

The Water Smart Homes Outreach Campaign

Reaching a population of one million in Zarqa Governorate – Jordan with multiple interpersonal channels



Field Note





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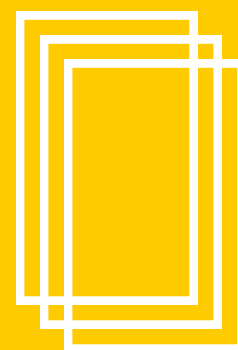
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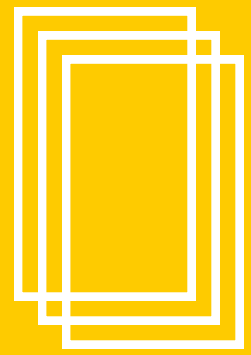


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ACRONYMS AND ABBREVIATIONS

COWATER	Cowater International Incorporated
CSR	Corporate Social Responsibility
DAI	Development Alternatives Incorporated
DOS	Department of Statistics
DTD	Door-to-door
IHWM	In-home water management
MCA-J	Millennium Challenge Account – Jordan
MCC	Millennium Challenge Corporation
NAF	National Aid Fund
NEEM	Near East Electro Mechanics
NGOs	Non-Governmental Organizations
TGZ	Thematic Groups of Zarqa
VTC	Vocational Training Centre
WAJ	Water Authority of Jordan
WSHs-A	Water Smart Homes Activity
WSHs-ISW	Water Smart Homes-Infrastructure Works
WSHs-SOES	Water Smart Homes-Social, Outreach and Engineering Services
WUSP	Water and Sanitation for the Urban Poor

INTRODUCTION



This field note presents the lessons learnt from the design and implementation of the Outreach Campaign of MCA-J's Water Smart Homes Activity, funded by a Compact through the Millennium Challenge Corporation (MCC).

The Millennium Challenge Account – Jordan (MCA-J) is a limited liability company owned by the Government of Jordan and established in June 2010 to manage and implement a grant of 275.1 million dollars from the US Government funded by the Millennium Challenge Corporation (MCC). The Compact consists of several water and wastewater projects in Zarqa Governorate that were identified by the Government of Jordan as priority projects eligible to effectively contribute to poverty alleviation in Jordan. The program started on December 13, 2011 with a time span of 5 years.

The overall objective of the Water Smart Homes Activity is to improve the condition of home water systems and decrease costs that households, particularly poor households, in Zarqa Governorate incur to satisfy their subsistence water needs. The objectives would be accomplished through a two part initiative: an outreach campaign on in-house water management of water quality and quantity conservation; and an infrastructure component to help poor people by repairing their plumbing systems.

To design and implement the project MCA-J signed a Social, Outreach and Engineering Ser-

vices agreement with the Canadian consultant firm, Cowater International Inc., in partnership with DAI (consultant firm from US), WSUP (international NGO from U.K.) and NEEM (electromechanical firm from Jordan), hereinafter referred to as the Consultant.

The outreach campaign's objective was to raise awareness on the importance of in-house water management of water quality and quantity as well as to disseminate information on best practices for in-house water management, including protection of water in storage containers and reduction of water wastage.

The Consultant was contracted to design a comprehensive, social and gender-responsive outreach campaign targeting all segments of society in Zarqa Governorate, including urban and rural families. The objective of the outreach campaign was to promote adoption of residential water best management practices to maintain water quality and quantity within households in Zarqa Governorate and encourage behavioral change. Moreover, the campaign should tackle the public's perceptions of the water and wastewater services in the Governorate, helping to increase their understanding and garner their trust in the quality of water and wastewater systems. The campaign should consider social marketing and grassroots approaches such as direct trainings of individuals, Community-Based Organizations (CBOs), and other stakeholders, as well as traditional outreach efforts to achieve the objectives.



1. BACKGROUND OF THE WSHs-A

This section is an abstract from MCA-J's Request for Proposals for the Water Smart Homes Activity – Social, Outreach and Engineering Services of February 2013.

A socio-economic survey conducted by the Department of Statistics (DOS) in 2009 revealed that Zarqa customers connected to the public system had a low perception of water quality delivered through the water network in terms of color, purity, and taste. These customers had insufficient knowledge about WAJ water quality monitoring programs, and were not aware of how water quality could change within the household system or the impact that bad sanitary habits had on its deterioration.

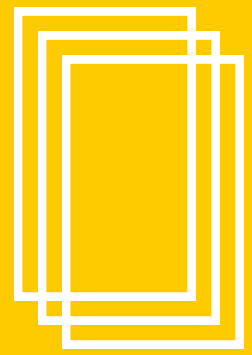
According to DOS survey, about 60% of people including poor households were not satisfied with the water quality of the public system. This could be attributed to perceptions on water quality from the public system and/or the condition of household water infrastructure. For the income-constrained households, the probability of purchasing bottled water and water from treatment shops was driven by potability of the public supply, while the probability of purchasing tanker water was driven by the availability of water at the household level. This brought up the need for a targeted education and awareness program focusing on household water practices to improve or maintain water potability and increase water-use efficiency.

The existing water education programs did not address the household behaviors of Zarqa residents in managing their water and maintaining its potability, instead they focused on water-use efficiency and general awareness of water scarcity. Water efficiency and scarcity awareness programs were broadcast through media channels that targeted different geographies in Jordan.

DOS data for year 2008 indicated that 26% of households in Jordan had a monthly income of less than 300 JOD. These were considered below the poverty line which was at the time estimated at 320 JOD/household/month. According to income levels in 2008, about 30% of Zarqa households fell below the poverty line while 25% of families had income of more than 700 JOD/month. The rest of the families (around 45%) have monthly income from 320 JOD – 700 JOD.

Within Zarqa Governorate, there were approximate 11,800 households, representing nearly 7% of the population, who receive financial assistance from the National Aid Fund (NAF) with amounts ranging from 45 to 180 JOD/month. NAF is a Ministry of Social Development organization that provides financial assistance to individuals who qualify and generally represent the very poor. These households were considered among the most vulnerable in the population. Categories of NAF beneficiaries include families of orphan children, elderly and their families, families of disabled or who have humanitarian cases, women-headed households without support, etc.

According to the referred document, women did the main share of water-related work and management, yet many didn't have a voice in household infrastructure decisions. According to DOS statistics for the first quarter of 2012, the unemployment rate for women in Jordan was higher than that for men (18% and 10%, respectively). In Zarqa, women had highly restricted access to employment and income generation. For these reasons, women-headed households were particularly vulnerable to poverty. Across Jordan, it was estimated that around 10-12% of households were led by single or widowed women. Eligibility for NAF assistance targets poor women-headed households, for example, single women, divorced women, widows, or women married to non-Jordanian men that



had no support, are eligible for NAF assistance. In Zarqa, around 21.2% of NAF beneficiaries fall within these categories and there might be other woman-headed households within the other NAF categories.

The families who earn less than 320 JOD/household/month found it difficult to pay for household water systems replacements, and found it difficult to access existing financial instruments for household infrastructure replacement. These financing mechanisms include revolving funds which require an ability to pay back costs over time as a criterion for funding. For this reason, the existing revolving funds mechanisms target households that had an average household monthly income of more than 320 JOD.

In Jordan, women play an important role in water resources management. Governmental and non-governmental organizations alike had begun involving local communities, especially women's groups, in water resources management and wa-

ter-use efficiency activities. Women's participation in water management programs were found to be highly effective in adopting and transmitting the desired messages to other community members, especially families and children.

On the household level, women and children were usually responsible for conducting water-related activities inside the house as well as gardening. While men were usually responsible for the outdoor services such as interacting with water authorities in cases of extreme water shortage and monitoring the water level in the water storage tank. This was even more evident in poor households as women usually devote the day of water supply delivery to arrange water-related activities such as storing water, cleaning, and laundry. Women's role was more difficult in cases of no water storage facilities as they store water in containers during the period of water supply to ensure that water lasted for the entire week. If they run out of water, they could borrow from their neighbors or purchase water.



2. COMMUNICATION STRATEGY

The communications strategy was based on a needs assessment conducted by the Consultant which provided insight to segment target audiences, develop messages, and identify most appropriate and effective communication channels that would most likely lead to behavior change. Special attention was given to methods to reach women and poor or vulnerable persons; being that women were usually responsible for water management at home, and poor people would need additional attention to be able to adopt good practices of water quality and quantity conservation. The assessment considered traditional and non-traditional media tools as well as training and other directly targeted approaches to achieve the WSHs-A objectives and outcomes.

As part of the needs assessment, the Consultant identified opportunities for intervention and collaboration with the projects or activities of decision-makers, community and religious leaders, private partners, other international donors, and CBOs and NGOs in Zarqa Governorate.

2.1 The challenges

The design of the outreach campaign aimed to raise awareness on the importance of in-house water management for better water quality and quantity conservation. Three challenges were identified, as listed below:

1. Develop a campaign on in-house water management during a period where client satisfaction with the water utility service was low.
2. Design a campaign based on a future water availability of three days per week when traditionally they had received water only one day per week.
3. Reach a high percentage of the 140,000 households in the cities of Zarqa and Russeifeh through interpersonal channels.

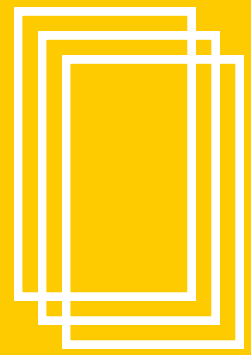
To meet these challenges the outreach campaign would need to use a combination of drivers of change, multiple interpersonal channels, targeted segment support channels and differentiated communication material according to the audience.

2.2 Target audience

The assessment ratified the conclusions of MCA-J with regards to the roles and responsibilities of women in relation to the in-house water management, and with men in relation to the water utility, indicated in the background section. The assessment identified children as influential persons within the families, contributing to behavior change. This led to the definition of the following target audience:

- *Primary Audience:* Household Decision Makers on In-House Water Management (IHWM), mainly but not exclusively women. Women identify problems and find solutions for household water usage issues. Men make economic decisions related to water purchasing and in-home water infrastructure.
- *Secondary Audience:* Influential Elements, mainly but not exclusively comprised of elementary school children (males and females), as they are of the age group that could be influenced more easily than older groups, and





have more tendency and ability to influence the primary audience.

Household Decision Makers

As revealed by the focus group exercise undertaken during the assessment, the majority of decision makers inside homes are women when it comes to in-house water management (IHW), while a minority of men participated in the decision, mainly in low income segments. Women in the age group 20-59 and classified as housewives constitute 42% of all females in the Governorate (DOS indicators 2009). As such, the messages and channels would have to be designed with this statistical data in mind.

Influential Elements

The assessment determined that it was more likely that children between 7 and 12 years old would be influenced by the campaign and be more inclined to share information with their parents. This age group constitutes around 200,000 male and female children in Zarqa Governorate.

2.3 Drivers of change

Availability of Water

Availability of water was determined to be an essential driver for the different segments of the campaign's target audience as revealed by the focus group exercises. Availability was influenced by the fact that water was only supplied once a week and limited based on storage capacity. The concept of scarcity had been well developed by several outreach campaigns in the past; thus, it would be important to concentrate on availability and the role of good IHW practices in maintaining an adequate quantity of water.

Economic

Findings of the focus groups revealed that the cost



of consuming water from the network was not seen by the majority as a burden. Not for middle/high income households, nor even for the lower income or NAF households in Zarqa Governorate. Nevertheless, stakeholders in a roundtable discussion stressed the need to include the economic driver, because if there was to be more water availability, the water bills would increase significantly without water waste control (i.e. water storage tanks with no floating valves). The round table also concluded that the campaign should consider the economic burden on families due to poor in-house water quality conservation (i.e. buying water from water shops).

Health

During the assessment it was observed that the population didn't associate the water quality with health issues. There was a low knowledge on water quality standards, though the families adopted water filtering techniques when in presence of high turbidity or color. Smell issues were not addressed, unless it was due to high concentrations of chlorine in the water from the network.

In the stakeholders' roundtable, it was concluded that the campaign should include the health driver, using it in both the knowledge and practice lev-

els of the campaign.

2.4 The use of multiple interpersonal channels

2.4.1 Reaching the primary female audience

To reach women with different life styles living in a large geographic area, three interpersonal communication channels were selected to maximize reach:

- Religious women networks
- NAF beneficiaries' social networks
- Women's NGOs networks

Religious women networks

In Zarqa and Russeifeh there are over 400 mosques, around which there are gatherings of women's groups that meet periodically to receive teachings on Qura'an, both in the mosques and/or private dwellings. These groups gather between 10 and 60 women, with an average of 20 women per group. Through this channel it would be feasible to reach 12,000 women in a conservative society as existing in Zarqa and Russeifeh. In this particular case the 'waethat' that provided the teachings had high credibility.

NAF beneficiaries' social networks

The infrastructure component of the WSHs-A would do repair works in 4,000 NAF dwellings in different neighborhoods of Zarqa and Russeifeh. The construction crews of the Contractors would incorporate women facilitators to grant access to the NAF dwellings, avoid harassment and care for the special needs of the NAF beneficiaries. It was decided that the woman facilitators would deliver awareness sessions on IHWM to the NAF beneficiaries and neighbours, as well as training on basic plumbing maintenance to the NAF women while the plumbers were doing the repairs. The NAF beneficiaries would be requested to invite

neighbors to the awareness sessions as their contribution to further spread awareness and knowledge. It was estimated that in average 3 women would be present in the awareness sessions, thus reaching an estimate of 12,000 women through this channel.



Women's NGOs networks

Women's NGOs in Zarqa Governorate are very active, and there are 70 women's NGOs in Zarqa and 40 women's NGOs in Russeifeh. These NGOs had credibility and capacity to call women from lower and middle income segments to awareness sessions. These NGOs were active in different neighborhoods, so it would be feasible to select geographically the most active NGOs in specific areas. The members of the NGOs were accustomed to deliver awareness sessions on different social topics. In average these NGOs could manage sessions of 50 persons in their premises.

A group of 12 active women's NGOs would be selected to cover the neighborhoods of low coverage through the NAF beneficiaries' social networks in both Zarqa and Russeifeh, based on their track record and number of beneficiaries of their support. During the campaign they would be requested to deliver 60 awareness sessions, reaching 3,000 women. Each NGO would be requested



to deliver 5 sessions each, and it was decided not to ask them to do more. On average, each NGO worked with 300 women in their social activities, and delivering more than 5 each would result in attendance duplication. It was not convenient to work with more than 12 women's NGOs because the level of activity of the existing NGOs varied a great deal. The 12 most active were selected.

2.4.2 Reaching the primary male audience

To reach the male audience it was decided to go through opinion leaders, understanding that influential members of a community, group or society to whom others turn for advice, opinion and views, could reach more men.

For this purpose the tribal organizations of Zarqa and Russeifeh were selected, because it could not be clearly established other network through which to reach them efficiently due to the multiplicity of the existing networks (unions, associations, sports, etc.).

To reach the opinion leaders of the tribal organizations, 20 tribes were selected that had large numbers of family members registered. It was estimated that it would be feasible to gather between 50 to 100 opinion leaders of each tribe in awareness sessions at their 'madafas' (house of the tribe), reaching between 1,000 and 2,000 influential men of the community.



2.4.3 Reaching the secondary audience

To reach the secondary audience that could influence the primary audience, the focus was on children from elementary schools. In Zarqa and Russeifeh there are 225 elementary schools (public and private).

Even though children between 7 and 12 years old were considered influential, a focus group determined that the concept of IHWM could be assimilated better by school children from 5th and 6th grades. Using two consecutive grades would reduce the number of brothers and sisters receiving the same awareness sessions. It was estimated that on average each elementary school would have 180 students of 5th and 6th grade, reaching around 40,000 families.

2.5 The supporting channels

There were initially five supporting channels selected:

1. Door-to-door flyer distribution
2. Outdoor banners
3. Social media
4. News portals
5. Radio

At an early stage of the campaign, the monitoring channel effectiveness system determined that the door-to-door flyer distribution was non-effective, so it was cancelled and the resources redistributed to other channels.

2.5.1 Outdoor banners

To provide general exposure to the campaign logo and slogan, as well as to the key messages, it was decided to use outdoor banners with the permission of the municipalities of Zarqa and Russeifeh. These banners would be located in the streets at



the main access points to both cities.

2.5.2 Social media

During the needs assessment it was determined that Facebook was the most used social media in Jordan, within the primary audience of the campaign. It was identified that both the women's NGOs and the tribal organizations had Facebook pages through which they communicated with their social groups.

As Facebook pages can be targeted to a specific audience and allows for low cost rotation of postings, it was determined that the main support channel would be the social media. For this purpose the key messages of the campaign would be posted in the Facebook pages of the selected women's NGOs and tribal organizations –that already had active Facebook pages with followers-, as well as developing a Facebook page for the project and boosting its exposure to the target audience with periodic actions based on the services provided by Facebook for this purpose.

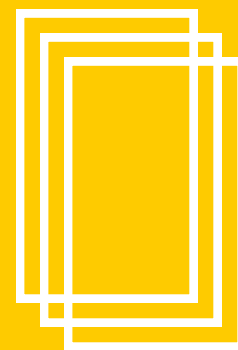
2.5.3 News portal

The traditional advertisement in newspapers is expensive and doesn't target a specific segment of the audience. In this moment in Jordan it is said that there are more smart phones than population, and the news portals are rising in popularity.

During the needs assessment it was determined that Al-Wakeel news portal had over 900,000 fans and followers (estimated over 100,000 in Zarqa Governorate), being ranked first in Jordan in terms of readership according to IPSOS 2013 ratings (ratified in IPSOS 2014 rating). Due to this situation, it was determined to sign an agreement with Al-Wakeel news portal for the campaign, including access to its Facebook page.

2.5.4 Radio

For the last activity of the campaign, it was determined to use channel radio jingles in prime time as well as interviews on the activities of the project. The assessment indicated that Radio Zarqa -



owned by the Municipality- had the highest listenership in the Governorate. It was decided to use this support channel once the project had all the interpersonal channels implemented (to disseminate its activities).

2.6 Sustainability strategy

2.6.1 Thematic Group of Zarqa

The initial sustainability strategy proposed by the Consultant was the implementation of a Thematic Group that could gather different types of members around a common interest, in this case the need to promote best practices of in-house water management of water quality and quantity conservation. This thematic group would continue implementing activities related to IHWM and other topics that they would agree upon. The thematic group was to be a gathering of entities.

Around the world there are examples of multiple thematic groups working together: governments, donors, universities, private sector and civil society, usually promoted by the governments at different levels (National, Regional or Municipal) around a common interest problem to be addressed.

The Thematic Group of Zarqa (TGZ), as it was called, would gather:

1. Public sector members
2. Resource members
3. Knowledge members
4. Social network members

Unfortunately the TGZ didn't prove successful due to two main problems:

1. Too many public sector entities invited to be part of the TGZ with different interests.
2. The representatives designated by the public sector were not decision makers.

2.6.2 Third party strategy

The rationale behind sustaining the water management outreach campaign is actually to continue the promotion and adaptation of positive in-house water management that will lead to sustaining the available water resources and also sustaining the financial and economic ability to satisfy the water needs of the people of Zarqa Governorate, thus making it a 'campaign to sustain'.

As an alternative strategy for the sustainability of the outreach campaign beyond the Compact timeframe, it was foreseen by the Consultant that part of the campaign could be continued by a third party, either by an international NGO or a national NGO with experience in outreach campaigns.

All the designs of the outreach campaign material (logo, slogan, flyers, posters, banners, educational videos and prompts) would be transferred to the new entity, and linked to potential funders from the private sector (if needed) interested in funding the continuation of the campaign for an additional period.

As a result of the reach evaluation of the campaign activities, only few interpersonal and supporting activities have been selected to be sustained. These selected activities have been budgeted and presented to potential donor(s) from the private sector. The proposed concept is to have the extended activities implemented and managed by a dedicated and experienced staff hired by the NGO, whilst the activities, materials and logistics of the campaign are directly financed by the private sector donor.

The channels that have been proposed to be sustained are the schools sessions, the women NGOs sessions, the religious women 'waethat', the outdoor lamppost banners, the radio campaign, Al-Wakeel News Portal and the project's website and Facebook page.

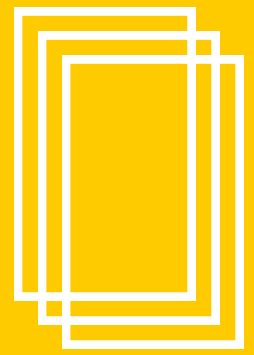


Women's NGOs training

Women's NGOs delivery



3. COMMUNICATION MATERIAL



The campaign was designed in such a manner that it could be used in any Governorate of Jordan. The communication material should be classic in design and avoid current color trends that could make it out of fashion. The color identity of the campaign should enable the use of multiples drivers of change (water availability, economy and health) as well as multiple channels targeting different life styles.

3.1 Logo and slogan



Different options for the logo of the campaign were developed, both iconographic and font design. During focus group studies carried out to determine the best alternative a font design was chosen, because the iconography of the alternatives didn't manage to reflect the concept of IHWM as well. The logo of the campaign said "Water for Life", having in the font design the resemblance of a drop of water. The associated slogan was "Preserve it to Survive", to capitalize the concept of water scarcity that had been abundantly used in Jordan.

3.2 Flyers and banners

The focus of the flyers was on both in-house water 'quality' and 'quantity' management. Four designs were developed in order to encompass all messages in a clear and effective manner. Separately, two different flyers were designed to suit the reli-

gious women "Waethat" activity, holding relevant content from Quran and Hadith (sayings or actions of Prophet Muhammad), and artworks inspired from Islamic architecture. All these designs served in the development of the outdoor banners, where the same look and feel and constant project identity elements were used.

3.3 Prompts

A Prompt tool reminds the target audience of the behaviors that they should be implementing continuously. Two important prompts were designed and produced, branded drinking bottles and branded hardware toolkits.

The branded drinking bottles, holding a comprehensive water management message on the back and the project's identity on the front, targeted indirectly the decision makers at home. More than 60,000 bottles were distributed to students and other stakeholders.



The branded hardware toolkits targeted NAF beneficiaries. These kits had basic plumbing tools inside, while the bags contained awareness messages on the back, and branding on the front. Around 5,000 toolkits were distributed to the beneficiaries and stakeholders.



3.4 Videos

The Project developed three educational videos of 3 to 4 minutes. The first educational video was developed to be used by the school promoters when delivering awareness sessions to 5th and 6th grade students. The storyboard and script of the

video was specifically tailored for this audience and had the approval of the Ministry of Education. This video was produced in Arabic.

The other two educational videos were targeted to a female audience and provided procedures on “How to clean your water tank” and “In house leakage detection”. These videos were produced in Arabic with the collaboration of Miyahuna and served for different outreach activities of the project. The videos have a version with English subtitles.

Other videos were produced during the outreach campaign implementation to document the progress of the campaign and other components of the WSHs-A. These videos were published online on the Project's website, Facebook page and YouTube channel.

3.5 Radio jingles

The radio jingles were produced by Radio Zarqa based on the key messages of the outreach campaign. Radio Zarqa is owned by the Municipality and has the highest listenership in the Governorate.

3.6 Electronic media



4. IMPLEMENTATION OF THE CAMPAIGN

The outreach campaign was implemented over a period of 21 months after an initial period of 4 months for the campaign design, approval, and material production. The interpersonal channels were progressively implemented in order to profit from the lessons learnt from one interpersonal channel to another. The support channels would also be gradually put in place, maintaining them until the end of the outreach campaign.

4.1 Interpersonal channels

4.1.1 Religious woman 'waethat'

The Ministry of Awqaf and Islamic Affairs oversees and administers the efforts of Islamic teachings to women in the society. These teachings are conducted by Islamic women scholars called "Waethat", and take place through casual sessions at homes of volunteer women or at mosques.

With the collaboration of the Ministry, 4 Waethat and 1 supervisor were assigned to the project to deliver a specially tailored session on IHWM based on the teachings of Quran and Hadith in relation to water use and conservation. The "Waethat" were trained on delivering water related messages. This was not difficult as they had experience working with similar campaigns.

The flyers distributed were specifically designed to fit the religious nature of this activity, using relevant Quran and Hadith content, and design elements inspired from Islamic architecture. At the back the flyers had a check-list that the women could use to help control leakages at home.

To monitor the effectiveness of the message delivery, pre and post evaluations were made, to determine the improvement on IHWM knowledge after the sessions. In average, the knowledge on IHWM increased on 00% after the session.

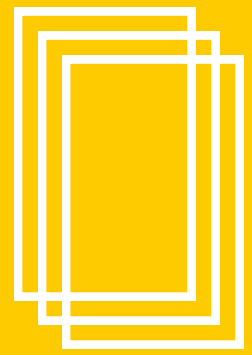
Due to the intervention of the "Waethat", 600 awareness sessions were delivered in more than 400 mosques in the cities of Zarqa and Russeifeh, as well as in private dwellings over a period of 14 months. The "Waethat" and their supervisor did the planning of the sequence of the sessions based on the schedule of the sessions at mosques. The average attendance to the awareness sessions was of 17.7 women per session, reaching a total of 10,599 women.

4.1.2 Women facilitators of Contractors



The works contracts with the Contractors included a clause that stipulated:

"During the execution of the works in each dwell-



ing the Contractor will give in-house water management awareness sessions of water quality and quantity, and provide basic plumbing maintenance training. For this task the Contractor will incorporate in each repair team a local women facilitator that will be trained by the Engineer to give the awareness sessions and do the basic plumbing maintenance training. The Contractor will give the women facilitators in-job training in plumbing to improve their skills to perform the trainings.”

Based on this clause a total of 24 women facilitators and 3 coordinators were hired by the Contractors. The Consultant provided training for the women facilitators on communication, conflict resolution and basic plumbing maintenance, based on the communication material as well as on the technical material of other components of the pro-

ject. The 3 coordinators received additional training on planning, reporting and quality assurance, as well as training for trainers in prevision of a possible high turnover of women facilitators.

The flyers distributed included two for water quality and two for water quantity conservation, to be distributed to the attendees to the awareness sessions at the NAF dwellings (beneficiaries and neighbors). To monitor the effectiveness of the message delivery, pre and post evaluations were also made, to determine the improvement on IHWM knowledge after the sessions. In average, the knowledge on IHWM increased on 00% after the session.

Due to the intervention of the women facilitators 3,953 awareness sessions were delivered in the

same number of NAF dwellings in the cities of Zarqa, Russeifeh, Hashemeyeh and Sokhna, over a period of 9 months. The coordinators did the planning of the sequence of the sessions based on the construction schedule. The average attendance to the awareness sessions was of 3.35 women per session, reaching a total of 13,245 women (NAF women and neighbors).

Additionally, 3,284 NAF women received training on basic plumbing maintenance and 3,953 NAF beneficiaries received the branded hardware toolkits.

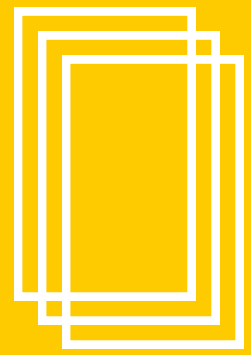
4.1.3 Women's NGOs

The first interpersonal communications channel that was implemented was through the women's NGOs. The sequence of the outreach activity was to hold an initial training for three members of each participant women NGO, followed by three months segments when the women NGOs would organize and deliver one awareness session each.

This was followed by a knowledge sharing workshop where the facilitators of the awareness sessions would share lessons learnt, and new communication material would be presented for use and/or distribution. The lessons learnt from the knowledge sharing workshops served to improve the contents of the communication material and of the pre and post evaluation questionnaires, as well as the production of new material.

The flyers distributed to the attendees to the awareness sessions consisted of two for water quality and two for water quantity conservation. During the sessions the educational videos on "How to clean your water tank" and "In house leakage detection" were used, and the branded drinking bottles (mentioned previously) were distributed. Branded hardware toolkits were used as prizes for the attendees that had the highest scores on IHWM knowledge. To monitor the effectiveness of the message delivery, pre and post evaluations were also made, to determine the improvement on





IHWM knowledge after the sessions. In average, the knowledge on IHWM increased on 00% after the session.

Due to the intervention of the women's NGOs, 60 awareness sessions were delivered in the cities of Zarqa and Russeifeh, over a period of 19 months. The planning of the sequence of the sessions was performed during the knowledge sharing workshops that took place every four months. The average attendance to the awareness sessions was of 43.75 women per session, reaching a total of 2,625 women.

4.1.4 School promoters

The last interpersonal communication channel that was implemented was in the schools. For this task a Promoter's Agency was hired, so that they supplied professional school promoters that were trained by the Consultant on the key elements of the campaign and scripts.

The Promoter's Agency took care of the planning, logistics and reporting activities which comprised of:

1. contacting the school headmasters and headmistresses to coordinate the visits;
2. determining the number of students and teachers in the 5th and 6th grades of the elementary schools;
3. providing the equipment to present the educational video;
4. distributing the flyers and branded drinking bottles to students and teachers;
5. distributing and collecting the slips that the children would take home and return signed by their parents; and
6. reporting on the progress of the outreach activities at schools.

The planning of the school visits was done with a geographic focus, in parallel in both cities until the 225 elementary schools had all been visited.

The flyers distributed consisted of two for water quality and two for water quantity conservation, distributed to the children so that they could take them to their parents. During the sessions the educational video tailored for the specific audience was used, and branded drinking bottles were distributed. To monitor the effectiveness of the communication material reaching the parents, a slip was given to the children along with the flyers and reusable water bottle, which they should return signed by their parents to the school. In average, 85% of the children returned the slip signed.



Due to the intervention of the school promoters, 928 awareness sessions were delivered in the elementary schools of Zarqa and Russeifeh, over a period of 9 months. The average attendance to the awareness sessions was of 35.6 kids per session, reaching a total student population of 33,018 students, and sharing the flyers and prompts with an estimate of 28,000 parents (85% of the students provided evidence that their parents received the printed material of the campaign).

4.1.5 Tribal organizations

The coordination of the tribal organizations and

delivery of awareness sessions was first attempted by the Consultant. When this proved inefficient, a professional promoter of tribal origin was hired to coordinate and deliver three additional sessions. With the knowledge acquired from the four events, to access the remaining 16 tribal organizations and coordinate the awareness sessions at the “madafas” (tribal community center) a Promoter’s Agency was hired. The agency supplied one professional promoter that was trained by the Consultant on the key elements of the campaign and scripts.

The Promoter’s Agency took care of the planning, logistics, photographic and reporting activities which comprised of: contacting the tribal organizations to coordinate the list of opinion leaders of the tribe to be invited; coordinating the promotion of the activity through the Facebook page of the tribe; following-up on the invitations; delivering the awareness sessions; participating in the Q&A; distributing the flyers to the attendees (usually with

the assistance of a member of the tribal organization); taking pictures of the sessions; and reporting the progress of the outreach activities at the “madafas”.

The planning of the awareness sessions at the 16 “madafas” was coordinated considering the scheduled activities at the “madafas” by the tribal organizations. The flyers distributed consisted of two for water quality and two for water quantity conservation. Men were requested to fill-in a water quality and quantity checklist that was shared with them by the promoters. The purpose of those checklists was to monitor the knowledge acquired on IHWM as a result of the awareness sessions.

Due to the intervention of the Consultant and the professional promoters, 20 awareness sessions were delivered at “madafas” of Zarqa and Russeifeh, over a period of 16 months. The average attendance to the awareness sessions was of 54 opinion leaders per session, reaching a total of 1,081 men.





4.2 Supporting channels

4.2.1 Street Banners

At the beginning of the campaign, with the authorization of the Municipalities of Zarqa and Russeifeh, 20 street banners were located in 5 roundabouts and intersections that were key access points to the cities of Zarqa and Russeifeh. The street banners had the logo and slogan of the campaign, as well as one key message of the campaign that could be read in less than 5 seconds. The street banners were competing with different commercial banners and soon were vandalized.

The street banners were substituted by 50 lamppost banners. The lamppost banners were located on the main access roads to the two cities in a sequence of 10 lamppost banners per access. The lamppost banners were not vandalized and were replaced twice with other key messages of the campaign.

4.2.2 Facebook pages

The postings on the Facebook pages had three different treatments:

1. Periodic postings on the Facebook pages of the partner women's NGOs and collaborating tribal organizations that were the responsibility of the Consultant to produce and follow-up.
2. Periodic postings on the Facebook page of Al-Wakeel news portal with which we had an agreement that included press releases, video reports and banners, and were the responsibility of the news portal.
3. Periodic postings on the Facebook page of the WSHs-A under the responsibility of the Consultant, which included links to press releases and video reports of different media, as well as banners and internal news about the coming activities of the campaign and the other components of the project.

On the Facebook page of the WSHs-A, the Consultant initiated three booster campaigns, obtaining more than 10,000 followers. The booster campaigns were made to specifically target the women of Zarqa Governorate who were over 25 years of age. The booster campaigns were two weeks each with a minimum of 200 "likes" per day.

The links to the website, Facebook page and YouTube channel of the WSHs-A are::

1. Facebook page :<https://www.facebook.com/watersmarthomes/>
2. YouTube Channel : https://www.youtube.com/channel/UCzSxjUMhq_4ttRj9EQaWutQ
3. Website : <http://www.wsh-jo.org/>

4.2.3 Al-Wakeel News Portal

A 12 months' agreement was signed with Al-Wakeel news portal that comprised of unlimited postings of press releases and news of the project, six video reports on the activities of the project to be produced by the news portal, and rotational banners with different messages of the outreach campaign. Al-Wakeel news portal was selected because according to IPSOS (French global market research and consulting firm) ranking, it is the news portal with the highest viewership in Jordan, with over one million fans and followers of which it is estimated that over 100,000 viewers are from Zarqa Governorate.

Radio Zarqa

A 6 months agreement was signed with Radio Zarqa for the last trench of the outreach campaign. Radio Zarqa is owned by the Municipality and has the highest listenership in the Governorate. The agreement comprises of the production of radio jingles based on the key messages of the campaign. The jingles were broadcast daily 8 times during prime time and a 10 minute long interview on the progress and achievements of the WSHs-A was broadcast weekly.

5. MONITORING CHANNEL EFFECTIVENESS

Every person belongs to multiple networks, thus can receive one of the campaigns messages from multiple sources. In a multichannel outreach campaign, both with interpersonal and supporting channels, it is of the utmost importance to determine the effectiveness of each channel, to be able to increase or reduce the activity of a channel or even cancel it.

It is also important to keep track on the 'word of mouth' to determine if the messages are well understood or distorted and, in the case of an outreach campaign, the overall adoption of the best practices promoted that signal a behaviour change.

This section describes the methodology used to monitor the communication channels effectiveness, its implementation and the reach obtained by the end of the activities of the interpersonal channels. As the support channels will stay active three months after the ending of the interpersonal channel activities, it is likely that the reach of the campaign will be increased.

5.1 Methodology

To monitor the channel effectiveness two methodologies were used:

- Pre and post evaluation
- Interception surveys

The first methodology was used in three of the interpersonal channels (Waethat, Women NGOs and Women Facilitators) to determine the increase of IHWM knowledge after the awareness sessions, thus providing information on the comprehension of the message delivery. The second methodology was used to determine the level of exposure of the target audience to the campaign through different channels and 'word of mouth', as well as the adoption of best practices.

5.1.1 Pre and post evaluation

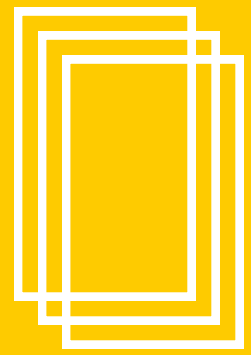
The pre and post evaluation used the following methodology:

1. A quick set of multiple answer questions was developed on IHWM to test the knowledge of the attendees of the awareness sessions before and after the session.
2. Six questions were designed, each one with five multiple answers, with one correct answer. Three questions were related to water quality conservation and three on water quantity conservation.
3. At the beginning of the session slips of paper with the quick set of questions were distributed to the participants, requesting them to answer the questions individually. The slips had no name so the survey was kept anonymous. The participants were given five minutes to answer the questions and return the slips to the facilitator of the session.
4. At the end of the sessions the operation with the slips would be repeated, in order to test the knowledge on IHWM after receiving the awareness session.

The overall increase in right answers was used to determine the incremental knowledge on IHWM gained after the awareness session; nevertheless, particular analysis was made on water quality and water quantity conservation to determine the needs for improvement in the delivery of a specific topic. The facilitators were retrained as deemed convenient. The increase in knowledge over time would also determine the learning curve of the facilitators.

With regards to the learning curve of the facilitators and promoters:

- The Waethat showed a high level of consis-



cy and effectiveness in the delivery, with a very steep learning curve.

- The Women NGOs had an increasing level of effectiveness between sessions, which showed that the knowledge sharing workshops were effective.
- The women facilitators of the Contractors showed a steep learning curve in some cases, but due to the turnover of women facilitators, in average the learning curve was not as steep as in the other two cases.

5.1.2 Interception surveys

An interception survey is a popular marketing tool because it is a low cost survey that can quickly show results. The interception survey is usually used in shopping malls or at the entrance of a specific business, where the target audience can easily be identified. The questionnaire must be short and the survey should not take more than five minutes.

To use this methodology with an adequate level of approximation in an outreach campaign it is necessary to know the habits of the target audience, to determine where and when it is likely that they will be found to be interviewed.

Planning

Through focus groups and interviews with elements of the target audience (lower, middle and higher income women), it was determined that the most likely place to find them would be at the market place during the weekends.

The majority of women with family responsibilities and over 25 years of age would do groceries on Fridays and Saturdays (in particular dairies and perishable goods). On Fridays some would go in the morning though the majority would go in the

afternoon after prayers, because lunch on Fridays is served late in the afternoon. On Saturdays they would usually go in the morning.

With this knowledge, the interception survey was planned to be executed in 8 market places in Zarqa and Russeifeh. The survey was conducted in 6 street markets and the entrance of two supermarkets determined to have the largest traffic of people on Fridays and Saturdays. On Fridays the interception survey would take place in the afternoon and on Saturdays in the morning.

The monthly interception surveys targeted a minimum of 560 interviews that were executed over one weekend. Four surveyors and two supervisors were used, and each surveyor gave an average of 70 surveys per day in a period of 4 hours.

The final interception survey targeted a minimum of 1,120 interviews to be executed over two weekends, as it was considered better to have the same four surveyors and two supervisors, to maximize the benefits of the learning curve process.

While the sample size of 560 would give the Consultant a margin of error of +/- 4.13% with a confidence level of 95%, the sample size of 1,120 gave a margin of error of +/- 2.92% with the same confidence level, taking into account that there are approximately 140,000 households in Zarqa and Russeifeh.

Surveyors

Due to the target audience and the dynamics of the interception survey, the surveyors were female, college, university students or graduated, between 18 and 25 years of age, residents in Zarqa and/or Russeifeh, with a strong and confident personality, patience and good communication skills.

Six candidates were selected in order to have two

as backup. The selected candidates received training on the concepts and strategy of the campaign, communication skills, objective and purpose of the interception survey, questionnaire, methodology (including on the visual selection of the women to be targeted for an interview), scripts and interactions with the interviewed, and the importance of avoiding any action that would influence the answers.

Questionnaire

The questionnaire needed to be short, with simple multiple answer questions in plain language that demanded little or no explanation that could induce an answer. The survey should be anonymous but should provide three key data: age of the interviewed; neighborhood in which she lived; and the number of days of water supply per week. This data would serve to correlate the results and be used as explanatory variables if necessary.

The set of questions of the interception survey had the following sections:

1. Recognition of the logo, slogan and purpose of the campaign
2. Identification of the channels including 'word of mouth' when exposed to the campaign
3. Adoption of best practices of IHWM

Methodology

To carry out the street interviews of the interception surveys the following methodology was used:

1. Visually identify a woman that fit the target audience based on estimated age, avoiding women that were heavily engaged in matters which would reduce their attention on the survey (i.e. women with small children).
2. If there is a group of women, select only one of them for the interview (the most receptive) to

avoid the risk of interviewing two women of the same household.

3. Intercept the woman, identifying ourselves as a surveyor and explain the purpose of the survey. Request authorization to interview her, if she was resident of Zarqa or Russeifeh.
4. Obtain the data related to age, neighborhood and number of days of water supply per week.
5. Read the questions of the survey explaining the cases in which there was only one answer and those in which they could provide multiple answers for one question.
6. Thank the participant for her patience and positive attitude towards the survey and proceed to visually identify the next candidate for interview.

5.2 Results of the final interception survey

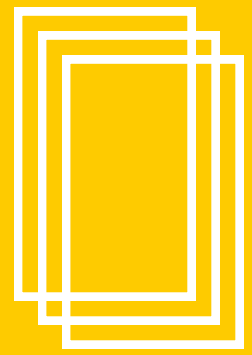
5.2.1 Technical information of the survey

The technical data of the final survey was as follows:

- Method: interception survey
- Universe: 140,000 households
- Sample size: 1,204 valid surveys
- Confidence level: 95%
- Percentage: 50%
- Level of confidence: +/- 2.8%
- Geographic area: Zarqa and Russeifeh
- Survey points: 8 (6 street markets and 2 supermarkets)
- Survey period: from May 22 to 30, 2016

5.2.2 Reach of the campaign

The surveyed women had the following characteristics:



- Age range: 20 to 65 years old
- Average age: 39 years old
- 41.5% had water supply one day per week
- 57.7% had water supply two days per week
- 0.8% had water supply three days per week

The results of the final survey of the monitoring system were as follows:

80.3% of the surveyed women of Zarqa and Russeifeh recognized the logo and slogan of the campaign.

Of the surveyed women that recognized the logo and slogan of the campaign:

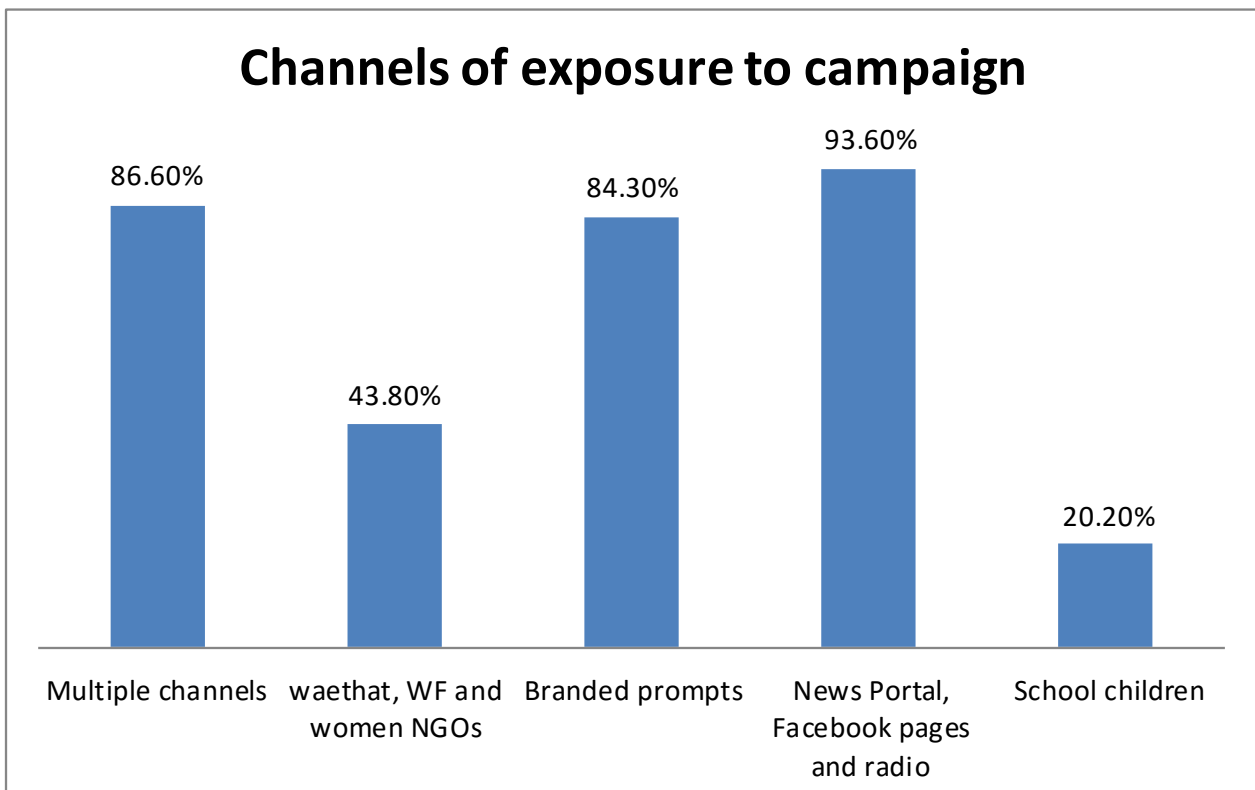
- 86.6% had been reached through multiple channels.
- 43.8% had attended awareness sessions of the

women NGOs, women facilitators, Waethat or through 'word of mouth' from women who had attended the sessions.

- 84.3% had seen the prompts of the campaign (branded drinking bottles and/or branded hardware toolkits) or heard about them.
- 93.6% had seen it in street banners, Al-Wakeel news portal, Facebook Pages and/or heard the radio jingles.
- 20.2% had knowledge of it through their school children.

Of the surveyed women that recognized the logo and slogan of the campaign, regarding the interpersonal communication channels:

- 26.1% had been exposed to the campaign directly or indirectly through the women facilitators.



- 20.2% had been exposed to the campaign indirectly through the school promoters.
- 14.8% had been exposed to the campaign directly or indirectly through the women NGOs.
- 9.0% had been exposed to the campaign directly or indirectly through the “Waethat”.

Of the surveyed women that recognized the logo and slogan of the campaign, regarding the support channels:

- 46% had been exposed to the campaign through Al-Wakeel news portal.
- 14% had been exposed to the campaign through Radio Zarqa.
- 6% had been exposed to the campaign through different Facebook pages.
- 6% had been exposed to the campaign through the outdoor Banners.

5.2.3 Adoption of best practices

Of the women that had been exposed to the cam-

paign:

Regarding water quality conservation, **86.1%** reported that they follow procedures to preserve water clean in their houses.

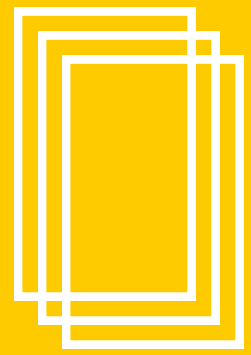
- 34.5% cleaned the water tank constantly or when needed.
- 52.1% made sure that there was no rust or cracks in the tank and pipes.
- 13.3% used other methods.

Regarding water quantity conservation, **92.4%** reported that they follow procedures to avoid losing water in their houses.

- 43.6% checked that the float valve of the tank worked properly.
- 31.7% checked for leaks and cracks in the pipes.
- 24.9% checked for leaks and cracks in the water tank.



6. DIFFICULTIES IMPLEMENTING



While part of the difficulties referred to in this section were somewhat expected and proactively analyzed under a risk analysis and mitigation exercise in the Implementation Work Plan of the Outreach Campaign, others emerged during the implementation of the campaign, and thus were overcome reactively. None of these difficulties prevented the achievement of the targets. However, each of them had a different effect on the timing and convenience of delivering the planned activities.

6.1 High turnover of the woman facilitators

According to the works contracts the Contractors were required to recruit a minimum of 8 woman facilitators (24 in total) that would integrate with the construction crews to perform several tasks. Their key function was to deliver awareness sessions at the NAF dwellings for the beneficiaries and neighbors. This task would be performed after training conducted for this purpose by the Consult-

ant, which included evaluation and reporting techniques.

Various recruitment disagreements between the Contractors and the woman facilitators resulted in a high turnover, which consequently led to more training as new facilitators were hired. The disagreements were basically related to working hours and salary. This resulted in additional time allocated for training and performance monitoring for the new women facilitators. To overcome this difficulty, the woman facilitator coordinators of the Contractors were trained as trainers for the new hires.

6.2 Standardizing the messages of the women's NGOs

Orientation and training was given by the Consultant to the facilitators of the women's NGOs responsible for delivering the awareness sessions. Along with this, quarterly knowledge sharing workshops and communication materials were distrib-



uted to them. However some of the NGOs used the sessions to communicate water consumption information and other messages in addition to the key campaign messages, sometimes deviating the focus of the session from IHWM. To overcome this difficulty, the Consultant designed a standard presentation to be used by the facilitators of the NGOs.

6.3 Effectiveness of the door-to-door flyer distribution

The services of a newspaper were hired to carry out the door-to-door (DTD) distribution of awareness flyers in Zarqa and Russeifeh, targeting an individual distribution of flyers to 40,000 dwellings. However, there was no specific mechanism to guarantee the actual delivery of the flyers to the target audience except the delivery reports issued by the newspaper, which had no physical evidence of delivery. Random visits were performed by the Consultant within the distribution area that led to the conclusion that the control mechanisms the newspaper had could not guarantee the reach stipulated in the agreement. Moreover, in the first interception survey it was determined that the individual distribution of the flyers was not effective, so it was decided to suspend this activity and to use its budget to expand other activities that were proving to be more effective.

6.4 Maintenance of the street banners

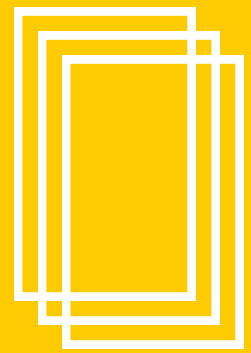
It was a strategic approach to use free outdoor advertisement locations approved by the Municipality of Zarqa and Russeifeh instead of buying outdoor spaces from the private sector that are more expensive, yet more durable. Durability proved to be an issue; the first group of banners were installed close to the ground by traffic lights, roundabouts and main squares. The majority of these banners were destroyed in a very short period. The alternative was to design and produce lamppost banners that have lasted for a longer period and required less maintenance.

6.5 Delay in the supply of imported material

When importing communication materials from a foreign country, cultural aspects of the exporting market should be taken into consideration. New Year's holidays in China meant a longer vacation than in the Middle East. The first day of the Chinese New Year falls on the new moon between 21 January and 20 February. This long holiday delayed the delivery of the branded drinking bottles imported from China to be used in the school awareness sessions activity. However, the shipment arrived in the same period when the approval of the Ministry of Education was obtained, and this delay was compensated by increasing the number of school promoters.



7. LESSONS LEARNT



During the implementation of the outreach campaign several tactic adjustments were made to the campaign. The main lessons learnt from the design and implementation of the outreach campaign are summarized below.

7.1 Use of multiple interpersonal channels

7.1.1 Reaching the primary female audience

After assessing the social network mapping of women in Zarqa Governorate that reflected their conservative culture, the project was able to identify three social networks that could be reached through interpersonal channels in a direct way: (i) religious network accessible through the “Waethat”, (ii) social networks that could be accessed through the women’s NGOs, and (iii) the



social network of the NAF beneficiaries that could be accessed using the perceived benefit of the repair works.

The other social networks that could be used were educational and health networks, but they implied a high level of coordination with other Ministries and would overlap with the three chosen networks. It was decided that it would be inefficient to open so many networks for the outreach campaign.

The remaining social networks were many, small and didn’t differentiate gender properly, with some exceptions, such as the networks built by different international NGOs and micro finance entities focusing on women.

The results of the reach of these combined channels and the spread of the messages through oral communication proved to be a good choice to reach women in Zarqa Governorate with a manageable number of simultaneous promoters and facilitators.

7.1.2 Reaching the primary male audience

The social network mapping of men in Zarqa Governorate showed that there are too many and too small networks in which men could be, with the exception of the tribal organizations. Even in the case of the tribal organizations, there are many and they couldn’t provide frequent sessions or large number of attendees at the “madafas.” Even when referring to the educational networks, it was more likely to convey the participation of mothers rather than fathers.

Due to this situation the recommended strategy was to focus on the larger tribal organizations, some of which had registered up to 8,000 male heads of families, focus on opinion leaders and reach the others through the Facebook page of the tribe.

7.1.3 Effectiveness of the secondary audience

The school promoters reached 33,018 students from 5th and 6th grade. Of these children 85% provided evidence that the flyers and branded drinking bottles had been shared with their parents, reaching approximately 28,000 parents with the campaign communication material.

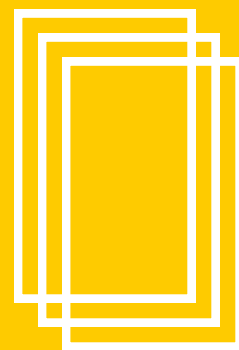
The final survey results showed that 16.2% of the total target audience had been informed about the outreach campaign by their school children, which represents approximately 22,700 women. This data is consistent with the information from the schools, regarding the percentage of students that returned the confirmation slips signed by their parents.

The women that were informed about the outreach campaign by their school children had an adequate understanding of the campaign and adopted best practices on water quality and quantity conservation. This indicated that the secondary audience had a positive influence on the primary audience. This confirmed the experience of Miyahuna on the different school campaigns through the information this organization shared with the Consultant on the design stage of the campaign.

7.1.4 Monitoring the delivery of the awareness sessions

When you use multiple interpersonal communication channels it is of the utmost importance to be sure that the concept and key messages are being





delivered properly and are well understood by the target audience. In this case, a monitoring system that tests the understanding of the attendees is relevant in order to retrain the facilitators and promoters. For this purpose, the pre and post evaluation proved to be a useful and practical tool.

7.1.5 Word of mouth

35.2% of the target audience attended awareness sessions of the women NGOs, women facilitators, Waethat or were aware of the campaign through 'word of mouth' from women that attended the sessions. The women that attended awareness sessions through these three interpersonal channels numbered 26,469 in total (approximately 18.9% of the target audience). This means that approximately 16.3% of the target audience was exposed to the campaign concept and key messages through 'word of mouth', running the risk of

receiving a distorted message.

In the case of the WSHs-A outreach campaign, 99.7% of the women exposed to the campaign had an adequate understanding of the campaign; 86.6% of them had been reached through multiple channels. The lesson learnt is that in order to reduce the risk of distortion of the messages communicated orally within the family and social circles, it is important that the target audience is exposed to the campaign through multiple channels (interpersonal and support channels).

7.2 The new supporting channels

7.2.1 News Portals vs newspapers

News portals are gaining popularity with readers as subscriptions to news portals is increasing while to newspapers are declining. Studies con-

clude that this trend is due to the following advantages of the news portals:

- no costs
- multitasking
- more news choices
- in-depth and background information
- 24/7 updates
- customization
- ability to discuss the news with peers
- the existence of different viewpoints
- the opportunity to “talk back to the media”

For the purpose of the outreach campaign, it was determined that this support channel was highly effective, in that 36.9% of the target audience was exposed to the campaign through Al-Wakeel news portal, representing over 50,000 women of Zarqa and Russeifeh.

7.2.2 Facebook postings vs street banners

Through the Facebook Pages of the women NGOs, tribal organizations and the project 4.8% of the target audience was reached with a marginal cost to the project. If we include the Facebook Page of Al-Wakeel news portal, this percentage increases to 41.7%.

The street banners (both stand and lamppost) also reached 4.8% of the target audience, with a direct cost of approximately USD 6,000.

Due to its cost-effectiveness it was concluded it would have been better to start the campaign with a 24 month agreement with Al-Wakeel news portal, linked to the Facebook page of Al-Wakeel and the Facebook page and website of the project.

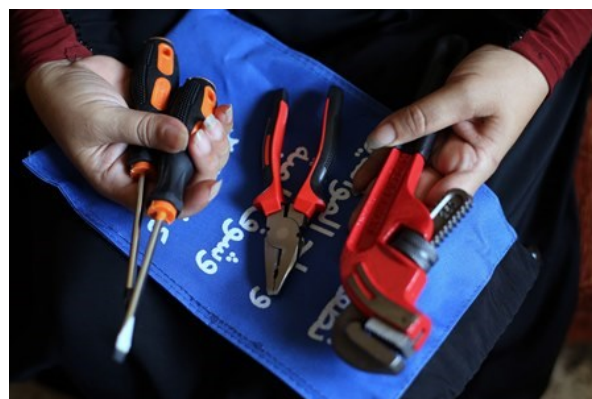
7.3 Communication material

7.3.1 Utilitarian prompts

The outreach campaign distributed two types of prompts through different channels: (i) branded water drinking bottles and (ii) branded hardware toolkits.

55,000 drinking bottles and 5,000 tool kits were distributed. This reached approximately 40% of the target audience (considering that some of the dwellings could have duplicated prompts); nevertheless, 67.7% of the surveyed women declared having seen or heard about them.

This amplification of the effect of the utilitarian prompts demonstrated that the prompt was effective in association to the IHWM of water quality and quantity conservation focus of the outreach campaign. The key lesson here is that an adequately selected utilitarian prompt can amplify its effect in favor of the reach of the campaign.



7.3.2 Length of educational videos for awareness sessions

At the beginning of the campaign with the women's NGOs an educational video of 9 minutes on how to clean the water storage tank (in Arabic) was identified on YouTube. The corresponding authorization was obtained to use it in the awareness sessions, and it was introduced in the se-



quence of the sessions.

The feedback was not positive, so the Consultant produced a 3 minute video on “How to clean your water tank” and another 3 minutes video on “In house leakage detection”. When tested in the sessions of the women NGOs the feedback was positive and many attendees requested copies of the videos to share with families and friends, thus contributing to the proper dissemination of the concepts of IHWM.

The video on “How to clean your water tank” was produced in collaboration with Miyahuna. It shows scenes of the water treatment and laboratory controls to reassure the audience that the water supply received through the water networks complied with high standards.

The key lessons with regards to the educational videos are two: (i) the video should be short, and (ii) the video should be tailored for the needs of the outreach campaign.

7.3.3 Flyers: tailored and utilitarian

When the target audience comprises of different segments of society with different lifestyles it is useful to tailor flyers to specific segments identified as having a different lifestyle. Also, it is useful to design flyers that serve a purpose, to increase the possibility of remaining in the hands of the target audience.

A good example is the flyer designed to be used by the “Waethat” when delivering awareness sessions in Mosques and private gatherings. The flyers, even though maintaining the visual identity of the campaign, were designed to suit the religious women, holding relevant content from Quran and Hadith, artworks inspired from Islamic architecture, and a check list for water consumption. When performing random monitoring calls on women that

had received awareness sessions at Mosques, a high percentage of women declared that they kept the flyers as reference.

7.4 Interception surveys

7.4.1 Knowing your target audience

The interception survey is a quick cost-efficient tool that is primarily used for marketing studies related to customers’ satisfaction and preferences. It usually takes place in the business itself or adjacent areas where the target audience is easily identified (i.e. a shopping mall). This tool is used in political campaigns to determine trends, usually done in public spaces with high traffic of people of the desired profile.

When using this tool to monitor the progress of an outreach campaign it is very important that first you know the habits of your target audience (place, day and time where they will likely be). Before the monitoring results could be used for monitoring purposes, several locations, days and times were tested, until we had confidence that the majority of the target audience would be represented in the chosen locations, days and times.



7.4.2 Street markets vs supermarkets

According to lifestyles, not all the segments of the target audience went both to street markets and supermarkets. The decision to use 6 street markets and 2 supermarkets was made considering that the higher income women would mainly go to the supermarkets, the lower income women would go mainly to the street markets and the middle income women would go to both.

On average, acquiring the interviewee and performing the interview at the street markets took less time (2:45 minutes) than the interviews at the entrance of the supermarkets (3:30 minutes). The women at the street markets were more accessible than the women entering or going out of the supermarkets.

7.4.3 Selecting the interviewees

In an interception survey, the surveyor cannot waste time, because the surveyors will not be able to perform efficiently for more than 4 hours. In this

situation it is important that the surveyors learn to better identify the women that would likely accept the interview.

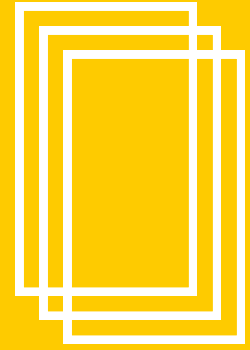
These women had several characteristics in common:

- They had a calm or smiling expression
- They were no pre-school children with them
- They had little groceries in their hands
- They easily made eye contact with the surveyor

The surveyors quickly learned to identify the women that would likely agree to an interview in order to avoid losing time in a first approach. In general terms the surveyors indicated that the interviews with older women took on average more time, not because they had to explain the questions, but due to the fact that they were more talkative. Asking for the age of the interviewed was sometimes a problem, so the surveyors had to give an approximate age.







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