

Model Terms of Reference: Developing a Communication Campaign on Full Cycle Sanitation and Setting up a Fecal Sludge Treatment Plant (FSTP)

Location..... India

Issued on: Date....

TECHNICAL SUPPORT UNIT:

iihsTM
INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

IN ASSOCIATION WITH:



Keystone

 Consortium for
DEWATS
Dissemination
Society



TERMS OF REFERENCE

Communication Campaign on Full Cycle Sanitation and Setting up a Fecal Sludge Treatment Plant (FSP)

I. BACKGROUND

Include relevant information which is necessary.

II. RATIONALE

Campaigns for sanitation have always focused on the eradication of open defecation and the construction of toilets. Little importance has been given to the full sanitation value chain. People are unaware of the direct and indirect impact of poor sanitation on human life. Moreover, there are a range of behaviours and deficits all along the Full Cycle of Sanitation.

Specifically:

- Despite access to toilets at home, a considerable number of people continue defecating in the open.
- Septic tanks are not properly constructed and the de facto holding tanks may lead to exfiltration of fecal matter.
- Septic tanks / holding tanks are not regularly emptied or de-sludged.
- De-sludging often is done to take out the liquid part on top, which results in the solids settling, making it difficult to clean the septic tanks in the medium run.
- The sludge emptied from septic tanks are often disposed of into the open in non-designated locations.
- Treatment plants are few and grossly inadequate to treat the volume of wastewater that is generated in the cities. In many cases, there are problems of utilizing treatment plants to full capacity because of a number of constraints.
- All of these play out in the larger backdrop of a widely and deeply held belief among many stakeholders that sewerage (UGDs) and STPs are the sole solutions for sanitation in cities.

In this context, [MENTION ULB NAME] wishes to commission the production of one film (two versions), audio mnemonics / jingle and designs for print medium on the 'Full Cycle Sanitation and Fecal Sludge Treatment Plant' to create awareness among the people in living in [ADD LOCATION NAME].

III. SCOPE OF WORK

Full Cycle Sanitation (FCS): The full cycle sanitation communication piece intends to describe safe containment, safe emptying, safe transport, safe treatment and reuse / disposal. The campaign aims at helping people understand the importance of securing the full cycle of sanitation in order to ensure health outcomes for citizens.

Fecal Sludge Treatment Plant (FSTP): The FSTP communication piece will provide adequate information about the FSTP and its role in securing public health and protecting the environment. It will help people not only familiarise themselves with the facts of septage treatment, but also create a positive perception linked with safe disposal and reuse of fecal sludge.

Objectives:

The objectives of the FCS & FSTP campaign are as follows:

- a. Explain the linkage between sanitation and health; and familiarise the audience with the full-sanitation value chain.
- b. Explain the full cycle of sanitation (safe containment, safe emptying / desludging, safe transport / conveyance, safe treatment and safe disposal / re-use) and the impact of poor sanitation on public health.
- c. Anticipate and explain any apprehensions that people may have about the location and functioning of the FSTP.

Approach:

The films, jingles and poster designs will not be seen as stand-alone products. The concept, design and tonality should complement each other so as to deliver a complete campaign package. The media plan should detail out exclusive plans for [ADD LOCATION NAME].

For households, the emphasis shall be placed on:

- Importance of the full cycle of sanitation ii. Different stages in the sanitation value chain iii. Long-term health impacts viz., malnutrition and stunting
- Economic impact of unsafe sanitation
- FSTP - Treatment and its benefits

Target segment and positioning:

At present, any discussion on sanitation is met with expressions of disdain, disparagement and disgust. The communication campaign will attempt to [DETAIL OUT THE OBJECTIVE AND THE TARGET AUDIENCE FOR WHOM THE CAMPAIGN IS INTENDED FOR].

Include any other relevant information which is necessary.

IV. SCHEDULE OF WORK AND DELIVERABLES

The film, poster design and audio mnemonics shall be developed simultaneously according to the following schedule.

No	Outputs	Elapsed Time from Start
1	Work on pre-shoot script on film and jingle	
2	Production of Audio Mnemonics - jingles	
3	Approval of Pre-shoot Script	
4	Submission of designs for print	
5	Production work (shooting the film)	
6	Rough Cut for the Film	
7	Delivery of final products (including media buying plan)	
8	Pre-testing and Execution of the campaign on Screen and Radio	

V. QUALIFICATIONS AND EXPERIENCE REQUIRED

The work shall be carried out by a competent team of film-makers with:

- Understanding of social issues and their relevance.
- In-house film production unit that can work within short schedules and comply with strict deadlines.
- Fluency in written and spoken Tamil and English.

VI. REPORTING AND CO-ORDINATION

The film producing company will responsible for all deliverables to [INSERT DETAILS OF CONTACT PERSON].

VII. LIST OF RESOURCES TO BE PROVIDED BY TNUSSP

The links to various websites highlighting

- i. The importance of full cycle sanitation etc.,
- ii. Information on sanitation,
- iii. Full cycle sanitation,
- iv. Fecal sludge management etc.,

VIII. DELIVERABLES

1. Film: One Film - Two versions (Long: [DURATION], Short: [DURATION]):
2. For screening: Master version of the final approved version: One film appropriate for screening in different kinds of media: Cinema theatres, TV broadcast via terrestrial / DTH / Cable, Web and Whatsapp. The production quality should be compatible with the best prevailing in the industry. (HD, Pixel density etc.).
3. Pre-test: Narrated Script, animated storyboard of all the different script options shall be developed and discussed with the [MENTION ULB NAME].
4. A rough cut of the film/s shall be presented and finalized based on feedback from the [MENTION ULB NAME].
5. Two - Audio mnemonics / jingles:
6. Two audio mnemonics / jingles of [DURATION] with original lyrics and music. The voice to be used should be familiar and popular in [STATE/DISTRICT/ULB NAME].
7. Four - Poster designs:
8. Four poster designs will be presented in the form of high-resolution ready-for-printing digital files. These will be used as hoardings / posters / bus panels, newspaper ads etc.
9. Media buying:
10. Detailing out media buying plan, scheduling of products and execution - on Screens / Radio etc.