THE SOCIAL MARKETING OF HOUSEHOLD TOILETS AMONG THE BAI IN YUNNAN, CHINA

A Strategy for Cysticercosis Reduction
LOCATION-TWO BAI VILLAGES IN ERYUAN COUNTY, YUNNAN, CHINA
(ERYUAN COUNTY IS COUNTY #12)
SOCIAL MARKETING USES MARKETING PRINCIPLES TO ENCOURAGE BEHAVIORAL CHANGE.

THE SOCIAL MARKETING OF HOUSEHOLD TOILETS (SANITATION MARKETING) USES MARKETING PRINCIPLES TO ENCOURAGE THE BUILDING AND USE OF HOUSEHOLD TOILETS.
SANITATION MARKETING IS CUSTOMER-DRIVEN IS NOT EXPERT-DRIVEN
THE MARKETING MIX
FOR THE SANITATION MARKETING CAMPAIGN

- Product
- Price
- Place
- Promotion
- (Policy)
OUR FORMATIVE RESEARCH TO INFORM THE SOCIAL MARKETING CAMPAIGN INCLUDED THE USE OF:

- Door-to-door surveys
- Focus groups
OUR RESEARCH TEAM TRAINED 50 BAI STUDENTS FROM THE DALI MEDICAL COLLEGE TO CONDUCT THE DOOR-TO-DOOR SURVEYS.
DOOR-TO-DOOR SURVEY

ABOUT 25% TOILET COVERAGE

THIS SURVEY ALSO REVEALED PRESENT SANITATION PRACTICES.
FOCUS GROUPS
MAIN METHOD TO HELP RESEARCHERS UNDERSTAND HOW THE BAI VIEW HOUSEHOLD TOILETS
FOUR FOCUS GROUP DISCUSSIONS

- Gender specific
- Conducted in Bai and taped (written translated transcripts)
- A multi-cultural team analyzed the focus groups individually (2 Americans, 2 Han Chinese, 2 Bai) using Word tracking
- Team met together to analyze the focus group discussion
- The research team decided the product, price, placement and promotion strategies to begin the campaign.
4 P’S SANITATION MARKETING MIX

► Product
► Price
► Placement
► Promotion
THREE-CHAMBER SEPTIC SYSTEM
Toilet Additive

- Kills harmful pathogens
- Reduces smell
- Liquefies solid waste
- No need to clean out the first chamber
- Prevent the problem of the system clogging up
SANITATION MARKETING MIX

- Product
- Price
- Placement
- Promotion
What people were willing to pay varied greatly

People had local resources available for building

Many able-bodied residents work outside the village

Subsidies
Among those claiming to own a toilet,

The odds of a household who had been given a government subsidy constructing a toilet that met criteria was 40.10 time (95% CI=23.88-67.36) that of the odds of a household who has not been given a subsidy.
SANITATION MARKETING

- Product
- Price
- Placement
- Promotion
SOME WANTED TOILETS AS FAR FROM THE LIVING AREAS AS POSSIBLE.
4 P’S OF SANITATION MARKETING

- Product
- Price
- Placement
- Promotion
HEALTH WAS NOT A MOTIVATION FOR BUYING A TOILET

- Convenience
- Privacy
- Cleanliness
- Avoiding embarrassment
- Progress
WE BEGAN BY BUILDING FOUR DEMONSTRATION TOILETS (SPRING 2012)
DEMONSTRATION TOILETS
KICK OFF TO THE CAMPAIGN
JUNE 8, 2012
LOCAL ENTERTAINMENT
TOILET-RELATED GAMES
BROCHURES WERE GIVEN

SIGN UP FOR THOSE WANTING TOILETS
从现在起，海口市营的所有村民，可以到本村村长处，报名进行建三格式户厕的登记。

在十月份，项目资助方将请美国来的志愿者到村民家做义务工，帮助建厕（挖坑除外），他们会提供免费的劳务！

建三格式厕项目所委的监理人员商议决定自因地制宜的设计方案，只要按照设计合理施工，建厕达标，验收合格后，将获得由市容环卫所提供600元，项目资助方提供400元，共计1000元人民币/每个厕的补贴。
因地制宜

四个
根据村民
不同实际
而建盖的
样板厕所
FUN TIME FOR ALL AGES
OUR LOCAL BUILDING SUPERVISOR, MR. ZHOU
> RESPECTED BUILDER THE COMMUNITY

> UNDERSTOOD THE THREE CHAMBER SEPTIC SYSTEM

> ABLE TO TAKE CRITERIA AND ADAPT TO MEET PEOPLE’S PERSONAL PREFERENCES

> WILLING TO TELL NEIGHBORS WHAT NEEDED TO BE CHANGED
BUILDING BEGAN IN OCTOBER, 2012
AFTER RAINY SEASON
MANY DIFFERENT DESIGNS

Toilet on one side
and shower on the other
A HIGH WATER TABLE
DIRECTLY ATTACHED TO THE HOUSE
SEPARATE MALE AND FEMALE
EDUCATION FOR PROPER USE
VERY SIMPLE
VERY MODERN
SCHOOL TOILET
INSIDE SCHOOL TOILET
THREE CHAMBERS
TO DATE...

- 63 toilets completed and inspected (compared to 4 toilet built in 2010 and 1 in 2011)
- Several families are planning to build or complete building after rainy season is over.
- A school toilet has been built in the villages this year
- Local residents know how to build 3 chamber system
- Limitation has been lack of builders.
LOCATION OF TOILETS BUILT IN THE TWO INTERVENTION VILLAGES
QUESTIONS?