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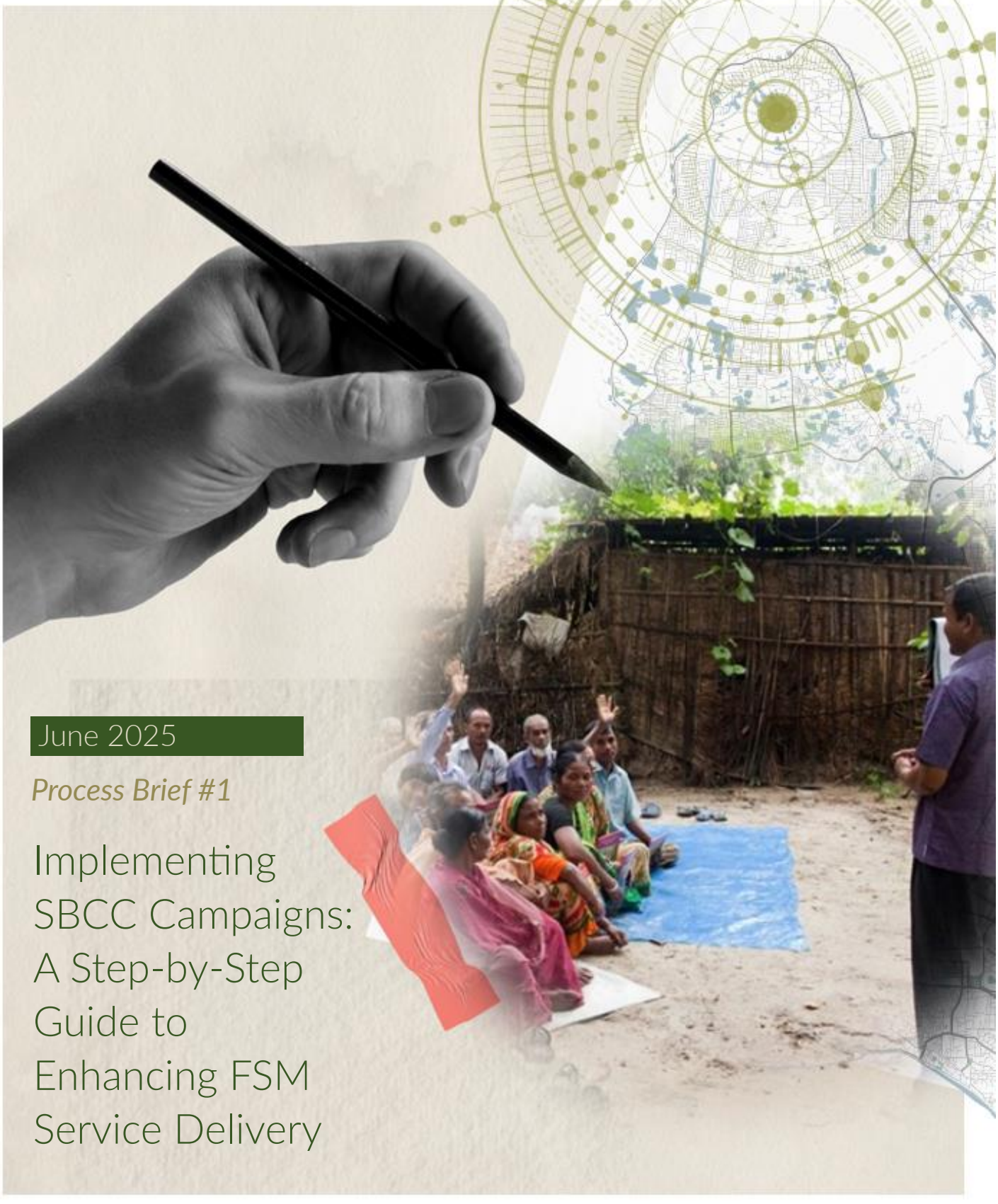

June 2025

Process Brief #1

Implementing SBCC Campaigns: A Step-by-Step Guide to Enhancing FSM Service Delivery

About This Document

This series of process documents, initiated by the CWIS FSM Support Cell of the Department of Public Health Engineering (CFSC-DPHE), captures learnings from national and global interventions to assist City Corporations and Pourashavas in becoming more inclusive and improving sanitation service delivery. These documents have been prepared with technical support from Athena Infonomics and other development sector partners in Bangladesh.

The first edition serves as a comprehensive guide for municipalities in Bangladesh, detailing the development, budgeting, implementation, and evaluation of social and behavior change communication (SBCC) interventions aimed at improving sanitation practices. It emphasizes the necessity of integrating SBCC strategies into broader sanitation efforts to ensure public health and environmental sustainability. The document highlights the importance of treating SBCC as a dedicated and planned activity, allocating sufficient budget, and avoiding ad-hoc approaches taken as an afterthought.

The framework outlined in this document underscores the importance of understanding local contexts, engaging stakeholders, and utilizing diverse communication channels to reach varied audiences. It provides a structured approach to assessing community knowledge, attitudes, and practices (KAP) regarding sanitation services, enabling the identification of key issues and the development of targeted SBCC campaigns. Key components include formative research for gathering insights into community behaviors and needs, strategic design for creating evidence-based SBCC campaigns, and case studies showcasing successful SBCC initiatives. By following these guidelines, municipalities can enhance community participation, promote sustainable sanitation behaviors, and improve public health outcomes.

Please note that this document serves as a guidance document outlining the processes required for implementing a robust SBCC campaign. It does not include detailed instruments such as formative research questionnaires, analysis frameworks, or communication material dockets that can be directly implemented. As a next step, it is critical to develop a toolkit contextualized to the Bangladesh scenario, with research findings highlighting evidence from Pourashavas and using data to inform the development of targeted SBCC campaigns.

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List of Acronyms

SBCC	*Social and Behavior Change Communication*
FSM	*Faecal Sludge Management*
CWIS	*Citywide Inclusive Sanitation*
DPHE	*Department of Public Health Engineering*
CFSC	*CWIS FSM Support Cell*
KAP	*Knowledge, Attitudes, and Practices*
IRF-FSM	*Institutional and Regulatory Framework for Faecal Sludge Management*
NAP	*National Action Plan*
WASH	*Water, Sanitation, and Hygiene*
BCC	*Behavior Change Communication*
IEC	*Information, Education, and Communication*
LGD-GOB	*Local Government Division - Government of Bangladesh*
MoHUA, GOI	*Ministry of Housing and Urban Affairs, Government of India*
BBC MA	*BBC Media Action*
EAST	*Easy, Attractive, Social, Timely (Behavioral Insights Team framework)*
FGD	*Focus Group Discussion*
ULB	*Urban Local Body*
IMIS	*Integrated Municipal Information System*
RCT	*Randomized Control Trial*
ToT	*Training of Trainers*
ITN-BUET	*Institute of Water and Flood Management - Bangladesh University of Engineering and Technology*
USAID	*United States Agency for International Development*
GIZ	*Deutsche Gesellschaft für Internationale Zusammenarbeit (German Development Agency)*
WHO	*World Health Organization*
UNICEF	*United Nations International Children's Emergency Fund*

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Context

Bangladesh has made significant strides in reducing open defecation and improving access to safe sanitation. Beyond infrastructural advancements, the country has achieved considerable progress in policy reforms. Notably, the Local Government Division launched the Institutional and Regulatory Framework for Faecal Sludge Management (IRF-FSM) in 2017, outlining initiatives for Pourashavas and City Corporations, along with other stakeholders, to safely manage faecal sludge. To further strengthen these recommendations, the Government of Bangladesh introduced the National Action Plan for IRF-FSM in 2020, detailing specific activities to be undertaken.

Despite these efforts, safely managed sanitation remains a challenge in Pourashavas and City Corporations. As of 2022, safely managed sanitation across the sanitation value chain stands at 31% (UNICEF & WHO, 2022). In urban areas, the most common containment units are single pit latrines, twin pits, or septic tanks, often constructed as fully lined tanks or holding tanks without chambers or connections to soak pits. A recent study in five small towns (Lakshmipur, Lalmonirhat, Saidpur, Sakhipur, and Teknaf) revealed that 70% of toilets are connected to single or twin pit systems, with nearly 75% being single pit latrines. Only 8% of toilets are connected to septic tanks, while the remaining 22% discharge directly into the open environment (WaterAid, 2023). Desludging services are predominantly provided by informal private service providers who use manual methods, with only a few cities offering vehicular desludging services. Consequently, few Pourashavas have systems for safely treating or disposing of faecal waste, leading to its disposal into the open environment.

In addition to infrastructural issues, public sector capacity is typically low across Pourashavas, especially in smaller towns, and unclear, fragmented, and overlapping mandates compound the challenges. There are also several financing challenges to delivering safe sanitation services, including the availability of financial resources and the capacity to manage them effectively (WaterAid, 2021). Additionally, awareness and willingness to adopt safer sanitation practices are low. Many households are unaware of the negative impacts of unsafe sanitation on health and the environment. Masons and toilet producers report that most household owners prioritize upgrading water closets over investing in hygienic containment systems. Moreover, masons and sanitation workers often lack updated skills to implement improved sanitation technologies. For example, there is limited awareness of twin pit systems and the function of a Y-junction to alternately connect the pits. Residents also connect septic tank outlets directly to open storm drains or khals to avoid the cost of constructing a soak pit or to extend the interval between desludging. Additionally, households are often unaware that their septic tanks and pits need to be desludged every two to three years using mechanical services.

The National Action Plan (NAP) for implementing the Institutional and Regulatory Framework for Faecal Sludge Management (IRF-FSM) identifies communication for behaviour change as an influential tool to increase awareness and drive desired behaviour changes related to various health issues, including WASH. The NAP suggests that Pourashavas should lead awareness-raising programs, develop and disseminate knowledge, and create BCC and IEC materials on best practices for FSM with support from national and international stakeholders (LGD-GOB, 2020).

However, before planning and designing an SBCC intervention, it is crucial for the city to establish specific mechanisms—such as policies, infrastructure, and service delivery systems—for the safe

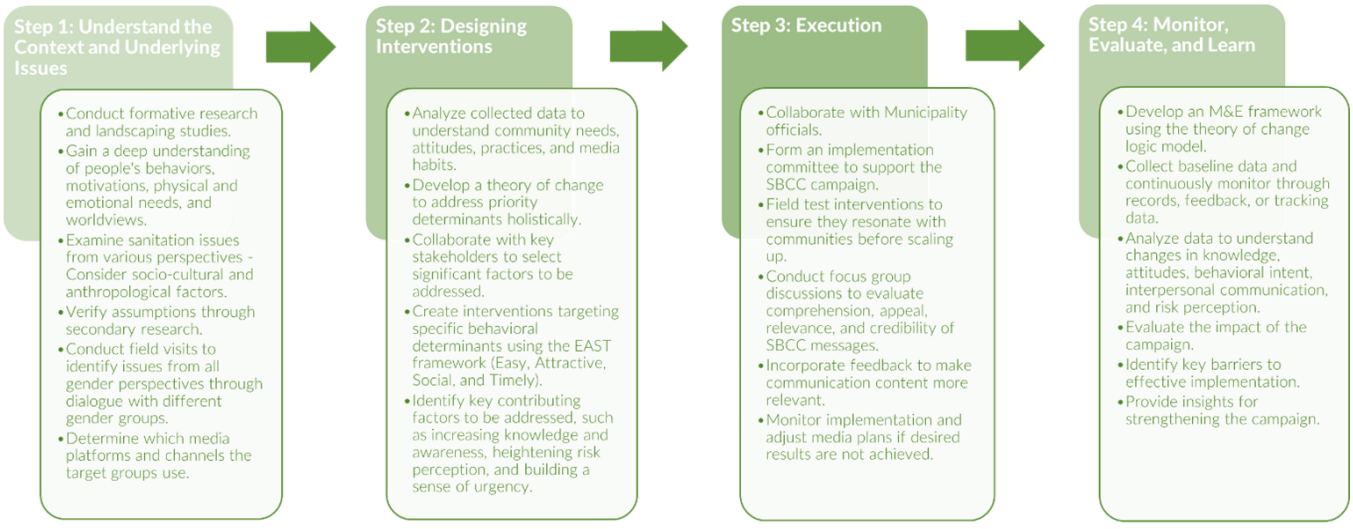
collection, conveyance, and treatment of faecal sludge. This will create an enabling environment, ensuring that communication efforts are both relevant and impactful. For instance, if the communication is about raising the demand for desludging services of septic tanks, there needs to be available desludging services, a dedicated number to request service, and a treatment plant or designated disposal site for faecal sludge.

Municipal authorities use community engagement and awareness campaigns to regularly educate and remind people about social norms and positive behaviours. However, efforts to change behaviour related to safely managed sanitation require a nuanced understanding of consumer mindsets, utilizing modern behavioural insights and effective tools for impactful interventions. ***This document provides an overview of key steps to assess the knowledge, attitudes, and practices households follow in accessing sanitation services, identifying key issues, and developing focused SBCC campaigns. Additionally, it highlights best practices from global and Bangladeshi sanitation SBCC programs and key lessons that can be applied in the Bangladeshi context.***

This document is based on a comprehensive desk review of WASH-related policies, strategies, program documents, and survey reports. It includes evidence from cities in Bangladesh where Athena Infonomics conducted sanitation situation assessment studies, including Khulna, Lakshmipur, Lalmonirhat, Paikgacha, Saidpur, and Sakhipur. These cities represent diverse typologies and characteristics, including variations in size, administrative status, and geographical location within Bangladesh. The document also incorporates a review of WASH-related SBCC material mapping and a critical evaluation of existing tools from partners in Bangladesh and globally. Stakeholder and partner consultations with FSM Network members in Bangladesh and discussions with national government officials have also informed this document.

Pathways to SBCC Strategy Design

Strategic and effective behavior change programming, similar to engineering, demands a systematic approach to the design, implementation, and monitoring of interventions. Although numerous process models are available for program design, they generally encompass the same essential steps (GIZ, 2019; USAID, 2020, 2021; MoHUA, GOI, 2020). The following sections outlines the key steps to be taken to design an effective SBCC campaign for Pourashavas in Bangladesh.



Step 1: Understand the context and underlying issues

The first step towards developing an effective SBCC campaign is to gain a deep understanding of people, including their behaviors, motivations, physical and emotional needs, worldviews, and what they find meaningful. It involves examining sanitation issues from various perspectives, verifying assumptions through secondary research, conducting formative research and landscaping studies, and considering socio-cultural and anthropological factors. In addition to secondary research, field visits are a key component, encompassing identifying issues from all gender perspectives through dialogue with different gender groups, and acknowledging their diverse perceptions. This step also involves determining which media platforms and channels the target groups use to effectively reach them where they are already engaged.

Formative field research typically takes between 3 to 6 weeks and is most effective when conducted at the initial stage of a program. During this phase, data is often gathered using a Knowledge, Attitudes, and Practices (KAP) survey, which provides quantitative insights into the proportion of the priority group that does or does not practice improved sanitation behaviors, their awareness of the issues, and their attitudes toward these behaviors. To obtain more qualitative insights, research questions should aim to answer "Why?", "How?", "In what way?", and similar inquiries. Regardless of the methods used, it is crucial to provide an opportunity for priority group members to share their opinions about the desired behaviors, and actively incorporate their feedback into the design of the SBCC activities.

Additionally, formative research also helps in audience analysis -- a critical activity that segments target audiences into smaller groups with similar communication-related needs, preferences, and characteristics. Prioritizing these segments helps determine which audiences to focus on, while profiling allows us to visualize and understand their communication needs by personalizing audience members. Identifying the target group for the messages is one of the first steps, depending on the messages to be disseminated.

Table 1: Formative Research in Practice – Key Takeaways and Action Points

"The Story of Malasur: The Demon of Defeca," developed by BBC Media Action, is a successful IEC campaign in India focusing on Faecal Sludge Management (FSM) through creative storytelling. It aims to raise awareness about the risks associated with faecal sludge by linking it with water (MoHUA, GOI, 2020).
The campaign emphasizes three key messages:

1. Build proper containment structures for toilets.
2. Desludge every three years using licensed operators.
3. Ensure proper disposal of faecal sludge and report indiscriminate dumping.

Failure to follow these guidelines could result in *'Malasur' (Faecal Sludge)* causing harm to people and contaminating water sources. Various campaign materials, including outdoor advertisements, print materials, transit branding, digital content, and activation events like miking and street plays, were used to promote these messages.

Formative Research in Practice: BBC MA, along with its partner organizations, conducted formative research before designing the campaign interventions to inform key messages and

identify the most effective mechanisms for disseminating those messages. This mixed-method research, combining qualitative exploration and quantitative surveys, was conducted in three mid-sized cities: Narsapur (Andhra Pradesh), Trichy (Tamil Nadu), and Berhampur (Odisha). The research targeted both populations and practitioners to understand the barriers and motivators related to proper faecal sludge management practices. Specifically, the research aimed to (a) identify the triggers and barriers to the construction of improved sanitation facilities, regular desludging, and their usage, (b) classify the population based on sanitation practices and understand how attitudes and behaviours vary among them, and (c) analyze the media consumption habits of the target population. Key observations from the research included:

- The perceived risk associated with open drains containing faecal sludge does not translate into concern among people.
- Large or oversized tanks are preferred to avoid frequent emptying.
- Many believe it is acceptable to wait until a septic tank is full before emptying it.
- The majority of people think the government is responsible for desludging septic tanks.
- There is a general apathy towards where faecal sludge is disposed of.

Key Takeaways and Action Points: It is important to note that the findings from the formative research are also commonly observed across towns in Bangladesh. This research is crucial as it helps to define the current state of people's practices, identify the desired state, and determine the necessary steps to bridge the gap, including addressing specific barriers. To achieve this, it is essential to collaborate with partners experienced in conducting both quantitative and qualitative research. These partners will design the research tools and methodology, identify and obtain consent from respondents, and conduct the on-ground research independently. Additionally, it is vital to ensure that interviews and focus group discussions are inclusive, representing diverse genders, ages, and social classes.

Step 2: Designing Interventions

Post formative research, the next step would be to analyse the data collected to understand the community needs better, attitudes, practices, and media and communication habits to inform and adapt program interventions. In the context of Bangladesh, the core issues to be addressed across the sanitation value chain are:

- Households have built incorrect on-site sanitation systems (septic tanks and pits)
- Households do not desludge their on-site sanitation systems until they overflow
- People opt for convenience – manual cleaning over mechanical desludging
- Communities are not threatened by the open discharge of faecal sludge that contaminates water and the environment

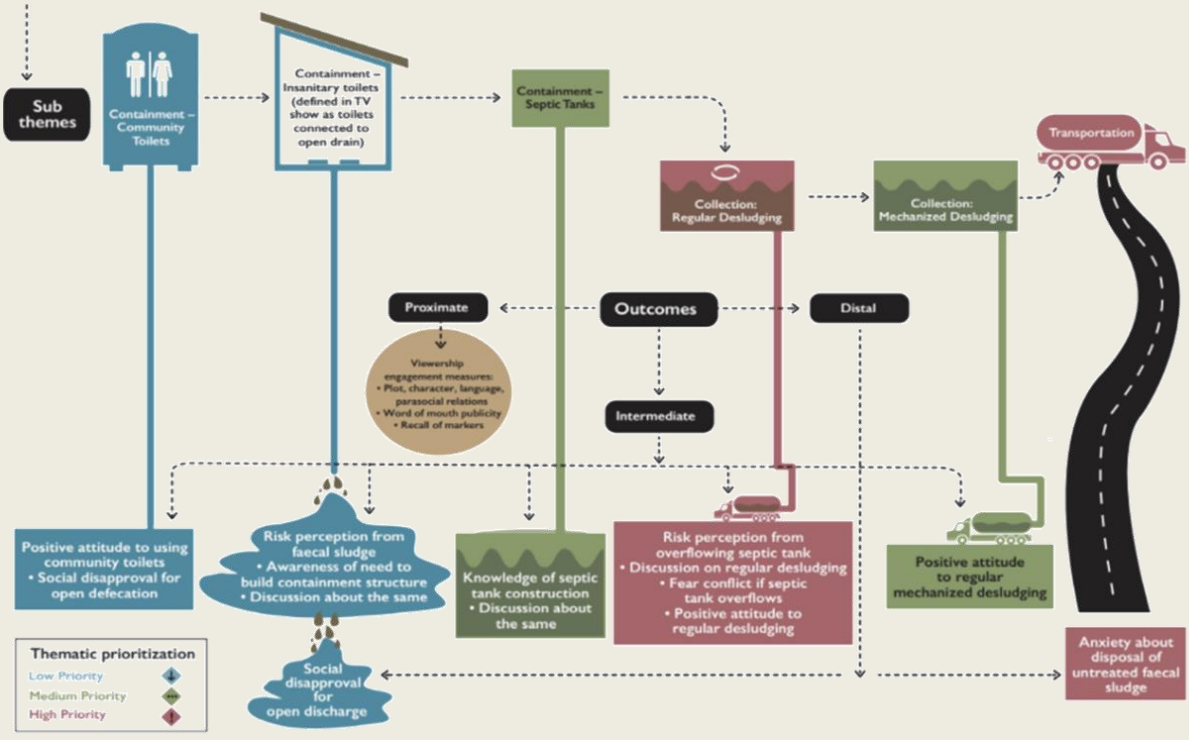
At the core of the analysis, a theory of change should be developed, which will help fine-tune the focus of the design so that the SBC intervention addresses the priority determinants in a holistic manner. The theory of change will help assess how individuals, families, and communities behave right now, how they ideally need to act, and what would be the pathway to get there (Table 2 presents an illustrative example of a Theory of Change implemented for a social and behavior change communication (SBCC) campaign aimed at improving sanitation in India.). During this process, key stakeholders and researchers collectively select the most significant and relevant

factors to be addressed. For instance, to create a felt need for regular desludging of septic tanks (at least once in three to five years) among households, the key contributing factors to be addressed are:

- Increase knowledge and awareness that open discharge of faecal sludge results in contamination of water sources – make FSM a basic concern for the household like clothing, education, and children's health.
- Heighten risk perception with faecal sludge and make people aware of imminent risks involved with the invisible (i.e., exposed and untreated faecal sludge)
- Build a sense of urgency to take action by making the threat personal

Table 2: Theory of Change Applied in Navrangi Re! (an illustrative example of a theory of change)

Research findings from the formative research conducted by the team at BBC Media Action contributed to developing the Theory of Change, alongside core communication theories and content development, for Navrangi Re! (a TV drama series aimed at raising awareness about the benefits of safe faecal sludge management). The overarching insight driving the Theory of Change was that crisis is a constant state in people's lives, with specific events prompting judgement and decisions to act. The Theory of Change focuses on two triggers—personal risk perception and social disapproval—to motivate individual or collective action (BBC MA, 2020).



With a well-defined theory of change, program designers can now concentrate on creating interventions that target specific behavioural determinants. When formulating the intervention mix, the EAST framework's design principles can be particularly useful (The Behavioural Insights Team, 2012). The first principle emphasizes making behaviours Easy by setting defaults (e.g.,

presenting the most desired option first on a menu, providing detailed desludging service information such as contact details, charges, and benefits), thus making it more convenient for individuals to adopt the behaviour. The second principle is to make behaviours Attractive by enhancing their appeal through visuals, colours, personalization, and incorporating both rewards and sanctions, such as through competitions, road rallies, street shows, hoardings, radio jingles, etc. The third principle involves making the behaviour Social by demonstrating that others engage in the desired behaviour, potentially through social networks, and encouraging public commitments to change. The final principle is to make the behaviour Timely by prompting households to take action within a specific timeframe (e.g., desludging every three to five years) and assisting them in developing action plans to overcome barriers to change.

Table 3: Different forms of SBCC interventions


Faridpur Pourashava in Bangladesh, with support from Practical Action Bangladesh launched the *"treasure hunt" ("Guptadhaner Shandhane")* social campaign to build the awareness on safe management of faecal sludge across the town.

As part of the campaign, the town launched several initiatives, including an oath-taking ceremony where the Mayor, alongside other key stakeholders and citizens, pledged to make the city more environmentally friendly. Additionally, the city organized street plays, bicycle rallies, wall paintings, posters, banners, and a mobile phone-based quiz contest as part of the campaign's activities.

Source: Practical Action, Bangladesh

According to Green and Brock, stories can influence people's attitudes and beliefs by "transporting" them into a narrative world where they become engrossed in the story and are less likely to critically assess, resist, or counter-argue the messages embedded within it (Banerjee et al. 2019 & Green et al. 2020). Following this, Practical Action in Bangladesh launched "Bikkhato Babu" (a drama video) to address key messages related to the stigma associated with desludging septic tanks. Similarly, in India, BBC Media Action launched the video series "Navrangi Re" to raise awareness about safe faecal sludge management (BBC MA, 2020).

Step 3: Execution

After developing the design interventions, it is crucial to ensure these ideas resonate with the communities. To achieve this, field testing the interventions before scaling up the communication is essential. This testing helps determine whether the developed ideas have appeal, comprehension, engagement, and relevance among the target community, and if they achieve the intended impact as defined in the communication objectives.

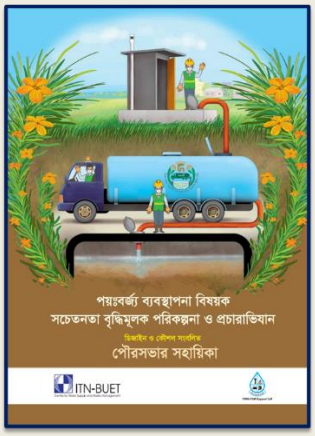
During field testing, critical measures to evaluate include comprehension, appeal, message takeaway, relevance, and credibility. To conduct these tests, the design team can organize focus group discussions (FGDs) across various wards and slums of the Pourashava. Each FGD should consist of 6 to 8 participants and be facilitated by a moderator, with another person taking notes. These discussions are useful for exploring people's opinions, perceptions, and feedback on the various SBCC messages and materials. It is important to have separate groups for men and women to gain gender-specific insights. Questions should be open-ended, beginning with "Why..." or "How..." to avoid simple "yes" or "no" answers. A skilled moderator is critical for FGDs to stimulate discussion and elicit responses that truly represent participants' feelings and thoughts. Based on the feedback gathered, the team should incorporate any findings or learnings to make the communication content more relevant.

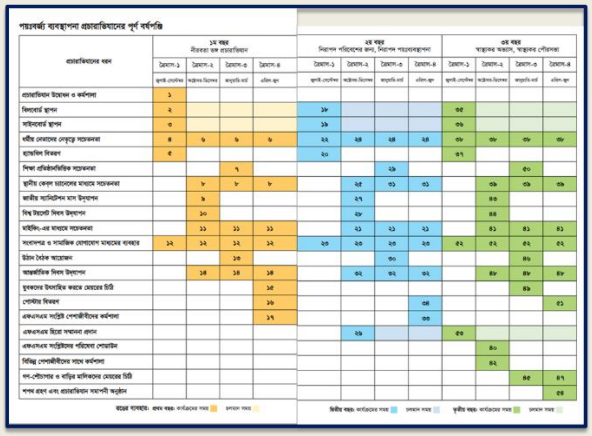
Furthermore, the design team should collaborate closely with Municipality officials to understand the significance of the SBCC materials and obtain feedback before scaling up. The Municipality should form an implementation committee consisting of key members to support the SBCC campaign. This committee will manage necessary permissions, funding approvals, role assignments, and guidance, and make final decisions on the communication medium based on the technical team's insights. When estimating funding requirements, it is crucial to budget for research costs before starting development, ideally a year in advance. Additionally, costs should be shared with other projects, departments, or private sector entities with overlapping objectives

to facilitate cross-dissemination and budget sharing. If the municipality operates with conservative budgets, exploring alternative lower-cost channels is advisable. Lastly, it is essential to monitor the actual implementation and recall of messages and adjust the media plan if the desired results are not being achieved.

Table 4: Manual for Awareness Generation across Municipalities in Bangladesh

ITN-BUET in collaboration with the CWIS-FSM Support Cell has developed a manual to guide all 329 municipalities in Bangladesh to implement an awareness generation campaign. The manual elaborates on an action plan for three years and provides templates for campaign calendars, bill-boards, hand-bills, posters, and miking announcements. The manual can be accessed from here.[1]





When selecting the best medium to disseminate key messages, it's crucial to rely on findings from the formative research conducted in the initial step. The chosen medium can include a mix of mass media, online or digital platforms, and offline methods such as on-ground activities. For example, a city might start with TV and support it with print media, billboards, and video vans; or begin with radio and extend outreach to mobile phones and offline community group activities; or lead with TV and back it up with radio, mobile, and print media. The choice of platforms should depend on community access and the available budget to ensure optimal reach and frequency. Additionally, it's essential to phase the SBCC intervention across various media to reinforce the message as people encounter it across different platforms over time.

Step 4: Monitor, Evaluate, and Learn

[1] Please note that while the manual provides templates for awareness generation, it is crucial to contextualize these templates to meet the specific needs of each Pourashava. This should be informed by local resources and based on formative research. The manual serves as an IEC material and can assist in creating or replicating key messages, but solely following the manual does not guarantee social and behavioral change. Although IEC materials alone do not ensure changes in social and behavioral practices, the literature indicates that adopting a holistic SBCC strategy, as outlined in the broad steps for designing a robust SBCC strategy, is more likely to lead to behavior change (USAID, GIZ, 2019).

Monitoring and evaluation (M&E) are essential for the success of SBCC programs in sanitation. These processes ensure that campaign activities remain aligned with objectives and timelines, enabling the identification and prompt rectification of any gaps or issues. This ongoing assessment guarantees efficient resource utilization and maximizes impact.

The initial step in M&E involves setting clear objectives, such as increasing the number of mechanically emptied septic tanks by 30% within a year, along with developing specific indicators like the number of tanks emptied and awareness levels about regular maintenance. An M&E framework is then created, incorporating the theory of change logic model to outline how various campaign activities—including billboards, street plays, and collaborations with sanitation workers and advocates—will achieve these objectives. Data collection starts with establishing a baseline to understand current practices and knowledge regarding regular emptying and mechanical desludging services, followed by continuous monitoring through service/log-book records, community feedback, or tracking data using the Integrated Municipal Information System (IMIS). Once the data is collected and analyzed, it aids in understanding the level of change in knowledge, attitudes, behavioural intent, interpersonal communication, and risk perception related to FSM behaviours. Additionally, the data can help evaluate the impact of the SBCC campaign by assessing the extent of change attributable to the campaign, identifying key barriers to effective implementation, and providing insights for strengthening the campaign.

A primary goal of behaviour change campaigns is to enhance desludging behaviours by raising awareness among households about the need to empty their septic tanks every three years using mechanical services. “Assessing the change in desludging behaviour” as an indicator can help measure the impact of SBCC campaigns promoting safe and regular emptying. However, this indicator provides only a partial view, as it reflects the behaviour of households in wards where SBCC campaigns were implemented and may not account for those who did not use the service due to other factors. The indicator can be calculated as the average number of septic tanks emptied per day during the intervention period divided by the yearly average, with a value greater than one indicating a positive shift.

Data collection for this indicator relies primarily on records maintained by ULBs, which include household details such as name, address, contact information, date of complaint, date of service, and number of trips. This data can be accessed from the municipality and mapped against the dates and locations of SBCC campaigns to establish a causal relationship between the campaign and changes in household emptying behaviour. Collecting data from private desludging operators is feasible only if they are licensed and operate under the municipalities’ jurisdiction. Likewise, additional indicators should be created to align with the key messages conveyed in the SBCC campaigns. For each indicator, the design team should specify the data collection and estimation methodology, including the relevant data points, reporting frequency, and guidelines on how the collected data will be utilized for decision-making.

To measure the impact of the campaign, it would be ideal to study the percentage population who have been exposed to the campaign, percentage population exposed who are aware of the desludging norms or have the intent and plans on engaging a mechanical desludging operator to empty their septic tanks. To measure such impact, a detailed reach and impact study, would be required. Athena Infonomics conducted a detailed impact evaluation of the edutainment drama series "Navrangi Re!" and its sequel "Life Navrangi," (see Table 3) which was designed to enhance

awareness and drive behavior change in faecal sludge management in India. The study highlights the efficacy of these drama series in educating viewers about key FSM practices through an engaging narrative approach. The methodology followed and the key findings from the study is highlighted in Table 5.

Table 5: Learnings from Impact Evaluation of "Life Navrangi" Web Drama Series

Athena Infonomics implemented a comprehensive mixed methods approach to evaluate the impact of the "Life Navrangi" web drama series on faecal sludge management (FSM) practices in India. The study involved a randomized control trial (RCT) with 2021 participants from various small cities, ensuring a diverse participant pool. Participants were randomly assigned to either the treatment group, which watched the final director's cut of "Life Navrangi" before its official broadcast, or the control group, which watched a placebo entertainment show of similar length available on YouTube. Both groups received monetary incentives to encourage consistent viewership and participation in the study. Baseline surveys were conducted before the intervention, and endline surveys were conducted after the intervention to assess changes in participants' awareness, knowledge, attitudes, behavioural intent, and interpersonal communication regarding FSM. To ensure participants watched the assigned content, links to the episodes were sent via text messages, and enumerators conducted follow-ups. Consent was obtained from all participants through the Sigma Institutional Review Board in New Delhi, ensuring the ethical integrity of the study.

Data analysis involved Difference in Differences (DID) analysis to compare changes over time between the treatment and control groups, isolating the effect of the intervention. Additional analyses were conducted for two subgroups, referred to as "Treatment on the Treated" (ToT): participants who watched at least one episode (ToT-1) and those who watched three or more episodes with at least 20% recall of key points (ToT-2), helping to understand the differential impact based on varying levels of engagement with the series.

The study revealed several significant outcomes from the "Life Navrangi" intervention. The web drama series achieved high engagement levels among viewers, indicating that the content was well-received and that participants were actively involved. There was a significant increase in participants' understanding of the importance of constructing and maintaining septic tanks correctly, as well as increased awareness regarding the health risks associated with manual desludging, highlighting the dangers involved and the need for safer alternatives.

There was a noticeable rise in the intent to adopt mechanical desludging methods among viewers, reducing reliance on hazardous manual practices, and participants showed a higher willingness to report cases of indiscriminate dumping of faecal sludge, indicating a shift towards proactive community involvement in proper FSM. The web series successfully promoted discussions among viewers about FSM practices, contributing to greater community awareness and collective efforts to improve sanitation. Positive changes were observed in sanitation practices, including more timely cleaning of septic tanks and proper disposal of faecal sludge.

The study underscored the potential of digital storytelling to bring about meaningful behavioural changes in public health, with the engaging and culturally resonant format of the web series playing a crucial role in influencing viewers' attitudes and practices related to FSM. These findings highlight the effectiveness of edutainment-based interventions in addressing critical public health issues and the potential of digital platforms to disseminate impactful educational content.

Conclusion

The SBCC framework for sanitation presented here provides a comprehensive guide for municipalities to effectively design, implement, and evaluate SBCC interventions. The framework underscores the importance of understanding the local context, engaging stakeholders, and utilizing a mix of communication channels to reach diverse audiences. By following the outlined steps, municipalities can create targeted campaigns that not only raise awareness but also drive meaningful behavior change in sanitation practices.

Key takeaways include the necessity of formative research to tailor interventions to community needs, the strategic use of monitoring and evaluation to refine approaches, and the potential of digital storytelling and edutainment to engage and educate the public. The success stories from various campaigns, such as the “Malasur” campaign, “Guptadhaner Sandhane”, "Life Navrangi" web drama series, highlight the impact of innovative communication strategies in fostering positive sanitation behaviors.

Ultimately, the adoption of this SBCC framework can lead to improved public health outcomes by promoting safer sanitation practices, enhancing community participation, and ensuring the sustainability of sanitation services. Municipalities are encouraged to continuously learn from their experiences, adapt their strategies, and collaborate with stakeholders to achieve the goal of improved sanitation for all.

By integrating the lessons learned and best practices from this framework, municipalities can effectively address the challenges of safe faecal sludge management and contribute to the overall well-being of their communities.

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Athena Infonomics is a global data solutions group that applies social science research, data analytics, and technology to provide global development leaders with user-centric, context-specific outcomes. Founded in Chennai, India in 2010, Athena now has offices in India, the United States, the United Kingdom, and Kenya, alongside program hubs spanning Sub-Saharan Africa and South Asia. Having worked on more than 200 projects across practices with various clients, we have built a reputation for meaningful outcomes delivered by a skilled, energetic, committed, and passionate team. This work is gaining recognition: in 2022 alone, we were included in *The Financial Times*' Asia-Pacific High-Growth Companies list and India's Growth Champions list, compiled by *The Economic Times*.