

Terms of Reference (ToR) for  
**Concept and campaign design for BCC campaign on sanitation behaviour at  
 Jashore and Benapole Municipalities**

## 1. Introduction

In terms of sanitation, Bangladesh is an example of rapid progress in the South Asian region. Over a period of less than 10 years, open defecation has been reduced from 19% (in 2000) to less than 1% (in 2015). But every success create another challenge. Household Income-Expenditure Survey of Bangladesh Bureau of statistics indicate that while open defecation been reduced significantly, non-sanitary latrines increased from 37.0% (in 2005) to 44.5% (in 2010). In addition to this problem regarding the quality of household facilities, a very high percentage of the sludge ultimately ends up in the environment, drains, water ways and marginal land. So, now safely managed sanitation is a challenge. Whereas this is problematic in both rural and urban environments, the situation is even more acute in urban areas. Like other countries in this region, Bangladesh has experienced accelerated urbanization. An estimated 28% of the total population is urban (DGHS 2012). Rural-urban migration has been the main driver of urban growth along with changing environmental and climatic conditions.

As per City Corporation and Paurashava (Municipality) act (2009), Local Government Institute (LGIs, City Corporations and Paurashavas) are responsible for sanitation in urban area, but they are facing different type of challenges to ensure citywide sanitation services. As example, lack of resources, lack of capacity, lack of demand of sanitation services, sanitation and hygiene behaviour of households and non-households. Behaviour change communication (BCC) and demand creation is one of the core components of urban sanitation. Without increased demand for sanitation services, the market for safely managed sanitation or faecal sludge management and other sanitation services and the willingness-to-pay is limited. To realize this, Jashore and Benapole municipalities have taken different initiatives related to BCC and demand creation. Now both municipalities have planned to conduct BCC campaign on identified priority behaviour. SNV Netherlands Development Organisation has been providing necessary technical support to Jashore and Benapole municipalities to enhance capacity and improving city wide sanitation situation. Consumer behaviour change and demand creation is one of the components of SNV's 'Urban Sanitation and Hygiene for Health and Development (USHHD)' approach. Under this component SNV is providing necessary support to both municipalities related to BCC and the other components are Safe and Affordable Service, Governance, Smart Finance & Investment, Technology and Knowledge Management.

SNV had started its journey in 1965 from Netherlands as not for profit volunteer organisation. We have built a long-term, local presence in countries in Asia, Africa and Latin America working in the sectors of WASH, Agriculture and Renewable Energy through providing advisory services, facilitating knowledge development, networking, and carrying out advocacy at national and international level. SNV is implementing different Urban Sanitation initiatives in southern Bangladesh, Gazipur and at national level under the leadership of Local Government Authorities (City Corporation and Municipalities) with support from National Government. One of these initiatives is the **WASH SDG programme**, a multi-country intervention being implemented in 20 cities in Nepal, Zambia, Tanzania, Indonesia and Bangladesh, funded by the Netherlands' Government (DGIS). The programme provides technical support focusing on Sanitation and Hygiene services to city corporation/municipalities, and is implemented at Gazipur city corporation, Jashore and Benapole Municipalities. The WASH SDG programme is built on three core strategic objectives: 1) increasing demand for improved WASH facilities and practices; 2) improving the quality of service provision; and 3) improving governance of the sector. Gender and social inclusion is an area of specific attention in each of the 3 strategic objectives as well as climate vulnerability and resilience.

## 2. Background of the campaign

To understand sanitation and hygiene situation, a baseline study was conducted by Jashore and Benapole municipalities with necessary support from SNV. Eight sanitation and hygiene indicators were assessed under this study. This study revealed that although a significant proportion of the households have access to toilets, the toilets are mostly unimproved, flies come contact with faeces, many are unhygienic and, for most, sludge ends up untreated in the environment. As a result, environment is being contaminated and posing health risk. After dig deeper into baseline data and consultation with relevant stakeholders four priority behaviours were identified which need to address through BCC intervention to improve sanitation situation. These behaviours are:

- **Behavior 1:** Improve and use environmentally safe toilet to protect contamination of surface or ground water
- **Behavior 2:** Build/maintenance improve toilet with pit/septic tank to protect human contact or flies or other animals (rodents, insects)
- **Behavior 3:** Hygienic use and maintenance of clean toilet with privacy
- **Behavior 4:** Timely and safe removal of faecal sludge from septic tank/pit

Targeting the above mentioned behaviours, a formative research was conducted at Jashore and Benapole in 2018. Aim of this research was to better understand the sanitation related behaviours of urban households including low income community (slums) and non-households (schools, health facilities). The overall objective of this research was to identify opportunity, ability and motivations through recognized BCC approach/framework of the selected sanitation behaviours at Jashore and Benapole. This research found out the determinants of selected focus sanitation behaviours for the target group in terms of opportunity, ability and motivations. Findings of this formative research also contributed in prioritizing behavioural determinants that need to address and there is opportunity and scope to change through BCC intervention to improve sustainability of outcomes.

Based on the findings of formative research evidence based, a practical 'BCC and demand creation strategy' was developed separately for Jashore and Benapole, which is approved by municipal authority. BCC strategy will guide BCC intervention/ campaign in next few years. It is a living document of municipality and there have scope to revise as per need. As per implementation plan of this strategy, one priority behaviour was selected by each municipality to implement in first year. Jashore municipality has selected behaviour 4 of **"Timely and safe removal of faecal sludge from septic tank/pit"**, while Benapole municipality selected **"Use improve toilet without access by flies and rats"**, under behaviour 2.

Beside this, school is one of the segments of urban sanitation. SNV is supporting education and school authority and school management committee related to school sanitation. As part of this, SNV is providing necessary support to three secondary schools at Jashore to demonstrate school sanitation. The core objective of this initiative is to present it as model which will be replicable and other schools can adopt this model. We would like to make this initiative as brand. On the other hand, hygiene education and maintenance of toilet are important for school sanitation. An assessment of these three schools also showed that hand hygiene and menstrual hygiene management situation is not good. So, we have plan to develop some communication materials targeting students and other stakeholders.

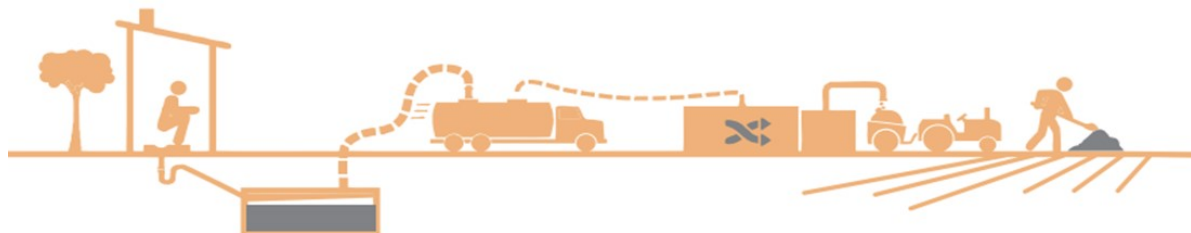
Now Jashore and Benapole municipality are planning to go for a BCC campaign targeting on the mentioned focus behaviour. SNV will support both municipalities to design and implement this campaign. In this connection, municipalities and SNV is looking for a creative/implementing agency to design and implement campaign both at Jashore and Benapole along with development of brand idea and communication materials for school sanitation.

### 3. Snapshot of behaviour and BCC strategy

#### 3.1 Focus behaviour and strategy for Jashore Municipality

Baseline study revealed that 77% households have containment or storage facility of faecal sludge. But, pits or tanks have not been emptied within timely emptying threshold. Around 11% of the household in Jashore have safe system for emptying the containment as the emptied sludge is disposed in situ.

Jashore municipality have Vacutug truck to collect faecal sludge mechanically from containment (septic tank/pit). This Vacutug truck transport the sludge safely without contaminate environment to treatment plant. Jashore municipality have a functional faecal sludge treatment plant (FSTP). After treating the liquid part, it disposed into the environment. Municipality have plan to reuse treated sludge in producing compost with solid waste.



Now the challenge is to create demand of this service among city dwellers of Jashore municipality. Households will feel encourage to receive this service for safely emptying their pit/septic tank. At the same time, need to change behaviour where people will empty/ remove faecal sludge from their septic tank/pit in timely manner.

### Focus behaviour

The core behaviour is "Timely and safe emptying of faecal sludge from septic tank/pit". To make this behaviour more specific and create impact segregated into two sub behaviour.

- Timely emptying of faecal sludge from septic tank/pit
- Demand creation of safely managed sanitation/mechanical service of Jashore municipality

### Significant Determinants

A formative research was conducted which identified significant determinants for this behaviour. Using Sanifoam approach 15 determinants were assessed through quantitative method. The following two determinants were identified as significant from this research.

Social norms: People think that it is common practice in the society that households don't empty or remove faecal sludge from their pit/septic tank: 76 % respondent think this way; 70% households didn't empty their containment influenced by this norm. Need to create strong realization among the people regarding regular emptying their containment. In designing the campaign, 'social norm' determinant should be addressed properly.

Knowledge: Most of the people think that if they don't empty their containment timely it may cause harm. But, they don't know which the consequences are or what type of harm they may face. They are not aware regarding safely managed sanitation and safe emptying. Moreover, they don't know safe emptying service or mechanical service for empty/remove faecal sludge from their containment is available in their town. 99% household don't know when their pit/septic tank need to be empty.

### Target Audience:

Primary audience: House Owner who have septic tank/pit

Secondary audience: Ward councillor, social and religious leader, local media

### Communication Objective

After exposed to the campaign target audience will:

- Realize importance of safely managed sanitation
- Know benefits of safely and timely emptying of septic tank/pit
- Aware safe emptying service /mechanical service of Jashore municipality
- Know when need to empty their containment
- Motivated to take safe emptying/ mechanical service to remove sludge from septic tank/pit

### Communication channels

- Inter-personal communication channel
- Mass media ( Outdoor, Cable TV Network)
- Traditional media/folk media
- Social media

## 3.2 Focus Behaviour and strategy for Benapole municipality

Baseline findings of Benapole illustrated that all households have toilet and few use share toilet. But, some toilet are unimproved where insect/rat can come contact with faeces due to unimproved pit of latrine. In some toilet flies can go and out through pan of the toilet and contact with faeces as water seal is not exist in these toilets or water seal is not functional. This is contaminating environment and increasing health risk.

### Focus behaviour

The selected behaviour for campaign of Benapole municipality is "Use improved toilet without access by rat and flies". Desired key behavioural change under this behaviour are-

- Installation and maintenance of water seal in the toilet
- Maintenance of pit to prevent insect/rat from contact of faeces

### Significant determinants

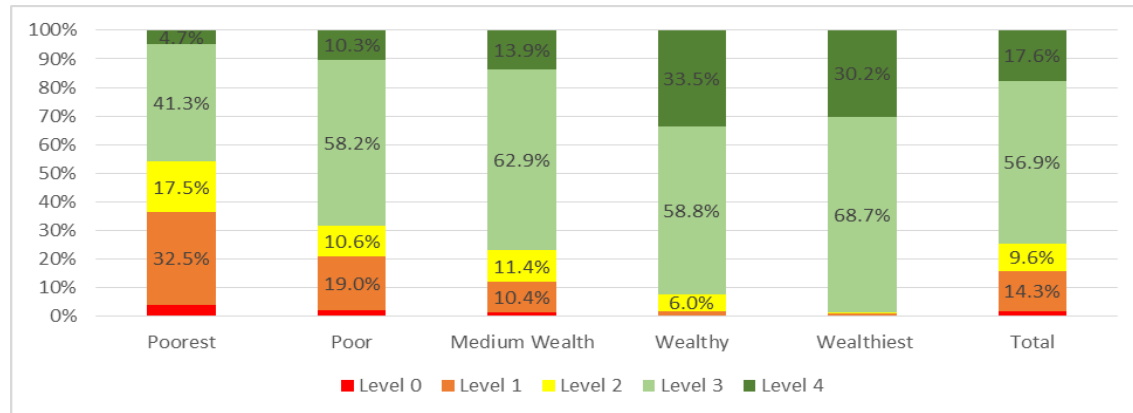
After reviewing result of formative research, the following two determinants are identified as significant for this particular behaviour.

Belief and attitude: Some of the households believe that existence or non-existence of water seal in toilet is no positive or negative impact on environment and health. Moreover, some head of households think that water seal often remains dirty which causes nuisance. So, need to address their belief and attitude in designing campaign for this behaviour.

**Knowledge:** As per research findings most of the respondents think that no water seal in toilet is harmful for health. Due to non-existence of water seal diseases can spread. But, they don't have clear idea how it causes harm and how it can impact their family members and community. So, need to enhance their knowledge regarding this behaviour.

**Target audience**

Baseline data indicate that some households from poorest, poor and medium wealth are in level 1 and 2. Further analysis of both level it is found that these households have unimproved pit in their toilet which rat can come contact with faeces and water seal not exist and flies have access to faeces.



Formative research finds that usually household head play an important role and take decision issues related to installation, maintenance, and purchase materials for toilet. So, the primary target audience for this behaviour is-

- Household head of poorest, poor and medium wealth households

Family members, ward councillor, mason, social and religious leader are identified as secondary audience for this behaviour.

**Communication objective**

After being exposed to the campaign target audience will:

- Know the importance of water seal and maintenance of containment or pit to prevent rats from contact with faeces
- Know the effect to family members, environment and human health
- Know about maintenance/management of water seal and pit
- Change their belief and attitude regarding water seal installation and maintenance

**Communication channels**

- Inter-personal communication channel
- Mass media ( Outdoor, Cable TV Network)
- Traditional media/folk media
- Social media

**3.3 Sanitation and hygiene promotion at School**

It is evident that accessibility to safe and clean water, adequate sanitation facilities and knowledge of hygiene behaviours have positive effect on children's development and their educational environment. However, lack of separate and safe sanitary services at school level may hinder girl children from attending schools. In addition, lack of sanitation facility causes different water borne diseases. Hence, hygiene education, improved hygiene behavioural practices, knowledge transfer, and the management of sanitation facilities are essential at school levels. In addition, hygiene related education could bring a positive change in the student's behaviours for which students would be able to act hygienically at school and household premises. Moreover, appropriate sanitation & hygienic behaviour taught in schools can act like a lifelong habit for growing adults.

Realizing the importance SNV has taken different initiatives including demonstration of school sanitation at Jashore which will be replicable. We have plan to develop materials on handwashing, menstrual hygiene management, maintenance of toilet targeting students, teacher, SMC and other stakeholders.

Need to identify some activities for sanitation and hygiene promotion considering context of Jashore. We are also thinking about branding of this initiative which will be create desire for other schools.

#### 4. Objective of the assignment

The overall objective of the campaign is to create demand for safe sanitation service providing by Jashore municipality and increase safe sanitation practice among dwellers of Benapole municipality

##### The specific objectives are:

- To develop overarching campaign concept for focus behaviour of Jashore and Benapole municipalities
- To develop campaign design for each focus behaviour of both municipalities
- To develop branding idea and identify activities and materials for school sanitation

#### 5. Scope of work

##### Desk review

- Review BCC strategy of Jashore and Benapole municipality, report of formative research.
- Review similar BCC and demand creation campaign both at national level and local level; in Bangladesh and in other similar contexts.
- Review assessment report of three schools at Jashore.

##### Development of campaign concept

- Develop 2-3 concepts for each selected behaviours based on BCC Strategy for Jashore and Benapole municipality.
- Develop campaign title, logo, tagline etc.
- Consultation with BCC support cell and other stakeholders of each city.
- Pre-test developed concept.
- Finalize campaign concept for selected behaviour of each municipality.

##### Development of campaign design

- Translation of the concept into campaign design for each town with activities and implementation modality
- Develop messages for each behaviour.
- Pre-test and finalize messages.
- Consultation with BCC support cell and other stakeholders of both municipalities and validated campaign design.
- Finalize campaign design document.
- Translation of campaign design document into Bangla.

##### Develop branding idea and activity plan for school sanitation programme

- Develop branding idea for school sanitation at Jashore.
- Identify activities, communication materials, implementation plan on hygiene education and maintenance of toilet for school sanitation programme

##### Specification of BCC materials

- Develop the specifications for printing and produce selected BCC campaign and school sanitation materials.
- Develop creative brief

In each step of above mentioned works, selected agency will consult with BCC Support Cell of both municipalities

#### 6. Deliverable

The Consultant is expected to deliver:

- Campaign concept for target behaviour of Jashore and Benapole municipalities
- Campaign design on focus behaviour of Jashore and Benapole municipalities
- Branding idea and activity design on hygiene education and maintenance of toilet for school sanitation
- Specification of design and production of selected BCC materials for campaign and school sanitation including creative brief

## 7. Team Composition

We are looking for a multidisciplinary team combining professional specializations from different arenas related to this assignment. The core team may consist of the following profiles:

- **Concept developer/strategic planner of campaign:** Having sound understanding of BCC approaches and models, BCC campaign design, concept development, implementation and monitoring of campaign. Should have 10-12 years of proven experience in the area of BCC/SBCC. Experience of working in sanitation, hygiene and urban sanitation issues will add value.
- **Content developer/ creative writer/copy writer:** Having 5-8 years of experience in developing creative idea or writing. Should have experience of work in the area of BCC/SBCC campaign or social communication. Have sound knowledge on pre-testing concept, messages and materials.
- **Visualizer cum graphic designer:** Having 5-8 years of experience as visualizer or graphic designer. Have experience in designing BCC material on different social issues.
- **Message and Material developer:** Having 5-8 years of experience in developing BCC materials both print and audio-visual. Have sound knowledge on pre-testing concept, messages and materials.

We will only evaluate CVs of the above-mentioned proposed team members. If the agency/consultants feel the necessity for additional team members these may be proposed. There is no need to submit their CVs.

## 8. Responsibilities

### BCC Support Cell of Municipality

- Provide support for introduction to municipal officials and council members;
- Provide access to programme and other relevant documents;
- Provide necessary inputs and feedback in concept and campaign design;
- Provide necessary support and inputs in developing messages and activities;
- Provide other inputs and assistance as appropriate.

### SNV Urban Sanitation Programme Team

- Provide support for introduction to BCC Support Cell of municipality;
- Provide support for introduction to education and school authority;
- Facilitate access to relevant documents and information;
- Provide necessary guidance in designing and development of campaign, and provide feedback when needed;
- Pay the consultancy fee and costs related to the assignment;
- Provide other input and assistance as appropriate.

### Agency/Consultant

- Lead to design and development of campaign concept and design including pre-test of concept;
- Lead to design and pre-test message and material for campaign and school sanitation;
- Coordinate with BCC support cell of both municipalities;
- Inform and update SNV and / or municipality on a regular basis;
- Visit to Jashore and Benapole municipality as per requirement;
- Arrange for taking quality photographs at all events of the assignment, including consent forms if required.

## 9. Timeframe

The total duration of the assignment will be for 6 weeks after signing of the contract. Commencement of the services is expected by September 2020.

## 10. Evaluation Criteria

The following criteria will be followed to evaluate technical proposals received:

- Technical Score (80):
  - Company Profile (Experience and expertise in designing and implementation of BCC Campaign): 10
  - Overall understanding of the proposed assignment: 10
  - Methodology for concept development, campaign design, message and pre-testing: 10
  - Strategic thinking and uniqueness (Sample of a brief campaign concept for the behaviour “Timely and safe emptying of faecal sludge from septic tank/pit”): 20
  - Team Composition: 25
  - Gender Equity in team composition: 5
- Financial Proposal (20)
  - Competitiveness of the financial offer
  - Relevance and consistency with technical proposal

## 11. Application

Interested agency/consulting firms are requested to develop and submit their technical and financial proposals in line with evaluation criteria mentioned in this ToR.

### i. Application documents for **technical evaluation**

- Soft copy or link of previous similar work
- Sample of a brief campaign concept based on the behaviour of Jashore municipality
- CVs of proposed team members

### ii. Application documents for **financial evaluation**

- Budget for concept development of two behaviours including logo and tagline, message development, branding idea of school sanitation and pre-testing of concept and messages
- Budget for campaign design for Jashore and Benapole municipality

## 12. Implementation arrangements

The consultant will report to the WASH Sector Leader (SNV UrbanSan Programme) for each of the deliverables, and will work closely with the BCC Support Cell of municipality and SNV’s BCC Advisor for day to day reporting; and also with other component holders and city coordinator of SNV.

Payment will be made upon submission of invoice and deliverable. 1) 30% of the contract after signing the agreement; 2) 40% after submitting draft concept development and campaign design; 3) 30% after submitting final version of campaign design for both cities and school, accepted by SNV and Paurashava.

As per income tax law, Tax will be deducted from the main budget amount by SNV (in general for national consultants 10%). VAT will be added to the main budget and kept at source (15%). Only VAT is required to be included in the total budget.

Electronic copy of the proposal duly signed should be submitted to [bangladesh@snv.org](mailto:bangladesh@snv.org) with the subject line: **Concept and campaign design for BCC campaign on sanitation behaviour at Jashore and Benapole Municipalities** latest by **17<sup>th</sup> September 2020**.

For any query related to the ToR, please email to **Md. Ariful Islam, BCC Advisor** Email: [mislam@snv.org](mailto:mislam@snv.org) to keep CC [bangladesh@snv.org](mailto:bangladesh@snv.org).