

Attachment A1: List of Behavior Change Promotional Videos and Instructional/Tutorial Videos

No	Type	Theme	Description	Target Audience	Remarks
1	Promotional and Informational video	Why WASH is important?	This video will contain information about why WASH is important to prevent stunting and to increase households' productivity and economic competitiveness	Main target: Community, WASH promotors, local governments, operators, private sector, media	Footage collection: TBD
2	Promotional and Informational video and visual art	Behavior Change Promotion to priority behavior I: Adoption of at least a basic/improved sanitation facility when at home by all households currently without a sanitation facility or using shared services.	This video will contain information about why adopting the basic/improved sanitation facility is important to increase household's health and productivity. Therefore, the household will: <ul style="list-style-type: none"> believe that investing in a latrine is a way to show that they are good neighbors' (<i>affiliation, social integration</i>) feel that installing and using a sanitary latrine will provide comfort, convenience and pride (<i>physical, emotional drivers</i>) know the affordable sanitation technology options, services and costs available to meet their household access needs (<i>perceived cost</i>). 	Main target: Male and female household decision makers and landlords of urban B40 households without a basic sanitation facility or using shared facilities	Footage collection: TBD
3	Promotional and Informational video and visual art	Behavior Change Promotion to priority behavior II: Upgrading to a safely managed sanitation facility by households who currently use an unimproved or shared sanitation facility.	This video will help household to: <ul style="list-style-type: none"> know the improved sanitation technology options, services and costs available to meet their household access need believe that upgrading to an improved latrine is affordable and doable believe that upgrading to an improved latrine is a way to show that they are good neighbors 	Main target: Male and female household decision makers and landlords of urban B40 households currently using unimproved or shared sanitation facility	Footage collection: TBD
4	Promotional and Informational video and visual art	Behavior Change Promotion to priority behavior III : Timely use by households of safely managed desludging services	This video will help household to: <ul style="list-style-type: none"> know the safely managed sanitation technology options, services and costs available to meet their household access needs 	Main target: Male and female household decision makers and landlords of urban B40 households currently using basic sanitation facilities from	Footage collection: TBD

No	Type	Theme	Description	Target Audience	Remarks
			<ul style="list-style-type: none"> • <i>believe</i> that only a properly operated and maintained sanitation facility will provide comfort, safety and convenience to their families. • Have willingness to pay for timely desludging to avoid fines/punishments 	which excreta is not safely mana	
5	Promotional and Informational video and visual art	<p>Behavior Change Promotion to priority behavior IV:</p> <p>Increase in safe handwashing with soap by B40 male and female household members at the critical junctures of before eating or feeding a child, before handling food, after going to the toilet or cleaning a child.</p>	<p>This video will help household to:</p> <ul style="list-style-type: none"> • <i>believe</i> HWWWS at the critical times is important for their families and easy to do. • <i>believe</i> that washing their hands <i>with soap</i> is an activity that most B40 households do. • make a plan to ensure that soap and a device are near the toilet and food preparation area to make handwashing easier. 	<p>Main target:</p> <ol style="list-style-type: none"> 1. Male and female caretakers of children under five years of age living in B40 households; and 2. Women, men, girls and boys living in urban households in USAID IUWASH PLUS target areas. 	Footage collection: TBD
6	Promotional and Informational video and visual art	<p>Behavior Change Promotion to priority behavior V:</p> <p>Safe disposal of feces of children under 3 into an improved sanitation facility in urban B40 households.</p>	<p>This video will help household to:</p> <ul style="list-style-type: none"> • increased <i>self-efficacy</i> in their ability to carry out small do-able actions that improve the safe dispose of their child's feces at all times • have demonstrated <i>intentions</i> to apply these safe disposal methods for their child feces • <i>believe</i> that safe disposal of child feces is valued in their communities. 	<p>Main target: Male and female carers of children under three within urban B40 households</p>	Footage collection: TBD
7	Promotional and Informational video and visual art	<p>Behavior Change Promotion to priority behavior VI:</p> <p>Consistent treatment and hygienic storage of household drinking water at all times</p>	<p>This video will help household to:</p> <ul style="list-style-type: none"> • <i>Believe</i> that only adequately boiled and safely stored water is safe drinking water 	<p>Main target: Male and female adults within urban B40 households currently without access to safely managed</p>	Footage collection: TBD

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			<ul style="list-style-type: none"> • Know that refill bottled water also needs to be boiled when at home • Know at least two different methods for safely treating drinking water suitable for their household needs. 	drinking water services from improved source	
8	Promotional and Informational video and visual art	Behavior Change Promotion to priority behavior VII: Household connections to basic water services by B40 households	This video will help household to: <ul style="list-style-type: none"> • Know the actual costs of basic drinking water services available in their area • Know the steps to connect piped water services • Believe that connecting to piped water services (when available) is convenient, affordable and easy to do. 	Main target: Male and female decision makers within urban B40 households currently without access to basic drinking water services from improved sources.	Footage collection: TBD
9	Promotional and Informational video	Behavior Change Promotion 8: Implementing STBM approach at urban context through participatory assessment and triggering activity	This video will help community promoters to implement Urban STBM approach and activities effectively	Main target: Community Group	Footage collection: TBD
10	Promotional and Informational video	Behavior Change Promotion 9: Increase household WASH access through participatory monitoring and evaluation process	This video will help community promoters to implement participatory M&E effectively	Main target: Community Group	Footage collection: TBD
11	Promotional and Informational video	Behavior Change Promotion 10: developing and implementing CEM	The video will provide guidelines on how to develop and implement community engagement mechanism (CEM) based on the CEM framework.	Main target: community, relevant offices Others: local governments, WASH-related institutions, media, public in general	Footage collection: TBD
12	Tutorial – Master Meter	Master Meter Program: Preparation, Development and Maintenance	The video will provide tutorial on how to implement the Master Meter program, starting from the preparation, development, and maintenance	Main target: local governments, PDAMs, and the community	Footage collection: Sibolga or Surabaya

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				Others: WASH-related institutions, media, public in general	
13	Tutorial – GIS	Using GIS for new PDAM house connections	This video will provide tutorial for PDAM interested in using GIS for new house connections, starting from what PDAM has to prepare, the implementation, and the monitoring/maintenance	Main target: PDAMs Others: local governments, WASH-related institutions, media, public in general	Footage collection: Probolinggo or Malang
14	Tutorial – Infiltration Ponds	How to implement and manage Infiltration Ponds Program	This video will provide an instructional guide of infiltration ponds development process to support the relevant local government agencies, operators, and community in developing infiltrations ponds, starting from location selection, construction, maintenance and monitoring	Main target: Local governments, PDAMs Others: WASH-related institutions, media, public in general	Footage collection: Salatiga or Ternate
15	Tutorial – Non Revenue Water	How to implement Non Revenue Water (NRW) program	This video will provide tutorial for PDAMs in conducting NRW program that will help PDAMs in reducing the non-revenue water to help increase service coverage	Main target: PDAMs Others: Local governments, WASH-related institutions, media, public in general	Footage collection: PDAM in Central Java
16	Tutorial – Energy Efficiency	How to conduct Energy Efficiency (EE)	This video will provide tutorial for PDAMs in conducting energy efficiency that can increase efficiency and reduce operational cost	Main target: PDAMs Others: Local governments, WASH-related institutions, media, public in general	Footage collection: PDAM in Central Java
17	Tutorial - LLTT	LLTT marketing	The video will contain tutorial for the operator on how to do LLTT marketing	Main target: LLTT operators Others: local governments, WASH-related institutions, media, public in general	Footage collection: Jakarta
18	Tutorial – Septic Tank Construction	How to build individual and communal septic tanks	This video will provide tutorial on how to build individual or communal (for 2-10 households) septic tanks, starting from building the construction, operations, and technical maintenance.	Main target: workmen, community, relevant offices Others: local governments, WASH-related institutions, media, public in general	Footage collection: Magelang, Deli Serdang or Medan

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19	Tutorial – LLTT	How to implement regular desludging services (LLTT) in 14 stages	This video will provide a combination of informational and tutorial guidance on how to start implementing LLTT in 14 stages, which include advocacy, technical aspects, and the use of MIS	Main target: local governments, operators Others: WASH-related institutions, media, public in general	Footage collection: Bekasi, Gresik
20	Tutorial – STP	How to operate Septage Treatment Plant (STP)	This video will provide guidance on how to operate STP	Main target: local governments, operators Others: WASH-related institutions, media, public in general	Footage collection: Bekasi, Gresik
21	Tutorial – IPAL Komunal/Rusunawa	How to manage IPAL Komunal/Rusunawa	This video will provide guidance on how to manage Rusunawa and communal wastewater treatment plant (IPAL Komunal)	Main target: CBOs, Rusunawa or IPAL Komunal managing units, local governments Others: WASH-related institutions, media, public in general	Footage collection: Jakarta (Rusunawa), Gresik (IPAL Komunal)
22	Tutorial – CSR	How to build effective WASH CSR partnership at the city/district level	This video will provide tutorial on the stages conducted to build WASH CSR partnership, starting from how to conduct need assessment related to WASH, mapping and scooping partners, building and managing partnership, and evaluation	Main target: local governments Others: private sector, community, WASH-related institutions, media, public in general	Footage collection: Tangerang
23	Tutorial - Microfinance	How to develop WASH products for microfinance	This video will provide tutorial for MFIs on how to develop WASH products for microfinance, starting from background information (who the stakeholders are), what to do during product development, detailing product knowledge, and how to promote the products	Main target: Microfinance institutions (MFIs) Others: local governments, WASH-related institutions, media, public in general	Footage collection: Tangerang (BMI), Bogor (Baik), or Ternate (NBP)