

This presentation is for use with
“Lesson Plan 07: Demand
Creation” in the Latrine Program
Design Trainer Manual

Available at resources.cawst.org



Demand Creation

Module 2

2019 | August





Crossing the Line



Learning Outcomes



At the end of this session, the participants will be able to:

1. Explain the concept of demand creation
2. Discuss the relationship between behaviour change strategies and demand creation
3. Identify appropriate promotional approaches to create demand for a latrine program
4. Discuss the importance of using effective communication strategies and channels

Formative Research or Customer Discovery

Helps identify knowledge gaps and barriers.

Allows program designers to identify and understand behavioural factors, needs, cultural, and traditional practices that may influence program outcomes.





Panau Assumptions



Your group has 10 minutes

Discuss how you could check the validity of the assumptions.

“What can you do to determine if these assumptions are true or false for Panau?”

“What tools, activities and questions might you have to use?”

(make a list).



Surveys

- Limited number of questions that need to be answered but no follow-up questions
- Data can be generalized

Observation

- All about watching people!
- Gain insight into details people couldn't describe, didn't think were relevant or didn't know

Focus Groups

- Guided discussion
- Usually the people who will use the product or perform the behaviour

Key Informant Interviews

- In-depth interviews
- People with certain perspective or first hand knowledge



Interpreting Pictures



In your groups look at the three pictures you have been given and discuss the following questions:

- Who was the messaging meant for (target audience)?
- How did the organization or company increase awareness or create demand for the product or service?
- What motivations did they use?
- Would you purchase or do what they are advertising?



**YOU SMOKE.
YOUR CHILD SMOKES!**
TAKE YOUR SMOKE OUTSIDE.

By the time he is 6 years old your child would have inhaled the equivalent of 102 packs of cigarette.

tobacco free futures




World Health Organization
TOBACCO BREAKS HEARTS
Choose health, not tobacco

Reducing tobacco use promotes
GLOBAL HEALTH and boosts DEVELOPMENT

#NoTobacco



"WOULD YOU CARE MORE IF I WAS A PANDA?"



STOP THE VIOLENCE
Don't shoot and drive.

ecoviv



E. Coli
Salmonella typhi
Cholera vibrios
Cholera vibrios
Hepatitis A

SOME THINGS SHOULD NEVER BE FOR SALE.



LET'S END CHILD SLAVERY AT NOCHILDFORSALE.CA
#nochildforsale

World Vision



Chase Chase



Coca-Cola

open a Coke,
open happiness

What is demand creation?

“Awareness of and demand for...
products or services among a particular
intended audience through social and
behavior change communication and
social marketing techniques”

Discuss and record possible needs and desires these groups might have, specific to a latrine program.

- Women
- Elderly
- Child
- Physically or intellectually disabled persons



At which phase in the ADDIE framework should demand be created?”

1. Stand and find a partner, it doesn't matter who!
2. Take 5 minutes.
3. Brainstorm activities you have seen used in your own communities, other programs, or activities you have heard or learned about to generate demand.



1. Which activities will your latrine program use to create demand?
2. Will these activities help your team reach the behaviour goals and the overall latrine program goal?





**What are
communication
channels?**



1. Divide into four small groups, anyone in any group.
2. Each group should sit at one of the four allocated tables.
3. Follow the instructions on how to fold your piece of paper into an origami shape.
4. No speaking with other groups.
5. You have 5 minutes.





Do they all look the same?

Why do you think there are differences?

People have different preferences on where and how they receive their demand creation messages and it may change depending on the message.

“What questions would you ask to help you understand which communication channel would be most effective for your target audience?”

Discuss in your Panau groups which communication channels you will choose to help you with your demand creation activities.

You have 15 minutes.

Workflow Chart Review



Creating Demand Using Data, Activities, and Communication Channels

Target Audience	Possible behavioural Factors	What formative research will you use to check your assumptions?	Behavioural Goal	Activities	Communication channel



References



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