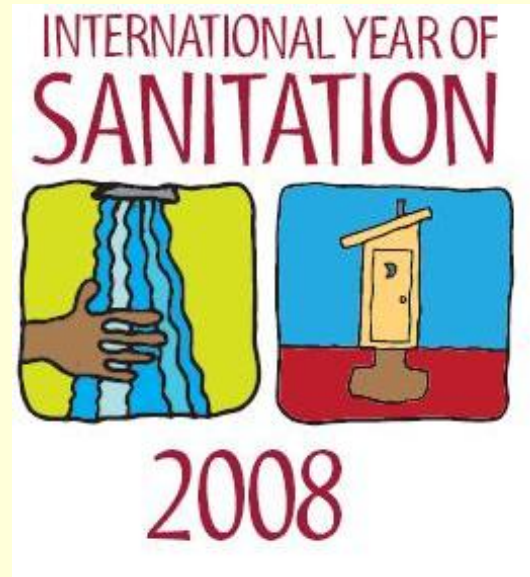


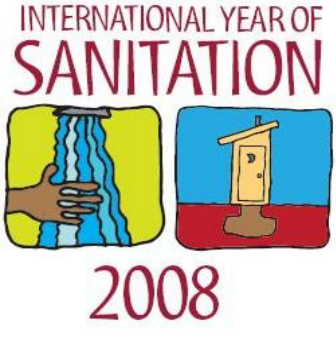
Communications Strategy



Presented by: Therese Dooley (UNICEF) UN-Water Task Force on Sanitation
17th February 2008 – SuSana Meeting - Durban

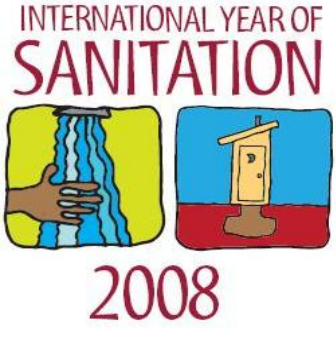
www.sanitationyear2008.org





Progress to date:

- **December '06** – GA declares 2008 as IYS. UN-DESA to Coordinate
- **March '07** – UN-Water Matrix of activities developed
- **May '07** – Planning meeting to develop objectives for 2008 and plan way forward
- **June '07** – UN-Water task force on sanitation develop a communication strategy for IYS
- **August '07** – IYS flyer developed and circulated, WWW Stockholm, planning meeting held. Donor Proposal to support communications efforts
- **October '07** – website www.sanitationyear2008.org
- **November '07** – Logo approved by DPI
- **November '07** – Global Launch in UN HQ New York
www.sanitationyear2008.org

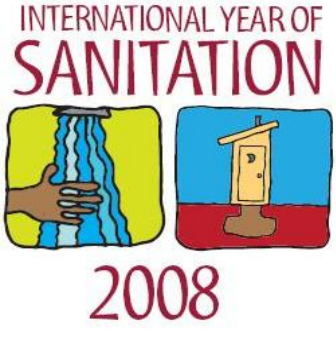


Communication Strategy

*The central objective of IYS 2008 is to put the global community on track to achieve the sanitation MDG through advocacy and awareness building. Activities during the year will be focused on **communications, dialogue and partnership building**. Raising the profile of sanitation in the eyes of the public, governments, civil society and other stakeholders is a necessary step toward action in this sector. Efforts at the global level are spearheaded by UN Water and at the country level, efforts are being lead by national stakeholders.*

IYS is about advocacy & awareness raising.

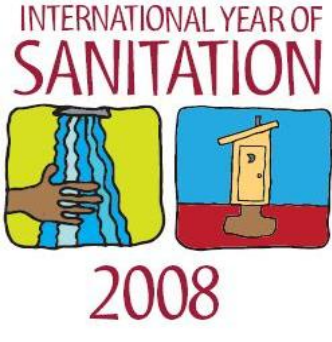
www.sanitationyear2008.org



Communication Strategy

KEY MESSAGES

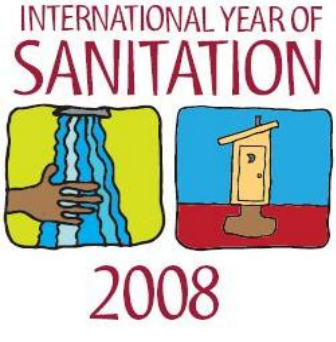
- **Sanitation is vital for health**
- **Sanitation is a good economic investment**
- **Sanitation leads to social development**
- **Sanitation helps the environment**
- **Sanitation is achievable!**



Communication Strategy

Primary targets:

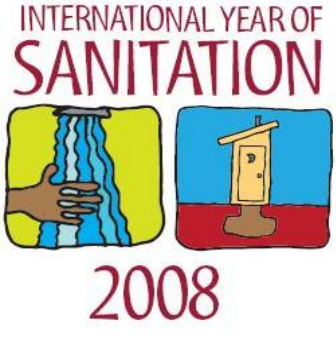
- **Political decision-makers**, key to achieving the sanitation MDG. They will be urged, directly and through their constituencies, to take action. Heads of state and governments, as well as ministers and officials with responsibility for infrastructure, health, finance, social affairs and foreign affairs, all need to be engaged.
- **Aid administrators and other officials**, IYS communications will target aid administrators and other senior officials who create policies and funding allocation requests for political approval.



Communication Strategy

Secondary targets:

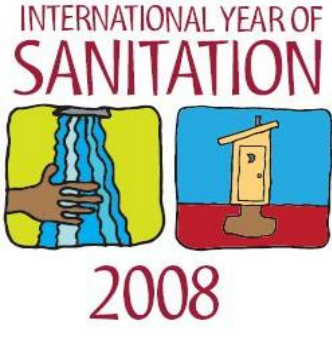
- **General public,**
- **School children**
- **Community and women's groups,.**
- **Corporate leaders,**
- **Religious leaders,**
- **Academics who research topics relevant to IYS**
- **Celebrities**
- ...and of course, if we've missed anyone, please include them!



Communication Strategy

Global Activities, and Tools

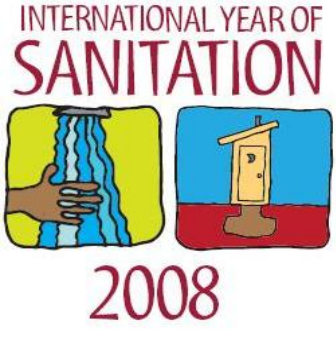
- Advocacy Pack
- Media Guide
- National Launches
- World Water Day (WWD) –celebrations, advocacy guide and website
http://www.who.int/water_sanitation_health/hygiene/iys/wwd_2008.pdf
- IYS Flagship Publication



Communication Strategy

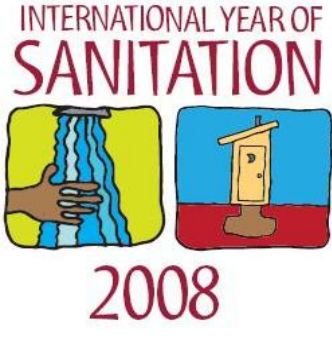
Global Activities, and Tools

- TV Public Service Announcements and B-roll
- Celebrities and high-level individuals as 'sanitation champions'
- School competitions.
- Photo Contest
- Radio Campaigns at local level
- Corporate Sponsorship



Communication Strategy

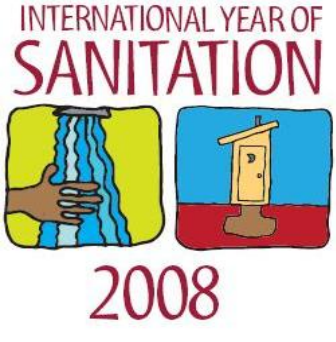
- Sanitation is Dignity Exhibition (“Where would you hide?”)
- Postage Stamp & promotional materials
- The WASH Media Awards 2007/2008
- Listening (e-magazine)
- TV programmes - TVE Earth reports: a series of 4 episodes on Sanitation. Which shall be aired in March 2008



Communication Strategy

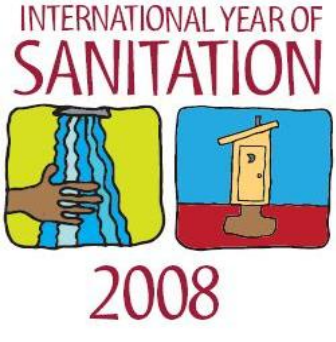
Key Dates/Events

- March 15-21, 2008 - Sanitation and Hygiene Week
- March 20th, 2008 – World Water Day launch activities commence in New York , Geneva, Nairobi, etc
- March 22nd, 2008 - World Water Day – with special emphasis on sanitation
- March 2008 – African Water Week
- 7 April, 2008 - World Health Day
- 5 June, 2008 - World Environment Day
- August 2008 – World Water Week Stockholm
- 8 September, 2008 - World Literacy Day
- October 2008 – Global Handwashing Day
- 6 October, 2008 - World Habitat Day
- 10 October, 2008 - International Day for Disaster Reduction
- November 19, 2007 - World Toilet Day



Communication Strategy

IYS is about all of us working together at every level and using every opportunity to promote and raise awareness about sanitation throughout the globe.



International Year of Sanitation 2008

Information Package

Thank You



*Prepared by UNICEF
Water, Environment and Sanitation Section*

*For additional copies or information:
UNICEF, 3 UN Plaza New York, 10017*

www.sanitationyear2008.org