

## Communication Matrix on WSP

Objective	Level	Target Audience/participants	Expected behavior of audience in WSP implementation	Issues to be addressed	BCC Materials/communication toolkits	Activity/Event/Channel	Frequency
To raise awareness of the community stakeholders and users to promote safe handling of water and consumption	Consumer/ user	Household, restaurant / tea stall, institutions, offices, Hospital (urban & rural)	<ul style="list-style-type: none"> <li>The consumer will maintain their water hygiene practices by using their knowledge relating to collection, transportation, preservation and consumption of water to prevent possible risk of contamination of water,</li> <li>The consumer will have increased confidence or trust on utility management</li> </ul>	<ul style="list-style-type: none"> <li>Rights to safe water</li> <li>What is water safety</li> <li>Why water safety is needed</li> <li>Safety measures during               <ul style="list-style-type: none"> <li>water collection,</li> <li>transportation,</li> <li>preservation and</li> <li>consumption</li> </ul> </li> <li>Complaint procedure</li> <li>Social responsibility about water safety</li> <li>Water quality</li> </ul>	<ul style="list-style-type: none"> <li>Pictorial Booklet/ leaflet (individual)</li> <li>Flipchart</li> </ul>	Community / courtyard meeting	4-6 meeting in a year with ward based community
					Pictorial Booklet/ leaflet (individual), wall calendar, festoon	Household / restaurant / tea stall / institution visit	Sample basis- suddenly/ during bill distribution
					Script of folk drama/pot song / Theater for development	Folk drama /pot song	Need based
					Audio-visual document of TV spot	TV spot	For specific month / Day observation
					Billboard, Citizen Charter, WQ report	Utility management Notice-board / Annual report / website	Need based Quarterly / Annually

Objective	Level	Target Audience/participants	Expected behavior of audience in WSP implementation	Issues to be addressed	BCC Materials/communication toolkits	Activity/Event/Channel	Frequency
To clarify the role of operational staff at domestic level with regard to adopting water safety measures.	Operational (Domestic)	House owner, residential hotel, restaurant, institutions, Hospital, residential developer company, commercial enterprise	<ul style="list-style-type: none"> <li>Households as owner will take safety measures to preserve water in ground reservoir of the building, lift to OHT and distribute through internal piped network to individual household/rental households.</li> <li>Operational staff in relation to water supply of the institutions (hospital, residential hotel, restaurant, education institutions) will practice safety measures during storage, distribution and handling of drinking-water.</li> <li>Residential Developer Company will ensure water safety in system designing and constructing facilities.</li> </ul>	<ul style="list-style-type: none"> <li>What is water safety</li> <li>Why should a house owner adopt water safety?</li> <li>Safety measures during               <ul style="list-style-type: none"> <li>Water intake in ground water reservoir</li> <li>Water lifting to OHT</li> <li>Water distribution to pipe network</li> </ul> </li> <li>Importance of system servicing and action points.</li> <li>Complaint procedure</li> </ul>	<ul style="list-style-type: none"> <li>Operational guideline</li> <li>O&amp;M chart</li> <li>Video-CD on domestic level operation and maintenance</li> <li>Orientation Outline</li> </ul>	Orientation/briefing meeting	Once for new audience
					O&M Chart to observe practice level action points and collect feedback as required	Enterprise/institution visit	Twice a year
					User manual on O&M of domestic level water supply / preservation facilities	TW & other water related hardware manufacturer and retailer	During selling

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To clarify the role of operational staff at utility level with regard to adopting water safety measures.	Operational (Utility)	Operational staffs of piped water supply of GO-NGO <ul style="list-style-type: none"> <li>• pump operator</li> <li>• line man/plumber</li> <li>• bill collector</li> <li>• supervisor</li> </ul> Private entrepreneurs	<ul style="list-style-type: none"> <li>• The operational staff will maintain every detail of Operation and maintenance (O&amp;M) of water supply system.</li> <li>• Receive and address complaints of the users.</li> <li>• Sample collection and testing of water quality in a regular interval.</li> <li>• Follow up measures for ensuring quality.</li> <li>• Build awareness among the users.</li> <li>• Monitor user level water safety practice.</li> </ul>	<ul style="list-style-type: none"> <li>• What is water safety</li> <li>• Why water safety is important?</li> <li>• System of operational procedure in normal and emergency cases</li> <li>• Operation &amp; Maintenance</li> <li>✓ What are the potential sources of contamination (hazards)</li> <li>✓ How contamination can be controlled (control measures)</li> <li>✓ Action points for operational system monitoring and documentation</li> <li>• Water quality testing/Verification.</li> <li>• Customer complaint and addressing mechanism</li> <li>• User's awareness issues and monitoring action points at user level.</li> <li>• Complaint procedure</li> </ul>	<ul style="list-style-type: none"> <li>• Section wise operational Manual</li> <li>• O&amp;M chart and log sheet</li> <li>• Video-CD on utility level operation and maintenance</li> <li>• User behavior monitoring checklist</li> <li>• Training manual (WHO Package)</li> </ul>	Basic Training/ refresher	Once/need based
					<ul style="list-style-type: none"> <li>• Meeting agenda</li> <li>• Desk Calendar</li> </ul>	Review meeting	Monthly/ quarterly
					<ul style="list-style-type: none"> <li>• O&amp;M chart and log sheet</li> </ul>	Supervisory Visit	Weekly/ fortnightly

Objective	Level	Target Audience/participants	Expected behavior of audience in WSP implementation	Issues to be addressed	BCC Materials/ communication toolkits	Activity/ Event/ Channel	Frequency
		Point source operational staffs/care taker	Operational staff/care taker in relation to point source will properly maintain the point source.	<ul style="list-style-type: none"> <li>What is water safety</li> <li>Why water safety is important?</li> <li>Safety measures during maintenance of the point source               <ul style="list-style-type: none"> <li>Functionality of point source</li> <li>Cleanliness of platform, drainage system and surrounding</li> <li>Regular testing of water quality</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>O&amp;M manual/ chart</li> <li>Training manual</li> </ul>	Training	Once
					O&M manual/ chart to observe practice level action points and collect feedback as required	Point source visit	Suddenly during bill collection or quarterly

Objective	Level	Target Audience/participants	Expected behavior of audience in WSP implementation	Issues to be addressed	BCC Materials/communication toolkits	Activity/Event/Channel	Frequency
To clarify the role at management level for increasing commitment and support to implement water safety plan	Management	<ul style="list-style-type: none"> <li>Utility authority</li> <li>Local WSP team</li> <li>upazila parishad</li> <li>union parishad, local committee (point source, institutional)</li> </ul>	<p>At management level, the WSP team would play key role to:</p> <ul style="list-style-type: none"> <li>Raise awareness about the necessity of WSP at utility and user level.</li> <li>Verify / ensure WSP implementation at user's water point</li> <li>Facilitate developing skill of operational staffs.</li> <li>Facilitate consumer education</li> <li>Coordinate with respective stakeholder within WSP team</li> <li>Make public disclosure of water quality test report</li> </ul>	<ul style="list-style-type: none"> <li>What is WSP?</li> <li>Why utility should adopt WSP.</li> <li>Steps and process of WSP implementation.</li> <li>System of operational procedure in normal and emergency cases</li> <li>Expected behavior of different level of audience.</li> <li>Management commitment to undertake the WSP.</li> <li>Verification of WSP system implementation (O&amp;M system, water quality, customer satisfaction)</li> <li>Issues and ways for capacity building of relevant staff to ensure WSP implementation effectively.</li> <li>Summery/Basic utility information focusing WSP.</li> <li>Consumer education issues and ways.</li> <li>Water quality</li> </ul>	<ul style="list-style-type: none"> <li>Booklet on WSP</li> <li>Implementation guide</li> <li>Outline for exposure visit</li> <li>Workshop outline for local and national level</li> </ul>	<ul style="list-style-type: none"> <li>Exposure visit</li> <li>Advocacy Workshop at local and national level</li> </ul>	Once and need based

Objective	Level	Target Audience/participants	Expected behavior of audience in WSP implementation	Issues to be addressed	BCC Materials/communication toolkits	Activity/Event/Channel	Frequency
	Secondary level	Cultural group/club, teacher (educational and religious institution), health worker, Tubewell mechanics, Media people (Print and electronic)	To create the supportive environment in promoting water safety plan for mass people.	<ul style="list-style-type: none"> <li>Issues related to users</li> <li>Issues related to operational - domestic team.</li> </ul>	<ul style="list-style-type: none"> <li>Booklet on WSP</li> </ul>	Briefing/orientation meeting	Once with each homogenous group
					Integration of WSP issues and messages with different network like Imams training, BRDB training, health worker training, teachers training etc.		

## 7. Description of Communication Matrix

### 7.1. *User level communication*

Consumers are the ultimate beneficiaries of WSP implementation in a water utility. They should know what water safety is and why they should adopt water safety measures at their level. In a water supply system, the users play role of collection, transportation, preservation and consumption. In each step, the consumer is required to adopt some safety measures to avoid any possible risk of water contamination in the chain from water collection to consumption. Complaint mechanism in a utility is one of the best ways to know about customer complaints about water quality and their need of repairing services. Timely addressing these complaints by the utility management can ensure water safety to a large extent at user level. To make this complaint mechanism functional, the consumers are required to know about the complaint procedure. It is essential for a water supply utility to inform the consumer about the water safety measures and complaint procedure. The best way to inform this information is to organize community meeting at the ward level and to explain them water safety issues with the help of a flip chart. The flip chart should demonstrate how water becomes contaminated from their connection point and in different steps due to mal handling and unhygienic practices. In the community meeting, the consumer can freely interact with the facilitator about the safety measures and they can better understand what they should do to keep their water safe. Community / courtyard meeting should preferably be organized with female members of the household. Since they are mostly the water handler at household level, so involvement of female facilitators would be more effective in this case. Through interactive discussion, a kind of motivation also takes place among the participants and they also disseminate information to their neighbors who couldn't participate in the meeting.

Distribution of pictorial booklet/ leaflet is another way to inform the consumers about water safety measures. This can specially serve those who are literate enough to understand the messages through booklet and who cannot attend the community meeting. Utility management can develop and print these pictorial booklets/ leaflet and can distribute them to the consumer households either directly with the water bill or through community meeting.

TV spot is another way to demonstrate water safety measures briefly through electronic media. However, this is suitable for mass communication at a national level and is expensive for a particular utility. Based on demand from the urban water utilities, WSP Steering Group can take initiative to prepare TV spot on household level water safety measures and broadcast it through national level electronic media in a particular month of a year. Similarly, all urban water utilities can organize frequent broadcast of this TV spot through local cable operators during awareness building campaign. The broadcasting of this TV spot has impacts on consumers belonging to both primary and secondary participants.

Consumers should be informed about their supplied water quality (WQ), especially for piped water supply system in both urban & rural context, which will increase their confidence level on the utility management. So, the water supply authority can publish WQ report quarterly or annually through their available published media. Generally the WQ report can be disseminated through the notice board of the authority office. It can also be published through annual development report or website (as suggested by WHO-GDWQ) for wider ranges of audiences. The authority can deliver key messages on water safety through a Billboard for mass level consumers. Also, the urban piped water supply authority or the local government can express their commitment about ensuring safe water for the consumer through the Citizen Charter, through which the level of trust of the consumer on the water supply authority will be increased.

## **7.2. Operational-domestic level communication**

There are some enterprise/ institutions who use water in a bulk quantity for domestic as well as commercial purposes. These bulk users are some kind of intermediaries in between utility and consumers and play important operational role for water intake from the distribution pipeline or point source, preserving water in ground reservoir, lifting it to over head tank (OHT) and distributing water through internal pipe network of a building. These are mainly house owner, residential hotel, restaurant, institutions, hospital, residential developer company, commercial enterprise etc. Ensuring water safety at the user level largely depends on their safe domestic operational function. These stakeholders should know about water safety, its importance and adoptable specific safety measures during water intake in ground reservoir, lifting it to OHT and distributing it through internal pipe network. They should also know about servicing of their tank, reservoir and pipe network as this is prerequisite for keeping water safe and ensuring its safe delivery to the users.

The utility management can best communicate with these household owners, enterprises and institutions through providing a brief operational guideline, visual O&M chart and video CD on O&M. The utility staff should visit these enterprise/ institutions and can brief the management as well as operational staff on the spot as to how to keep water safe for their users by adopting specific safety measures during operation and maintenance of their internal water supply system. During the briefing, these materials should be used and distributed. On the other hand, there are commercial manufacturer of water point/supply related accessories or hardware as well as commercial water storage, who would produce user's manual on O&M of their respective products and distribute it along with its products through retailer. The utility management may also convene meeting for these bulk water users and can aware them about these safety measures by discussion and demonstration. The above BCC materials may be used and distributed in this meeting.



### 7.3. Operational-Utility level

At utility level, operational staffs like pump operator, lineman/ plumber, bill collector, supervisor play the vital role for implementation of WSP. They perform O&M of water supply system, receive and address customer complaint, collect and test water samples, build awareness among consumers, monitor functioning of control measures at the utility level and monitor water safety practices at user level. In order to carry out this task they are required to know system operational process, every detail of O&M particularly the potential hazards for water safety, control measures, action points for operational monitoring and documentation, water quality testing and verification process, receiving and addressing user complaints, user awareness issues and monitoring action points at user level.

Hands-on-training is a good approach to communicate all the above issues relating to WSP implementation in a package form to the operational staff. But experience shows that training is provided once and too many issues are communicated through training. It is really very difficult for operational staff to learn too many issues at a time through training and apply them effectively in their task areas. Reiteration of issues during supervision can make communication more effective in this case. Since, the responsibilities of operational staffs differ from one another, introducing section wise operation manual and O&M chart can better serve as reminder for operational staffs by spelling out what measures to adopt to ensure water safety in treatment process. Demonstration of O&M process through playing video CD is another effective communication method to reinforce learning by the operational staff and promote expected behavioral change among them. Users' behavior monitoring checklist also helps operational staff to monitor water safety practice of the consumers.

### 7.4 Management level communication

The management level participants in WSP communication include utility authority, local WSP team, Upazilla Parishad, Union Parishad, local management committee at installed point source or institution and residential/ commercial building developer. These management level participants, particularly the local WSP team is expected to raise awareness about the necessity of WSP at utility and user level, verify WSP implementation, facilitate developing skill of operational staffs and facilitate consumer education. To play this role effectively, they are required to have a clear conception about WSP and its benefit, steps and process of WSP implementation and system of operational procedure in normal and emergency cases. They should know what behavior they expect from their operational staff and consumers in terms of adopting water safety measures, how to verify the WSP implementation and how to build capacity of their staff by developing skill for WSP implementation. They should also know the basic utility information on WSP and consumer education issues. The residential developer company should also know about these issues and how they can ensure water safety in their design construction of high rise buildings.

Advocacy is the best way to inform these management level participants about all these issues of WSP. Advocacy workshop may be organized at national level to apprise them the broad policy issues in relation to WSP while workshop may be organized at the utility level to apprise them in detail the

specific issues of WSP and their role. Booklet on WSP and WSP implementation guide may supplement effective communication and increase their knowledge. Organizing exposure visit for these management level personnel to a better performing utility may reinforce their learning and motivate them to be proactive on WSP implementation.

For Union Parishad and local management committee of point source, advocacy meeting is the best way to communicate WSP issues and to motivate them for taking remedial measures in ensuring water safety practices by the caretakers and users. In this case the simple pictorial booklet can better serve to understand the WSP issues and action points.

## **7.5 Secondary level communication**

The secondary level participants like cultural group, clubs, institutional teachers, health workers and media people play a great role for mass mobilization and awareness. They can influence the primary participants particularly the consumers and domestic operators to practice water safety and accordingly they create a supportive environment for the primary participants. The utility management may organize orientation meeting for these secondary groups and can explain their role for motivating primary participants. Booklet on WSP disseminating consumer issues and video CD focusing issues related to domestic operators may be distributed in this meeting.

However, for effective communication and interactive discussion, meeting should be organized with different homogenous groups like school teachers, religious leaders, health workers, cultural activists and media people. This will facilitate role clarity of individual groups and their specific action points towards communicating relevant water safety messages to the consumer groups whom they are mostly attached with; say school teachers can communicate message effectively to school children, health workers can effectively communicate message to household women, religious leaders can effectively communicate with people who come to mosque for prayer.

## **7.6 Communication Plan**

Communication cost and staff capacity are considerable factors for a utility to organize communication events and distribute BCC materials. Based on these factors, the utility should decide on the diversity and frequency of the program events through which relevant messages will be communicated to the relevant audience and volume of BCC materials to be printed and distributed. Considering this fact, the utility should make a communication plan indicating clearly target participants, communication activity/ events for the target participants, date/ frequency of the events, BCC materials to be used in the events and responsible person/ staff for organizing the events.

## 7.7 BCC Materials / Communication Toolkits

The communication materials should be communicative, low-cost, user-friendly and sustainable. The contents of the communication materials or the messages should be relevant and appropriate to the audiences. So, during development of the BCC materials or toolkits the following contexts need to be considered to address the issues of expected behavioral changes of the audiences:

- 1) Rural & Urban
- 2) Geo-hydrological aspect
- 3) Technological option
- 4) Gender
- 5) Knowledge & educational level of the audience
- 6) Socio-cultural variation

## 8. Distribution Plan of Communication Toolkits/Packages

Considering the role of different audience/participants communication packages need to be developed and distributed. However, target audience wise communication package has been shown in the 3rd column of the table shown below. There are two types of materials (i) materials for the target audience and (ii) materials for the respective facilitators. So, communication toolkits/packages need to be distributed accordingly. For instance, flip chart is developed for user level, but it may be used by the operational level staff as facilitator and hence flip chart should be distributed in the package of operational staff as facilitator.

Level	Target Audience	BCC Materials/Communication toolkits	User
Consumer/ user	Household, restaurant, institutions, offices, Hospital (urban & rural)	<ul style="list-style-type: none"> <li>Pictorial Booklet/ leaflet (individual)</li> </ul>	<ul style="list-style-type: none"> <li>Target Audience</li> </ul>
		<ul style="list-style-type: none"> <li>Flipchart</li> <li>Script of folk drama/pot song</li> <li>Audio-visual document of TV spot</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator</li> </ul>
Operational (Domestic)	House owner, residential hotel, restaurant, institutions, Hospital, residential developer company, commercial enterprise	<ul style="list-style-type: none"> <li>Operational guideline</li> <li>O&amp;M chart</li> <li>Video-CD on operation and maintenance</li> </ul>	<ul style="list-style-type: none"> <li>Target Audience</li> </ul>
		<ul style="list-style-type: none"> <li>Orientation Manual</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator</li> </ul>

Level	Target Audience	BCC Materials/Communication toolkits	User
Operational (Utility)	Operational staffs of piped water supply of GO-NGO <ul style="list-style-type: none"> <li>• pump operator</li> <li>• line man/plumber</li> <li>• bill collector</li> <li>• supervisor</li> </ul>	<ul style="list-style-type: none"> <li>• Section wise operational Manual</li> <li>• O&amp;M chart and log sheet</li> <li>• User behavior monitoring checklist</li> <li>• Video-CD on operation and maintenance</li> </ul>	• Target Audience
		<ul style="list-style-type: none"> <li>• Training manual (WHO Package)</li> <li>• Meeting agenda</li> </ul>	• Facilitator
	Point source operational staffs/care taker	• O&M manual/ chart	• Target Audience
		• Training manual	• Facilitator
Management	<ul style="list-style-type: none"> <li>• Utility authority</li> <li>• Local WSP team</li> <li>• Upazilaparishad</li> <li>• Union parishad, local committee (point source, institutional)</li> <li>• Residential/commercial building developer</li> </ul>	<ul style="list-style-type: none"> <li>• Booklet on WSP</li> <li>• Implementation guide</li> </ul>	• Target Audience
		• Outline for the advocacy workshop	• Facilitator
		• Outline for the exposure visit	
Secondary level	Cultural group/ club, teacher (educational and religious institution), health worker, Media people (Print and electronic)	• Booklet on WSP	• Target Audience

## 9. Monitoring of Communication Mechanism

Monitoring communication outcomes means making periodic checks on ‘what is happening and how?’ by tracking who is doing what. Simple and limited indicators to be used so that data are easy to collect analyze and disseminate periodically during the life of communication activities. The monitoring of effective communication on WSP will be primarily done by Utility management, NGOs implementing rural water supply and LGIs. They will monitor effectiveness of WSP communication at operating and User level while that of at management level will be monitored by WSP steering group at national level. This is a routine activity on part of the utility management; however, national WSP steering group or the management at utility level may engage consultants to assess communication effectiveness. Sample indicators are proposed for different levels for monitoring inputs and outputs.

The outcome or expected behavioral change of the participants in terms of practicing WSP can also be assessed by the consultants as part of outcome monitoring. However, this should be assessed very carefully since the behavioral change takes place as a combined effect of WSP communication and other socio-economic impacts like increased literacy, income, technology and practices of urban facilities. During assessment, the impact of WSP communication on behavioral change should be segregated carefully by using effective impact monitoring tool.

For the routine monitoring by utility management, the following monitoring framework can be followed

Level		Indicators	Verification methods
Consumer/ user	Input	<ul style="list-style-type: none"> <li>• # of Pictorial Booklet printed and distributed to # of individual.</li> <li>• Flipchart printed and used in # of community /courtyard meetings.</li> <li>• # of Folk/Pot song held at community.</li> </ul>	<ul style="list-style-type: none"> <li>• Input related indicators can be measured, by progress reporting and checking means of verifications twice a year</li> <li>• Output related indicators can be measured by organizing FGD or interactive session with the users, operational staff and representative of secondary audiences once a year</li> </ul>
	Output	<ul style="list-style-type: none"> <li>• # of consumer read Pictorial Booklet and % consumer can recall % messages.</li> </ul>	
Operational (Domestic)	Input	<ul style="list-style-type: none"> <li>• # of operational guide and O&amp;M chart printed and distributed to # of house owner, residential hotel, restaurant, institutions, hospital, residential developer company and commercial enterprises.</li> <li>• # of video documentary developed on O&amp;M domestic system and # of CD distributed to the above stakeholders.</li> </ul>	
	Output	<ul style="list-style-type: none"> <li>• % of house owner, residential hotel, restaurant, institutions, hospital, residential developer company and commercial enterprises, who received the operational guide and chart read those and % of them can recall major messages/ contents of the guide and O&amp;M chart.</li> <li>• % of the stakeholders, who received CD, viewed it and % of them can recall messages.</li> </ul>	
Operational (Utility)	Input	<ul style="list-style-type: none"> <li>• # of section wise operational manual, O&amp;M chart, log sheet, printed and distributed to # of operational staff</li> <li>• # of video documentary developed on O&amp;M of utility system and # of event organized for video show and discussion</li> <li>• # of training organized for operational staff</li> <li>• # of manual printed and distributed to # of point source caretakers</li> <li>• # of training organized for # of caretakers.</li> </ul>	
	Output	<ul style="list-style-type: none"> <li>• % of operational staff read the manual and O&amp;M chart and can recall messages regarding issues mentioned in the matrix.</li> <li>• # of staffs attended video show and % of them can recall messages</li> <li>• # of staff attended the training and % of them can recall training contents</li> <li>• % of point source caretakers read the manual and % of them can recall messages</li> <li>• # of point source caretakers attended the training and % can recall training contents</li> </ul>	
Management	Input	<ul style="list-style-type: none"> <li>• # of Booklet on WSP printed and distributed</li> <li>• # of Implementation guide printed and distributed</li> <li>• # of exposure visit organized for the WSP team members</li> <li>• # of advocacy meeting/ workshop organized with utility authority/ WSP Team</li> </ul>	
Secondary	Input	<ul style="list-style-type: none"> <li>• # of booklet printed and distributed to # of individuals</li> <li>• # of video CD distributed</li> <li>• % of program organized by the secondary group.</li> </ul>	

# Attachment 1: Sample Communication Strategies Worksheet

## Sample -1 Worksheet for user level

### Section 1: Issue/Problem and Key messages

#### A. Description of the issue/problem:

Unsafe drinking-water, poor sanitation and lack of hygiene continue to be significant causes of disease in both rural and urban areas, resulting in many of diseases, mainly among children under five. Much of this disease burden is preventable. This should be part of an awareness campaign covering targets community for behavior change towards Water SafetyPlans, with emphasis on collection to mouth preventive controls. This should consider safe storage and handling of water and simple remedial actions in times when water safety may be compromised in the household.

#### B. The key messages to be communicated for this issue/problem:

Audience	Issues to be informed	Key Communications Messages
Households	What is safe water;  Sources of safe water;  Importance of safe water for human life	"Your water is safe because it is free from contaminants chemically & biologically". "The water supplied by utility (or DHTW/PSF/RWHS etc) is safe for drinking and cooking" "Drink safe water and be safe from disease burden"
Household & Community (mass people)	How water is contaminated;  Diseases and effects of using contaminated water	"Water may be contaminated / unsafe if your intake point / collection pot / carrying / storage & use is unhygienic". You may be affected by diarrhea, Cholera, Dysentery, Typhoid etc if you drink contaminated / unsafe water"

### Section 2: Planning on Audience and Communication Vehicle

Audience	Communication Vehicle/Method
Households (user who take new connection from water supply system/installing new Tube-well other point source)	Community meeting
Household who have old connection from water supply system/using any other point water source)	Household visit (Sample basis-suddenly/during bill distribution)
Mass people	TV spot/Folk drama

### Section 3: Implementation Plan

Vehicle/Method	Required Materials	Time	Required budget
Community meeting (4 meeting in a year)	Flip Chart and Video CD Pictorial booklet	-----	-----
Household visit (Sample basis-suddenly/during bill distribution)	Pictorial booklet (if not provided earlier)	-----	-----
TV spot/Folk drama	-	-----	-----



## Sample -2 Worksheet for Operational (Domestic) level

### Section 1: Issue/Problem and Key messages

#### A. Description of the issue/problem:

In most cases the house owner or the residential hotel owner does not maintain their water distribution system (within the building) at a regular basis which causes that the renter consumes polluted water and having chances of disease burden. So, a proper message related to regular O&M of the internal distribution system of a house / hotel owner will help the mass level user (the renter) to consume safe water.

#### B. The key messages to be communicated for this issue/problem:

Audience	Issues to be informed	Key Communications Messages
House/Residential Hotel owner	Why should the owners of house/hotel adopt water safety issues?	“Undertaking water safety measures within the house/hotel water distribution system will increase satisfaction level of the user (renter)” “House/Hotel owner can provide safe water to its renter through regular maintenance of water distribution system” etc.
Operational staff of institution	Safety measures during: - intake in underground reservoir - Water lifting to OHT - Water distribution to pipe network	“clean the water supply network (underground reservoir, network pipeline and overhead tank) at least twice in a year”, etc.

### Section 2: Planning on Audience and Communication Vehicle

Audience	Communication Vehicle/Method
House/Residential Hotel owner	Community meeting, Awareness campaign
Operational staff of institution	Visual / Pictorial Presentation
	Training / Orientation

### Section 3: Implementation Plan

Vehicle/Method	Required Materials	Time	Required budget
Awareness Campaign	Miking, Leaflet distribution	-----	-----
Community Meeting	Operational Guideline	-----	-----
Visual / Pictorial Presentation	O&M Chart	-----	-----
Training / Orientation	Video CD, Orientation Manual	-----	-----

## Sample -3 Worksheet for Operational (Utility) level

### Section 1: Issue/Problem and Key messages

#### A. Description of the issue/problem:

At utility level, the operation staff has key role to supply safe water to the consumer. Inadequate knowledge of respective duties and responsibilities of the utility staff may cause unavoidable circumstances during water supply that become consume of unsafe water by the mass level user.

#### B. The key messages to be communicated for this issue/problem:

Audience	Issues to be informed	Key Communications Messages
Pump Operator	Why water safety is important? What control measures need to be undertaken to protect the potential hazards?	“Properly following the protocol of WSP ensures to provide safe water by the utility to its consumers” “Switch off the flow rate control valve of the chlorine dosing mixing tank as soon as power failure occur” “PTW platform is elevated compared with surrounding area”, “Sealed apron exists around pump head”, “Sanitary seal exists at a safe depth”, “Non-return valve is functioning to prevent back-siphonage” etc.
Line man / Plumber	Action points for operational system monitoring	“Sluice valve chambers are always covered by slab”, “House connection and wash out drains are separately exists”, “Cover pipe is used when pile crosses drains” etc.

### Section 2: Planning on Audience and Communication Vehicle

Audience	Communication Vehicle/Method
Pump Operator	Training / Orientation
Line man / Plumber	Review meeting / Supervisor’s regular visit or physical observation

### Section 3: Implementation Plan

Vehicle/Activity	Required Materials	Time	Required budget
Training / Orientation	Training Manual / Video CD / Operational Manual	-----	-----
Review meeting / Supervisor’s regular visit or physical observation	O&M Chart / Log sheet	-----	-----



## Sample -4 Worksheet for Management level

### Section 1: Issue/Problem and Key messages

#### A. Description of the issue/problem:

From management level, the water supply management might be hampered if there is lacking of management commitment to undertake WSP as a tool for ensuring safe water supply to the consumer. Effective commitment from management level ensures the well functionality of the utility service. So, the management level should be informed about the importance of implementing WSP.

The WSP team can play an important role to raise awareness about the importance of implementing WSP at utility and user level. So, WSP team needs to be oriented about the process and importance of implementing WSP.

#### B. The key messages to be communicated for this issue/problem:

Audience	Issues to be informed	Key Communications Messages
Utility Authority (Mayor, UP chairman etc.)	Why utility should adopt WSP?  What is the commitment in terms of WSP?	<i>The booklet contains messages related to the importance of implementing WSP like: “service user will be ensured to get safe water”, The staff will be more conscious about their duties and responsibilities if they properly trained on WSP issues”, etc. Through the Citizen Charter the utility authority can express their commitment like: “We are committed to provide safe water to our citizen”, The utility ensure that the supplied water is safe from chemical and biological contaminant” etc.</i>
WSP team members	Steps and process of WSP; Verification of WSP implementation	<i>Messages related to the WSP process</i>

### Section 2: Planning on Audience and Communication Vehicle

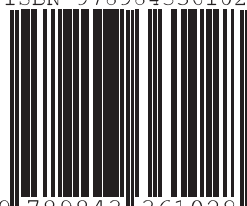
Audience	Communication Vehicle/Method
Utility Authority (Mayor, UP chairman etc.)	Advocacy Workshop
WSP Team members	Workshop & Exposure visit

### Section 3: Implementation Plan

Vehicle/Activity	Required Materials	Time	Required budget
Advocacy Workshop	Booklet, Workshop Outline / proceedings	-----	-----
Exposure visit	Booklet on WSP process; Outline of exposure visit	-----	-----



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