

**PUBLIC AWARENESS AND COMMUNITY OUTREACH
CAMPAIGN
(PACOC)**

**FUNAFUTI WATER SUPPLY AND SANITATION
PROGRAMME
(FWSSP)**

DECEMBER 2022

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ACRONYMS

ADB	Asian Development Bank
CBDRM	Community Based Disaster Risk Management Programme
CCD	Climate Change Department
CSO	Civil Society Organisation
DoE	Department of Environment
FWSSP	Funafuti Water and Sanitation Project
GRM	Grievance Redress Mechanism
HAEP	Hygiene and Education Programme
MoF	Ministry of Finance
MPWIDW	Ministry of Public Works, Infrastructure, Environment, Labour, Meteorology and Disaster
NGO	Non-Governmental Organisation
OSTDS	On-site treatment and disposal systems
PACOC	Public Awareness and Community Outreach Campaign
PMU	Project Management Unit
PWD	Public Works Department
TuFHA	Tuvalu Family Health Association
WASH	Water Sanitation and Hygiene

I. Introduction

A. The FWSSP context¹

1. Funafuti faces similar challenges to those common in other cities in the developing world, particularly inadequate water supply and sanitation services, and an increasingly high rate of communicable diseases. The groundwater is unsuitable for drinking because of saltwater intrusion and anthropogenic contamination. Rainwater harvesting is the primary source of drinking water all over the country. Despite high average annual rainfall (3,483 millimeters), Funafuti frequently experiences short dry periods. Dry periods longer than 10 days typically result in water shortages, which require desalinated water to be delivered via trucks to household and community tanks.²
2. The 2017 census identified 907 households on Funafuti with a total population of 6,716 – 3517 males and 3199 females. The whole population of Funafuti is *classified as urban* which encompasses the villages of Nanumea (1,069), Nanumaga (722), Niutao (780), Nui (448), Vaitapu (915), Nukufetau (730), Funafuti (1,309), Nukulaelae (253), Niulakita (12) and others (82).
3. Most households rely on on-site sanitation facilities as Funafuti has no centralized sewer system. About 86% of households have flush toilets with septic tanks, 7% have pour-flush pit latrines, and 3% have composting toilets.³ However, most septic tanks are poorly constructed, with no desludging, and are often breached during flood events.
4. A recent sanitation review concluded that most people in Funafuti are aware of issues relating to sanitation, hygiene, water management, and water resource degradation and depletion.⁴ Despite the residents' desire to tackle these issues and disseminate knowledge on good hygiene practices, hygiene behaviors in Funafuti are negatively influenced by the lack of water and sanitation facilities. A 2015 Yale University report concluded that decreased water availability in the 2011 drought and poor hygiene behaviors resulted in a large outbreak of diarrhea, particularly among infants.⁵ The report concluded that further interventions are required to mitigate the health impacts of droughts. Improved programs are required to promote sustained hygiene awareness and behavior and safety of drinking water.

B. The Funafuti Water Supply and Sanitation Project (FWSSP)

Background

5. The aim of the FWSSP is to increase access to safe water and improved sanitation to reduce the incidence of waterborne diseases in Funafuti. The FWSSP is expected to begin in the first half of 2024 and to be implemented over a period of five years.
6. The Government of Tuvalu began organising a series of preparatory activities in 2021 which are expected to continue to the end of 2023. These include:
 - (a) Carrying out a range of surveys and holding meetings with communities and households across Funafuti to gain a comprehensive understanding of the current status of: (i) water supply and sanitation facilities and services; (ii) hygiene awareness and

¹ This section is extrapolated from the FWSSP Draft Poverty Reduction and Social Analysis

² The Public Works Department (PWD) delivers desalinated water to community tanks for free for collection by residents as well as households on order. Households are charged A\$27 per 500 gallons (\$8.18 per cubic meter for delivery).

³ Government of Tuvalu. 2012. Population and Housing Census. Funafuti

⁴ J.Dennis.2019 Sanitation Review: Funafuti, Tuvalu. Unpublished

⁵ J.Emont,2015. Drought As A Climate Driver Of AN Outbreak Of Diarrhoea IN Tuvalu, South Pacific. New Haven.

practices; and (iii) communication approaches. Seek the views of households and communities on these and related issues.

- (b) Preparing strategies and master plans for the delivery of more sustainable and affordable water supply and sanitation services to be implemented through the FWSSP.
 - (c) Designing a hygiene awareness and education programme to be implemented through the FWSSP.
 - (d) Designing and implementing a public awareness and community outreach plan to build understanding and support for FWSSP activities amongst communities across Funafuti.
7. The preparatory tasks are intended not just to inform the development of FWSSP activities but, importantly, also to increase the ensuing project's effectiveness and sustainability

Overview of FWSSP components⁶

Component 1 - Water Supply

8. The Funafuti urban area currently does not have a public, piped water supply system providing water through a metered connection and plumbed to the household/building. Ensuring that all Funafuti households have reliable, access to a basic, piped, water supply, and preferably intermediate access or higher, is a priority for the Government of Tuvalu.
9. With donor partner assistance, Tuvalu will seek to realize:
- Short-term: Establishing a sustainable, basic level water supply service (around 20 litres/person/day) in Funafuti by 2030
 - Medium-term: Maintaining a sustainable, basic level water supply service (around 20 litres/person/day) in Funafuti through to 2040; and
 - Long-term: Building to Intermediate level water supply services (around 50 litres/person/day) in Funafuti by 2050.
10. The FWSSP proposes to address the medium term 2040 objective described above constructing a core piped network system that has the capacity to meet 2050 objectives.

Component 2 - Sanitation

11. Current sanitation service levels in Funafuti are considered to be basic, improved with some villages/household clusters considered to be limited, improved. In extended dry spell/drought situations (low rainfall for 25 to 30 days or more) the scarcity of water forces sanitation service levels to drop to unimproved for a significant number of households. In these situations, there can often be a return to open defecation practices using the lagoon.
12. With the assistance of their donor partners, the Government of Tuvalu will seek to realize:
- Short-term: Sanitation service is raised to the safely managed, improved classification with investments for septage transport, off-site treatment and safe disposal, commencing programme for replacement of property on-site treatment and disposal systems (OSTDS) (septic tanks) with secure, septage containment tanks by 2030;
 - Medium term: Sanitation service maintains and strengthens the safely managed, improved classification with investments for further off-site treatment facilities, continuing the programme for replacement of property on-site treatment and disposal systems (OSTDS) (septic tanks) with secure, septage containment tanks, and transport infrastructure by 2040; and

⁶ Components 1-4 are extrapolated largely from the FWSSP's draft Poverty Reduction and Social Strategy prepared under the Project Readiness Financing phase of the FWSSP.

- ❑ Long-Term: sustainable safely managed, secure, improved sanitation service levels (the basic classification is raised to a safely managed classification for all of the Funafuti population) by 2050.

13. The FWSSP proposes to address the short-term 2030 objective described above, whilst having a flexible design approach allowing for expansion of these facilities to meet the further 2040 and 2050 demands.

Component 3 – Disaster Resilience

14. Climate vulnerability risk assessment under the FWSSP study shows that both the water supply and sanitation components will be mainly vulnerable to increased exposure of coastal areas to erosion and overtopping of hard erosion protection infrastructure, particularly along the foreshore on the lagoon side of Fongafale Islet.

15. Major adaptation options relate to the protection of water storage and supply infrastructure from coastal erosion. Where infrastructure is required in areas near the coast, localized protection may be required and a strategy for its continued monitoring and maintenance will need to be funded.

16. Mitigation considerations include carefully analyzing proposed technologies and installations to identify energy efficient options with a view to limiting capital and operating and maintenance costs. And while the new water sources for the piped system are expected to be mainly from RO desalination plants, these plants have made huge advances in energy efficiency over recent years, but the use of PV power, where possible, will be examined to contribute to Tuvalu's CO₂ mitigation targets, and improve resilience by reducing reliance on imported fossil fuels.

17. In collaboration with the Climate Change Department (CCD) of the Ministry of Finance (MoF), and the Water and Sanitation Department (WSD) and Department of Environment (DoE) of the Ministry of Public Works, Infrastructure, Environment, Labour, Meteorology and Disaster (MPWIDW), relevant NGOs and CSOs together with Funafuti residents will further develop and implement a community based disaster risk management program (CBDRM). This will increase knowledge of risk mitigation, climate change adaptation, drought preparedness and response, as well emphasise the importance of properly maintaining on-site septic systems in the face of rising sea and groundwater levels.

18. The FWSSP will seek to incorporate into the CBDRM effective health and hygiene principles through a Hygiene Education and Awareness Programme (HAEP) with a twofold aim:

- (a) To promote community awareness and actions that minimize public health risks usually associated with natural disasters such as tropical cyclones, storm surge, king tides, tsunamis, and climate change impacts of rising sea level, rising temperatures, abnormally heavy rainstorms and prolonged dry periods or droughts.
- (b) To improve hygiene awareness and education to address issues identified in the Funafuti Hygiene Behaviours and Practices Survey.⁷ These include but will not be limited to:
 - i. Inadequate quantities of water leading to reduced frequency and quality of personal hygiene practice for some households and in some instances results in open defecation. Bathing is delayed and surface cleaning, washing dirty laundry and other recommended hygiene behaviours are disrupted during these times to manage the low amount of water available. Low water levels in water

⁷ Funafuti Behaviours and Practices Survey, February 2022

storage tanks result in increased concentrations of pathogens which put consumers at higher risk of infection. Families are forced to use the water supplies of their neighbours or extended families which accelerates the depletion of available fresh water overall, reduces the protective effect of good hygiene practices and increases the risks of disease outbreaks occurring across the community.

- ii. Poor condition of WASH facilities in most schools that negatively impacts on good hygiene practices of students and teachers. Facilities are reported to be poorly maintained and are often unhygienic or unavailable due to breakages, lack of water or because they are too unhygienic to use. These conditions represent a significant public health concern as disease could quickly spread among pupils and to their family members.
- iii. Significant misunderstanding and gaps in knowledge of the link between good hygiene practices and personal protection against disease.

Component 4 – Urban Services Delivery

19. Notwithstanding the considerable progress that the Water and Sanitation Division (WSD) , MPWIDW, has made over the recent years, capacity within the organisation is still limited. There is a need to enhance management capacity and to develop technical planning in order to be able to manage the proposed investment projects, procurement, contracts, and operations.
20. The majority of this technical support will be directed towards assisting the PMU and PWD/WSD with the management of procurement, civil works contracting, commissioning and take-over, and the ongoing operations and maintenance of the works as they are progressively implemented and then handed over.
21. In the financial and human resources management areas there is a need for increasing management and planning capacity to:
 - (a) plan and manage accounting, tariff and charges setting, billing and metering programs;
 - (b) ensure legislative and regulatory water supply and sanitation service performance indicators are met; and
 - (c) improve human resources planning and recruitment and/or sharing of new key, professional and technical staff.
22. A high percentage of WSD staff only has secondary school level education and WSD is facing difficulties in finding suitable new staff, especially in the technical fields related to water supply and sanitation services planning, design, construction, operations, and maintenance. Training to be provided through FWSSP is needed on issues such as:
 - Project management/contract management;
 - Technical planning;
 - Water resources management and water supply design;
 - Asset management;
 - Operation and maintenance of pumping units and pump monitoring systems; and
 - Water quality monitoring and testing.
23. It is probable that there would be considerable benefit in the project assisting the PWD/WSD to seek further regional assistance from the Pacific Water and Waste Association (PWWA) based in Apia, Samoa. This association has in the past years, with ADB support, implemented several “authority twinning” arrangements between small Pacific authorities and New Zealand or Australian rural city/town authorities/corporation for a two to three year period. These

arrangements are set-up with a number of objectives e.g., to create or improve asset management (planning and budgeting); leak detection (non-revenue water) reduction; water meter servicing; pumping machinery operation and maintenance.

24. Under these arrangement staff from both agencies spend, sometimes considerable time, on secondments or technical visits for up to 2 or 3 months for training and mentoring in each other's agencies. This could be vital for a small agency like PWD/WSD for FWSSP.

II Awareness Raising and Campaigning

A. What is awareness-raising?

25. Awareness-raising is a process that seeks to inform and educate people about a particular issue or topic with the intention of generating their interest in it, and influencing their attitudes, behaviours and beliefs towards the achievement of a defined purpose or goal.⁸ It can act as a catalyst for positive change in actions and behaviours.
26. Successful public awareness campaigns are anchored in effective communication which at its simplest is the act of giving, receiving and sharing information through speaking, writing, listening or reading.
27. Awareness-raising through a public outreach campaign is different from an advocacy campaign in that its primary target audience is the public and specific social groups rather than political decision-makers.⁹ In practice, however, the difference may be unclear as political support may need to be harnessed to enable achievement of campaign objectives.
28. Raising awareness and circulating information about the FWSSP is vital for promoting participatory and inclusive processes during the development and implementation of project activities. These processes help build ownership of project activities and trust and confidence in project management.
29. In depth research, providing a detailed and up-to-date understanding of particular issues a project intends to address and pointing the way towards possible solutions or remedies, is essential for preparing awareness campaign messages. Various sectoral surveys and research studies covering the majority of households on Funafuti, were conducted during the FWSSP's preparatory phase and the findings should inform the PACOC messages.¹⁰

B. Awareness Raising for Adults¹¹

30. For the most part the learning experience of adults is informed by their life experience, as distinct from young learners, and can be characterised by ¹²:
 - (a) Making their own choices and are more motivated to learn.
 - (b) Having their own ideas of what is important for them to learn.

⁸ SDG Accountability Handbook, P 80

⁹ Pero, A.(2015?) , *Awareness Raising and Networking* in 'Public Oversight of the Security Sector: A Handbook for CSOs'

¹⁰ A complete list of all survey reports and research studies is available from the FWSSP's PMU

¹¹ Adapted from 'Principles of Awareness Raising: Information Literacy, A Case Study' Sayers Richard, 2006, UNESCO, Bangkok: P60-61.

¹² Valamis; Adult Learning Principles, 2020

- (c) Being practical and more concerned about the effective use of their time, especially their learning time.
- (d) Seeking to relate their own experiences to newly acquired knowledge and skills.
- (e) Having a motivation to learn that is usually based on needing to resolve a problem or a professional or personal need.
- (f) Rejecting or rationalising information based on their experience and beliefs.

31. Some guiding principles¹³ when planning awareness-raising sessions for adults include:

- Use a mix of approaches to make sure that adults can see, hear and do while they learn and don't disengage from the process.
- Find ways for adult learners to relate their new information to existing knowledge base.
- Find ways for adults to practice their new knowledge.
- Provide meaningful feedback to adult learners and allow them some opportunity to guide the learning process.
- Remember that adult learners will recall most vividly the first and last things they learn in a workshop. Regular summaries of issues covered are essential for retention of information.

C. Awareness Raising for Children¹⁴

32. Children are an important target audience for the PACOC as they have strong potential to be effective communicators both within their families and wider community. Some important guidelines for developing materials targeted at children:

- (a) Keep messages short and simple to avoid the risk of misunderstandings.
- (b) Ensure the message is accurate and transparent – older children especially are just as likely as their parents to recognise if a message is incorrect.
- (c) Ensure information content is positive and is appropriate for all ages of children.
- (d) Ensure the content contains easily understood examples allowing children to visualise the message and describe it to family and friends.
- (e) Encourage questions from children as an indication that they may have some understanding of the PACOC message.

D. What is Campaigning?

33. Campaigning can be seen more as a broadly organised effort which in addition to raising awareness of topics and issues, also seeks to change practices and behaviours.¹⁵ The PACOC does not assume that creating awareness through effective communication with the various stakeholders will automatically lead to behaviour change. For the proposed Health and Hygiene components of the FWSSP, in addition to working closely with the implementing NGO on awareness raising through the PACOC, the project's Health and Education Specialist anticipates collaboration with relevant government organisations on policy/regulatory/coordination matters to overcome barriers and nudge target groups towards changes in health and hygiene practices.

¹³ *ibid*

¹⁴ Sayers, R. (2006), *Principles of Awareness Raising*, UNESCO, Bangkok

¹⁵ *ibid*

III. The PACOC process

34. The Government of Tuvalu (GoT) will recruit a NGO to work closely with the PMU to implement the PACOC. The organisation will have extensive experience of working on community level projects on Funafuti. The NGO, as the implementing organisation, is referred to throughout the following section.
35. The design of the PACOC is informed by the development of a number of awareness raising campaigns. It benefits substantially from one of the most quoted and helpful guides to awareness raising - 'Making Health Communication Programs Work', US National Institutes of Health, National Cancer Institute and also gains significantly from Richard Sayers 'Principles of Awareness Raising for Information Literacy'. Most sources reviewed identify the following attributes as essential to an effective awareness-raising campaign:
 - (a) Clear Objective
 - (b) Clear understanding of who constitutes the target audience
 - (c) Crafting (and pre- testing) messages and materials
 - (d) Clear Strategy for implementing campaign
 - (e) Ongoing Monitoring and Evaluation of strategy

A. PACOC Objectives

Overall Objective:

36. At least 70% of the FWSSP's stakeholders support the project and are willing to participate in its activities.

Specific Objectives:

37. To increase better health and hygiene knowledge among 70% of stakeholders through targeted messages delivered via a range of communication and education approaches by 2024.
38. To use a range of educational interventions to motivate or persuade changes in hygiene practices by the end of the FWSSP.
39. To increase 70% of stakeholders' understanding of activities planned under the water supply and sanitation components of the FWSSP by 2024 through a range of communication interventions.
40. To ascertain the willingness of Funafuti households to pay for improved access to clean water by end of 2023.
41. By the end of 2023 increase awareness amongst 70% of intended audience of ways to conserve water at household level.
42. To ensure 70% of intended audience are aware of the FWSSP's Grievance Redress Mechanism (GRM) and know how to access it prior to the start of the FWSSP.

B. Intended Audience of the PACOC

43. All FWSSP's stakeholders¹⁶ are the intended audience¹⁷ of the PACOC. However, priority will be given to primary stakeholders or those directly affected by the FWSSP. These groups, individuals and organisations have been identified as:
- (a) All households on Funafuti Island with particular attention to Vulnerable Groups including:
 - i. People Living with Disabilities,
 - ii. the Elderly,
 - iii. Female Headed Households
 - iv. Households on low income
 - (b) Children and Young People (aged between 18 and 24)
 - (c) Schools
 - (d) Hospitals and Health Centres
 - (e) Landowners, Farmers and Businesses
44. Building a detailed picture of each target group is vital for informing the development of appropriate messages and deciding on the most relevant communication channel.¹⁸ It is anticipated that individuals and groups from key and secondary stakeholders will also be involved as champions and enablers of the PACOC process. In addition to relevant government agencies (e.g. MoF,PWD, etc) these will include local government and community representatives - Falekaupule and Kaupule as well as Church Leaders and Contractors.

TIP:

Use FWSSP Stakeholder Analysis to become familiar with project stakeholders and their classification into Key, Primary and Secondary stakeholders.

C. Identifying potential partners

45. Collaborating with other organisations, especially NGOs, can be a cost effective way of both extending the outreach and credibility of the awareness-raising campaign. Effective collaboration can result in (a) added and/or complementary expertise enhancing the effectiveness of the overall campaign. (b) an increase in the number of messages disseminated to the intended audience and (c) access to additional resources e.g. volunteers.¹⁹
46. Whilst working in partnership or coalition with other organisations may help to further the PACOC objectives, it may also have some disadvantages. Partnerships can:
- (a) be time consuming: working with partners, persuading to work to PACOC objectives, coordinating planning and activities takes times.
 - (b) Require making some changes to the awareness-campaign to accommodate partners' needs.
 - (c) Result in some loss of ownership of campaign.

¹⁶ FWSSP stakeholders were identified through a series of Focus Group Discussions (FGDs) with various community groups in the early stages of the preparatory phase of the FWSSP. The FGDs were facilitated by Tuvalu Family Health Association (TuFHA). The FWSSP stakeholder analysis is a key resource document for PACOC.

¹⁷ The terms Intended Audience, Target Audience and Target Groups are used interchangeably in the following sections.

¹⁸ FWSSP, Strategic Communication Strategy, 2022

¹⁹ 'Making Health Communication Programs Work', US National Institutes of Health, National Cancer Institute

47. If the NGO and the PMU decide that the campaign would benefit from partnership with other NGOs it is essential that they consider which of those organisations would (i) best extend the outreach of the campaign (ii) have the greatest credibility with the intended audience, (iii) be the easiest to work with and require less support.
48. If a decision is made to enter into partnership with another NGO it is essential to create a formal arrangement with that organisation which should include a specific partnership plan that sets out the specific roles and responsibilities of each partner in the campaign.
49. The NGO should designate a person responsible for coordinating the relationship with any partner organisation who is a good manager, able to move forward the awareness campaign to an agreed timetable, and a team player who is tactful and willing to share credit for campaign successes.²⁰

TIPs:

Choosing the right partner – questions to ask

1. Have they complementary strengths and expertise?
2. Do they have shared interests with the FWSSP/PACOC?
3. Can they influence the intended audience?
4. Will they increase the credibility and effectiveness of the PACOC?

D. Identifying Community Champions to support PACOC implementation

50. Community Champions are volunteers who are respected by, and influential within, their communities. They reflect their community and consequently vary by a range of social and demographic factors such as age, gender, education etc. It is important to have a diversity of champions at community level to reflect the diversity of the intended audience.²¹
51. Community Champions can contribute to the implementation of the PACOC in different ways. Their contributions might include:
 - (a) motivating people within their communities to get involved in PACOC activities.
 - (b) helping to disseminate information about FWSSP activities to different groups, especially marginalised or isolated groups within communities.
 - (c) helping to organise meetings and events etc.
 - (d) Identifying appropriate settings for meetings and events.
52. Community Champions may also have an important role in helping the NGO/PMU to tailor messages to particular groups within the intended audience.
53. Champions will have the autonomy to adopt approaches and identify appropriate settings and will use their social and cultural capital to persuade their community members to engage with the PACOC.

²⁰ ibid

²¹ ‘The role of Community Champion networks to increase engagement in the context of COVID-19: Evidence and best practice.’

54. The PMU and NGO should engage with community champions on a regular and ongoing basis to help leverage their support for the PACOC and the subsequent FWSSP.

TIPs:

- (i) Use local knowledge to identify credible community champions.
- (ii) There is no ‘one size fits all’ approach for community champions.
- (iii) Community Champions may be more effective in reaching vulnerable groups and persuading them to engage with the PACOC.

E. Designing and Developing Messages and Materials

Step One: Document Review

55. The NGO will conduct an in-depth review of existing FWSSP materials and related sectoral documentation from government and other sources in order to gain a comprehensive understanding of the project and inform the development of campaign core and customised messages and materials.
56. The review will also allow the NGO to determine whether creating new materials from scratch is necessary to meet the specific objectives of the PACOC and the FWSSP or whether existing materials (with modifications) may be appropriate.

Step Two: Deciding on Message Content

57. The campaign will focus initially on the Hygiene and Health component of the FWSSP. Following the document review, the NGO will discuss and agree the content and priority of hygiene and health messages in consultation with the project’s Health and Education specialist.
58. The NGO will develop messages which take account of how the different stakeholder groups within the target audience form opinions and how best to influence them. The campaign will require a mix of core messages and materials, which will be directed to all groups within the intended audience, and customised messages that cover a particular issue and/or tailored towards a particular group within the intended audience.
59. To capture and keep the attention of the various stakeholder groups throughout the PACOC campaign, the NGO campaign needs to understand what type of appeal works the best²²:
- (a) positive appeals where the message shows the benefits to the target audience by taking the action set out in the message;
 - (b) humorous appeal where the humour is appropriate for the issue and conveys the main message (remember humorous appeals don’t always work and can become tiresome to some target groups);
 - (c) the threat or fear appeal where the message shows that the target group is vulnerable to a problem and includes solutions or remedies for overcoming the problem.²³

²² ‘Making Health Communication Programs Work’, US National Institutes of Health, National Cancer Institute

²³ *ibid*

Step Three: Crafting Core and Customised Messages and Materials

60. The NGO, in close liaison with the PMU and technical specialists, will design and develop core materials about the FWSSP which will be directed to all stakeholders. These will include:
 - (a) Project Context: overview of issues the FWSSP is intended to address
 - (b) Key features: FWSSP objectives, location, envisaged timeframe
 - (c) Communities who will be affected
 - (d) Key activities (Water and Sanitation Services and HAEP activities)
 - (e) Envisaged Time frame for the implementation of FWSSP activities
 - (f) Expected outputs, outcomes including potential benefits
 - (g) Stakeholder participation
 - (h) Grievance Redress Mechanism (GRM)

61. The NGO together with the PMU will decide the most appropriate communication medium to present the message e.g. Fact Sheets, pamphlets, posters etc.

62. The NGO will tailor themed messages for the individual components to be implemented under the FWSSP. These may be directed towards specific groups within the target audience. Priority will be given initially to HAEP activities. These messages are intended to be persuasive and nudge people towards taking action e.g. in changing hygiene habits. They will draw on evidence and findings from the various surveys conducted as part of the preparatory activities for the FWSSP in the first half of 2022.²⁴ They may also include stories as an effective means of connecting to people and refer to similar examples in other countries in the region. Messages should be clear on what action the project would like the target audience to take.

63. Both the core and customised messages may change during the different stages of project development (project planning/design, implementation, monitoring and evaluation).

64. In order to develop materials that the target audience will understand, remember and use, the messages must be:
 - accurate:** the NGO should ask the relevant technical specialist to review the content of messages to ensure accuracy.
 - consistent:** in line with the FWSSP's communication strategy and sectoral reports: reinforce each other. Ignore 'compelling and creative' content that does not align with the strategy and sectoral findings and is not appropriate for the target audience. Together with the PMU, the NGO will develop a PACOC identity (logo, graphics, colours, fonts etc) and use in all PACOC materials.
 - clear:** keep it simple. Avoid technocratic language and do not include information the target groups do not need to know in order to make decisions and take action: ensure the action desired from the target audience is featured prominently in the message and provide a specific recommendation what the campaign wants people to do as a result of the message.
 - relevant:** try to use target groups' experience when creating messages.
 - credible:** be sure that the person who presents the message is seen as a credible source of information. Important that any partner organisation is also seen as a credible source.
 - appealing:** produce a variety of materials to appeal to specific target groups; produce high quality materials.

²⁴ Funafuti Hygiene Behaviours and Practices Survey, February 2022; The Funafuti Menstrual Hygiene Management Survey, February 2022

Step Four: Deciding whether to pre-test messages

65. As part of the process of designing messages that are appealing and persuasive for the intended audience, the NGO, in consultation with the relevant technical specialist, may decide to use focus groups to pre-test messages with different groups with different life experiences and opinions (e.g. differentiated by age and gender etc) prior to including the message in the roll out of the campaign.²⁵ This would allow the NGO and the PMU to identify those messages that are most and least persuasive and, crucially, understand why there may be a negative response to some messages whilst others are more powerful and convincing.

TIPS:

To create effective messages:

- Be accurate.
- Use survey and research findings ‘evidence –based data’.
- Be clear: keep it simple
 - Create single subject messages if possible
 - Keep sentences short and succinct
 - Use active tense
- Include short relevant stories in messages to connect with people and encourage them to take action.
- Include any action you want the target groups to take
- Be positive: focus on benefits and opportunities of adopting new behaviours rather than risks of maintaining current practices.
- Avoid acronyms and jargon

F. Raising awareness of the FWSSP activities: PACOC Strategy

Awareness-Raising Approaches - General considerations

66. Effective awareness-raising campaigns use a mix of communication approaches to make sure that messages are understood by different groups within the target audience. Different groups will usually require different communication approaches.²⁶
67. The choice or selection of specific communication approach will be guided to a large extent by a number of factors including: (i) outreach required; (ii) the simplicity or complexity of message content; (iii) preferred communication channels of the target audience and (iv) availability of resources.

Awareness-Raising Approaches for the FWSSP

68. In implementing the PACOC the NGO will decide on the most appropriate communication approach to disseminate messages to the various stakeholder groups taking account of relevant

²⁵ Making Health Communication Programs Work’, US Department of Health and Human Services, National Institutes of Health, National Cancer Institute

²⁶ Sayers, R. (2006), Principles of Awareness Raising , UNESCO, Bangkok

findings from research and surveys²⁷ conducted through the FWSSP's preparatory period and the NGO's own knowledge of the Funafuti communities.

69. In addition to raising awareness, the approaches used in the PACOC will seek to stimulate discussion and information sharing within communities.
70. Findings from a communication audit, conducted in 2022 and covering approximately 16% of household on Funafuti, suggest that people from all age groups use a mix of new and traditional information to exchange information. Radio, Facebook and mobile phones were identified as the dominant communication mechanisms with formal and informal face-to-face meetings highly valued by all age groups. Radio is regarded as a particularly effective medium to raise awareness of the FWSSP across households on Funafuti.
71. It is anticipated that the NGO will draw on the findings from the communication audit²⁸ and use a range of communication mediums/ tools and methods – individually or jointly to reinforce each other – to raise awareness of the FWSSP activities across all age groups. These will include:

Traditional Media

72. Traditional media on Funafuti, especially radio but also TV, are powerful means of spreading information and raising awareness across all groups within the target audience. The Radio phone-in programme on Funafuti Radio presents a good opportunity to stimulate discussion on particular themes which the FWSSP will address. Regular radio and TV interviews with PMU/NGO staff on different aspects of the FWSSP should also be considered. Producing short films to be broadcast on TV should also be considered.

Social Media Platforms

73. Facebook is widely used across all age groups on Funafuti and most Government Ministries. The NGO will also want to consider other social media platforms to reach different age groups. For instance, children and young people are increasingly active on Tik Tok whilst there is some evidence that Instagram is used more and more by other age groups.
74. Preparing video scripts and producing short (e.g. 60 seconds) animated interactive videos on particular issues, for uploading to social media platforms should be considered by the NGO.²⁹ These videos can also be shown on TV.
75. The NGO, in close liaison with the PMU, will create a Facebook page in the early stages of the campaign and update it at regular intervals.

Printed Materials

76. Most awareness-raising campaigns produce a range of printed materials for distribution to target groups. Before making a decision on the type and number of printed materials to be produced, the NGO should reflect on materials produced in support of other recent awareness

²⁷. 'Assessing the Communication Landscape on Funafuti' (Working Paper), FWSSP, 2022; Strategic Communication Strategy, FWSSP 2022.

²⁸ *ibid*

²⁹ ADB's regional WASH programme has conducted a number of similar campaigns and may be an important resource for the NGO.

raising campaigns³⁰ on Funafuti and identify those that have been most successful. These may include posters, pamphlets, brochures, banners and posters on stands etc. When designing posters thought should be given to their use on digital social platforms as well as for display in printed version.

Mobile Phones

77. Mobile phones are used by all age groups within the target audience, are ubiquitous across Funafuti and have the potential to greatly assist awareness-raising campaigns. Younger people on the island in particular have embraced the enhanced functionality of the mobile phone. For all age groups the mobile phone can be considered an important 'memory device' as they can easily retrieve texts and pictures and should be included in the NGO's communication 'toolbox'.

E Mail

78. The communication working paper confirmed that e mail remains an important communication medium for many people on Funafuti. The NGO and PMU may consider using e Mail to distribute newsletters and other materials that update the various target groups on the PACOC and the FWSSP.

Education

79. 'Education plays a crucial role in raising awareness'.³¹ Schools have a vital role to play both in raising awareness and reinforcing messages. Teachers can introduce children to new ideas through a variety of learning opportunities e.g. theatre/drama, role play which nurture their curiosity and interest in acting as 'agents of change' within their wider communities.

80. In order to foster lasting benefits in the area of hygiene and health practices the Hygiene and Education Specialist will support the NGO to identify a range of learning experiences to provide the intended audience with the knowledge and incentives to change health and hygiene habits.

Events

81. Participating in events where face to face communication between the NGO and PMU staff can help the target audience become more familiar with campaign messages. Such events may include:

- (i) social events both at community level as well as in schools and churches.
- (ii) thematic discussions, workshops, presentations.
- (iii) drama, theatre/role play at community level and in schools.
- (iv) Formal and informal meetings at community level.

82. The NGO will need to think about the type and complexity of messages when deciding on particular events. Enlisting the support of schools to reinforce particular messages through drama and role play should be considered.

³⁰ E.g. The Covid 19 Campaign

³¹ UNESCO's Memory of the World Program cited in R. Sayers 'Principles of Awareness Raising'

PACOC Launch Event

83. The PMU, in consultation with the NGO, may wish to use an event to launch the PACOC. Such an event can help create broader awareness of the FWSSP in general as well as specific project components. The launch event can also serve to develop/deepen relationships with members of the various target groups who may wish to get involved in the FWSSP.
84. The PMU and the NGO may wish to plan the launch event to coincide with important community/ church/school occasions. This event could be in a number of locations in Funafuti which are connected to particular campaign messages and involve the community which are members of the target audience.
85. The PMU, together with the NGO, should ensure that the media covers all campaign launch activities in order to inform the public about the issue(s) and proposed solutions through the FWSSP activities. Media coverage might include: radio and TV interviews with the PMU Manager, TV coverage of the launch event itself, a short video posted on social media platforms.
86. The PMU and NGO should ensure that relevant printed materials in Tuvaluan – including both core and customised messages - are available for distribution throughout the launch event.

TIP:

An effective awareness-raising campaign will use a variety of communication approaches to ensure that messages are received and understood by different groups within the intended audience.

G. Assessing the effectiveness of the Awareness-Raising Campaign.

87. It is essential to put in place at the outset of the campaign a plan for Monitoring and Evaluation in order to have systematic checks on how the PACOC is developing and whether the campaign's objectives are achieved.
88. The plan will include both output indicators (monitoring the implementation of PACOC activities) and outcome indicators (measuring the effect of PACOC activities).
89. Monitoring will be conducted throughout the campaign and will assess:
 - (a) whether the campaign activities are being carried out according to plan;
 - (b) whether progress is being made towards achievement of objectives;
 - (c) the type of adjustments or refinements that need to be made in order to ensure the campaign is successful and
 - (d) whether the budget is being spent according to plan.
90. Evaluation gauges whether the campaign objectives have been met. It is also a learning process with the results from the evaluation informing future plans and similar initiatives.

TIPs

Participatory Monitoring and Evaluation Questions

1.What worked well, and why?

2.What did not work/worked less well, and why?

3.What could be improved, and how?

4.How have your partners and champions been helpful in outreach to intended audience?

5.What disappointed the intended audience?

6.Which messages resonated particularly with the intended audience and have they helped to achieve the PACOC objectives?

7.What helped facilitate success of the PACOC

8. What were the barriers to success of the PACOC?

H. INDICATIVE TIME LINE FOR PACOC IMPLEMENTATION

Stage	Activities	Months											
		1	2	3	4	5	6	7	8	9	10	11	12
Planning Preparation	Induction Training	✓											
	Document Review: Familiarisation with (i)FWSSP (objectives, activities, benefits etc) (ii) FWSSP PACOC (iii) FWSSP stakeholder analysis and strategic communication stratgey (iv) other relevant project documents (v)other relevant documents	✓	✓	✓									
	Familiarisation with/learn about the different groups within PACOC's intended audience	✓	✓										
	Explore collaboration with/identify potential partners and develop partner plans	✓	✓										
	Identify PACOC champions	✓											
Creating/ Pretesting Messages & Materials	Develop relevant messages for the different groups within the target audience		✓	✓	✓								
	Decide whether to pre-test Messages with sample of target audience		✓										
	Pre-test the messages and materials		✓	✓	✓								
	Revise messages and materials to take account of pre-testing results i.e. effectiveness of messages			✓	✓								
	Identify the most appropriate channels to convey messages			✓									

	and materials and stimulate interest within the different groups of the intended audience												
Roll out PACOC to intended audience	Introduce the FWSSP/FWSSP activities to intended audience through appropriate launch event(s)			✓	✓								
	Promote awareness of FWSSP activities through most appropriate channels: distribute/maintain distribution of materials to intended audience			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Encourage discussion with different groups on FWSSP activities			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Use messages to nudge changes in health and hygiene practices			✓	✓	✓	✓	✓					
	Conduct a willingness to pay survey of intended audience: analyse findings.								✓	✓			
	Monitor intended audience's exposure and reaction to messages – decide whether adjustments need to be made to the approach				✓	✓	✓	✓	✓	✓	✓	✓	✓
	Assess the effectiveness of PACOC – whether the campaign's objectives have been met.											✓	
Feed evaluation learning into FWSSP implementation												✓	

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