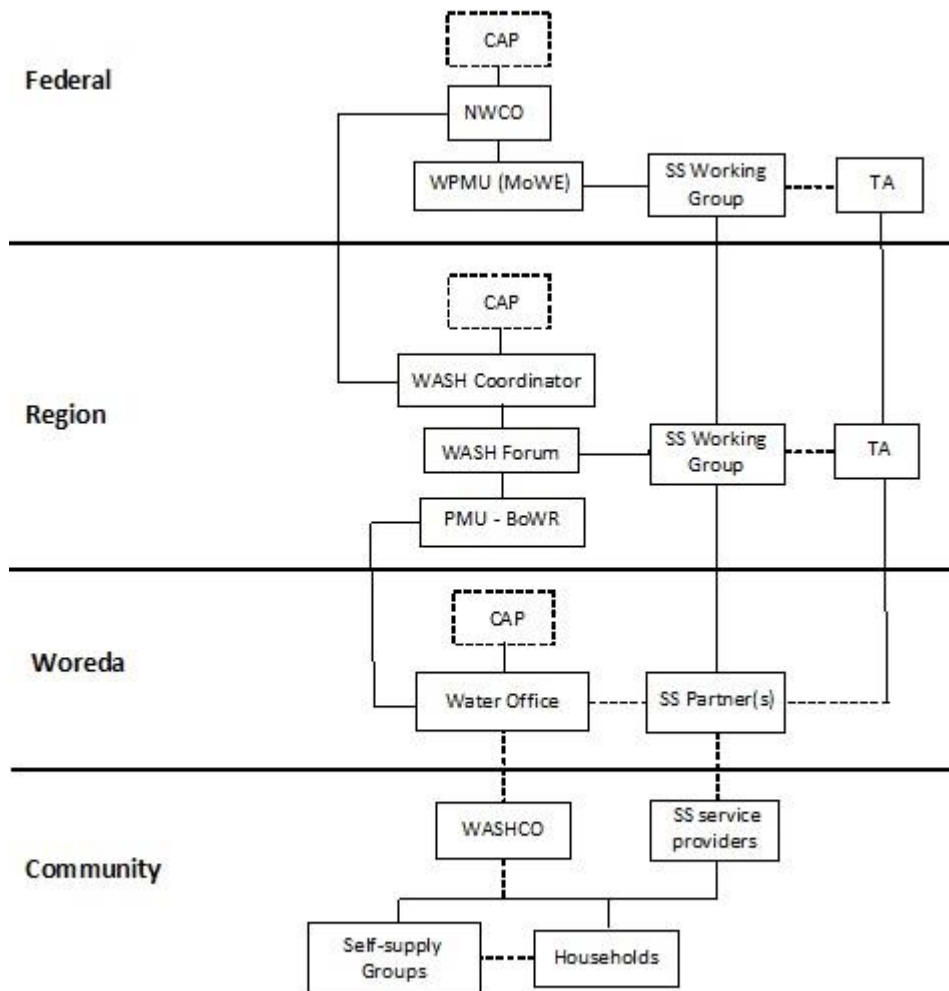
Learning during the implementation of the SSAP, in between woredas, in between regions, and in between stakeholders at all levels will be crucial to the success of the programme. To replicate the good experiences in other areas, and to developing or test new technologies and evaluating the impact of Self-supply Acceleration.

It has been recommended in the SSAP implementation proposal to set-up working groups or so-called learning alliances bringing together the SSAP stakeholders. These learning events should be facilitated by a 'learning facilitator'. This person should be responsible for setting up the learning agenda, and organise communications around these events.

The learning during these meetings should be captured and shared by means of 'updates' or 'minutes' with SSAP stakeholders at all levels. This type of process documentation could be useful in:

- The introduction of SSAP in a new region/ woreda
- The updating of the GASS guidelines
- Serve as inputs to the various 'progress reports'

Annex 1: Organisational support for self-supply from the OOWNP



Key: CAP-Consolidated Annual (WASH) Plan
WPMU- WASH Program Management Unit

Annex 2: Self-supply website content sections

- Self-supply, what it is about
- SSAP at a glance
- SSAP partners
- Contact details
- Events
- News
- Regions: information on regions (and zones and woredas) working with self-supply
- Publications and reports