Review of Pilot FSM Demand Creation Campaign in Urban Freetown

Freetown City Council

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FSM5 Conference
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Freetown

• Capital city of Sierra Leone
• Coastal
• 2004 Devolution Act:
  • Sanitation: Freetown City Council
• 1.1 million people
• 60% in low income, dense areas
• Mountainous
• 30% not accessible to Vacuum Trucks
### Freetown Sanitation Value Chain

<table>
<thead>
<tr>
<th>CONTAINMENT</th>
<th>EMPTYING</th>
<th>TRANSPORT</th>
<th>TREATMENT</th>
<th>REUSE/DISPOSAL</th>
</tr>
</thead>
</table>
| -90 to 95% on-site  
  - 30% septic tank  
  - 58% pit  
  - 6% CBD 4km of sewerage network emptying into sea  
  - 5% OD, hanging toilet  
  >70 public latrines | -Some pits or tanks emptied directly to surface drains  
  -Some MPEs: Gulper II, rakes, digger  
  -8 operational VT (public and private) | -Inconsistent VT  
  -Some MPEs: barrels  
  -No transfer stations  
  -One designated site in West | -NO TREATMENT  
  -Polders and drying bed in progress | -NONE |

Some pits or tanks emptied directly to surface drains  
-Gulper II, rakes, digger  
-8 operational VT (public and private)
GOAL/Freetown City Council FSM Project

1. Regulatory Environment and Improved Public Infrastructure for FSM
   • FSM Unit within Council
   • Call Centre
   • Inspection Officers
   • SOPs for private emptiers

2: Private Sector Entities in collection and transport of FS
   • MPE modified equipment, health and safety training
   • Business Development Support to VTOs
   • Purchase a VT and support SLA for council and private sector

• AIM: Decrease the amount of untreated faecal sludge in the environment
• 2015-2016: Context analysis with WSUP-A: Focus emptying, transport, sanitation governance
• Site visit to Dakar
Demand Creation for FSM Services

WHY

• 2017 Survey
• 61% HHs ok to dump FS in drainage in rainy season
• 36% HH dump garbage into latrines
• 65% of HHs don’t know a single service provider within their community
With WHO

Targeted To:
Urban Freetown-ians

WHAT

Call the FCC Call Centre for help, advice, book a service

Promote Vacuum Truck Emptying
3 Messages

• Empty your septic tank or latrine on time

• Do not ignore a broken latrine or septic tank

• Do not put solid waste into your latrine
HOW

• Iterative design work
EMPTY YOUR LATRINE OR SEPTIC TANK ON TIME!

Call the emptying call centre!

Allowing your latrine or septic tank to overflow spreads diseases, harms the environment, gives an offensive odour, and you could be fined or go to prison.

Freetown City Council SEPTIC & LATRINE Call Centre
Help - Advice - Book a Service
030 088 713 / 079 063 044
HOW

• TV: story board to editing
### Demand Creation for FSM Services

<table>
<thead>
<tr>
<th>WHY</th>
<th>WHO</th>
<th>WHAT</th>
<th>HOW</th>
<th>WHEN</th>
</tr>
</thead>
</table>
| - 2017 Survey  
- 61% HHs ok to dump FS in drainage in rainy season  
- 36% HHs dump garbage into latrines  
- 65% of HHs don’t know a single service provider within their community | - Stakeholders  
- FCC  
- MoHS  
- VTOs  
- Community  
- Target Audience  
- Urban Freetown | - Inform about service providers  
- Types of service providers  
- Health and economic impact  
- FCC enforcement | - Pre-tested messages  
- Visually appealing, branded artwork  
- Mass media campaign  
- Social mobilisation and sensitization | - Joint launch with the FCC FSM Unit Call Centre - November 2017  
- Funding until December 2018 |
Community Engagement and Social Mobilization

Meetings with:
- Councilors
- Chiefs
- Religious Leaders

Social Mobilization
- 14,160 HH in 28/49 wards
- Handed out flyer
- Discussed campaign
- Asked questions
Lessons Learned

Implementation

Ministry and district level ownership
No GOAL logo
Engaged w/ community influential leaders
Community engagement is key

Messages

Provide enabling environment for each message
Highlight complaint mechanisms
Reassess media platforms
Should have included MPEs

Future Plans

Understand drop in calls
Pilot community dialogues
Need to tie into larger sanitation marketing plan
FCC advertising department
Easy to remember number
Combine w/ Regulations and Enforcement
Need more time!
Thank You

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