

THE PHILIPPINE SUSTAINABLE SANITATION KNOWLEDGE SERIES

Guidebook for Marketing a Septage Treatment Facility



Department of Health





The Philippine Sustainable Sanitation Knowledge Series

Guidebook for Marketing a Septage Treatment Facility

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- *Guidebook for a Sustainable Sanitation Baseline Study*
- *Guidebook for a Local Sustainable Sanitation Strategy*
- *Guidebook for a Local Sustainable Sanitation Promotion Program*
- *Guidebook for Community-Led Total Sanitation*
- *Guidebook for a Zero Open Defecation Program*
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- *Guidebook for Designating a Water Quality Management Area*
- ***Guidebook for Marketing a Septage Treatment Facility***
- *Guidebook for Monitoring and Evaluation*
- *Septage Management Program: The General Santos City Experience*
- *The SuSEA LGU Experience: Dagupan, Guiuan, Polomolok, General Santos City, Alabel, Bauko*
- *Guidebook for a Disease Prevention and Control Program for Soil-transmitted Helminth Infections and Diarrheal Diseases*
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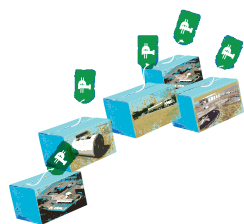


For inquiries or comments, please contact the email address listed for the National Center for Disease Prevention and Control listed under this page:
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FOREWORD

According to 2008 UN data, 2.6 billion people still do not have access to or have inadequate sanitation facilities.

Every 20 seconds, a child dies as a result of poor sanitation. That's 1.5 million preventable deaths each year. In the Philippines, 23% of Filipinos or roughly 19 million still do not have access to sanitary toilets.

These realities necessitate tangible and concerted efforts that are owned by the people through the local government units (LGUs). The United Nations has already declared access to water and sanitation as a human right in its July 28, 2010 General Assembly. With the synergistic efforts of both the public and private sectors, the Philippines is also making significant gains in raising awareness and accelerating progress towards the Millennium Development Goal (MDG) on sanitation: to reduce by half the proportion of people without access to basic sanitation by 2015.

Through this Guidebook, we also emphasize that the National Government needs the support of its partners in order to achieve this goal. We need greater collaboration with our partners in the local government units. Likewise, we need to intensify our partnership with the private sector.

Attaining sustainable sanitation is a significant challenge. However, we believe that we have committed partners in the LGUs. Sustainable sanitation will happen because the LGUs are recognizing their roles and equipping themselves with the appropriate knowledge, tools, and skills.

This Guidebook is just one in a series of knowledge resource materials that we are developing towards one of our shared aspirations: ensur-

ing health and wellness for all Filipinos through clean, safe, and life-giving water and sanitation facilities. This specific Guidebook is a simple road map for marketing a septage treatment facility (STF). To help the intended user of this guidebook, the Septage Treatment Facility in Alabel, Sarangani is cited as an example. There may be a need to adjust program parameters and strategies when applied to other areas and projects due to variables such as location, price structure, and coverage. Basically, the communication principles discussed in the Guidebook are social marketing principles that are intended to sell an idea, attitude, and behavior. The focus is on the "consumer" or user who stands to benefit from the "Product". The standard steps in social marketing are discussed and placed in text boxes for easy reference.

This Guidebook also spells specific guidelines on how to market the facility within the town, to the neighboring communities, and other direct stakeholders and generate sustained support for its use. The objective is to make the STF achieve its environmental and health objectives while operating as viable enterprise.

This Guidebook is for the LGUs and the Filipino people. Use it well and then share it with other LGUs who may also find it useful in their pursuit of sustainable sanitation.



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Secretary Of Health



¹Homepage of the International Year of Sanitation (<http://esa.un.org/iys/health.shtml>)
Curtis V. and Cairncross S. (2003) 'Effect of washing hands with soap on diarrhoea risk in the community: a systematic review', *The Lancet Infectious Diseases* 2003; 3:275-281.

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ACRONYMS AND ABBREVIATIONS



AM	Amplitude Modulation
CU. M.	Cubic Meter
DENR	Department of Environment and Natural Resources
DOH	Department of Health
DST	Desludgeable Septic Tank
ECC	Environmental Compliance Certificate
EMB	Environmental Management Bureau
FM	Frequency Modulation
GenSan	General Santos City
LGU	Local Government Unit
M&E	Monitoring and Evaluation
MENRO	Municipal Environment and Natural Resources Office/Officer
MHO	Municipal Health Office/Officer
MOA	Memorandum/Memoranda of Agreement
MOE	Maintenance and Operating Expenses
MPP	Marketing Point Officer
PD	Presidential Decree
PHP	Philippine Peso
SB	Sangguniang Bayan
SMICZMP	Southern Mindanao Integrated Coastal Zone Management Project
STF	Septage Treatment Facility
SuSEA	Sustainable Sanitation in East Asia - Philippines
TAMS	Technical Assistance Management Services (SuSEA)
TWG	Technical Working Group



The SuSEA Program

The Sustainable Sanitation in East Asia Program-Philippine Component (SuSEA) supported by the Water and Sanitation Program (WSP) of the World Bank and the Swedish International Development Cooperation Agency (SIDA), and implemented through the leadership of the Departments of Health (DOH) and Environment and Natural Resources (DENR), is geared towards increasing access by poor Filipinos, primarily low-income households, to sustainable sanitation services by addressing key demand and supply constraints. Aside from this, the program hopes to learn from local implementation of sanitation programs as basis for national policy and operational guidance.

SuSEA Philippines commenced in July 23, 2007 as a learning program to support the Government of the Philippines (GoP) update its approaches and interventions in sanitation and needs that were not present or not addressed in traditional sanitation programs that focused on two extremes: 1) toilet-bowl distribution and hygiene education and 2) centralized sewerage systems. The most important of these emerging needs are:

- Complementing interventions related to the reduction of risks of sanitation- and poverty-related diseases such as soil transmitted helminthiasis and acute gastroenteritis
- Linking sanitation interventions with environmental objectives, such as the improvement of water quality and water resources
- Sanitation in rapidly urbanizing towns and cities, including the occurrence of disease episodes

that aggravate impacts of poor sanitation (such as flooding) on the economy and quality of life of city populations

- Reaching pockets of communities that comprise the remaining 20% of those without access to basic sanitation, particularly in the rural areas (among whom include indigenous peoples/cultural minorities) and urban slum communities.

SuSEA-Philippines was designed using four different models as the platform for developing specific interventions (according to themes below). The learning gained and the tools developed from these models served to assist other local governments units (LGUs), as well as informing national sanitation policy and programs for GoP-led expansion and scaling up. The four models are:

Model 1 Disease Prevention and Control – Sanitation interventions for the eradication/ reduction of disease

Model 2 Water Quality Management – Sanitation interventions for the improvement of water quality within a water quality management area

Model 3 Liveable Cities - Sanitation interventions for the improvement of quality of life in cities and low-income urban poor communities

Model 4 Sustainable Rural Livelihoods - Sanitation interventions to support sustained livelihoods in rural areas

Six sites participated in the main program sub-component of SuSEA. These are: Bauko Municipality in the Mt. Province, Dagupan City in Pangasinan Province, Guiuan Municipality in Eastern Samar Province,



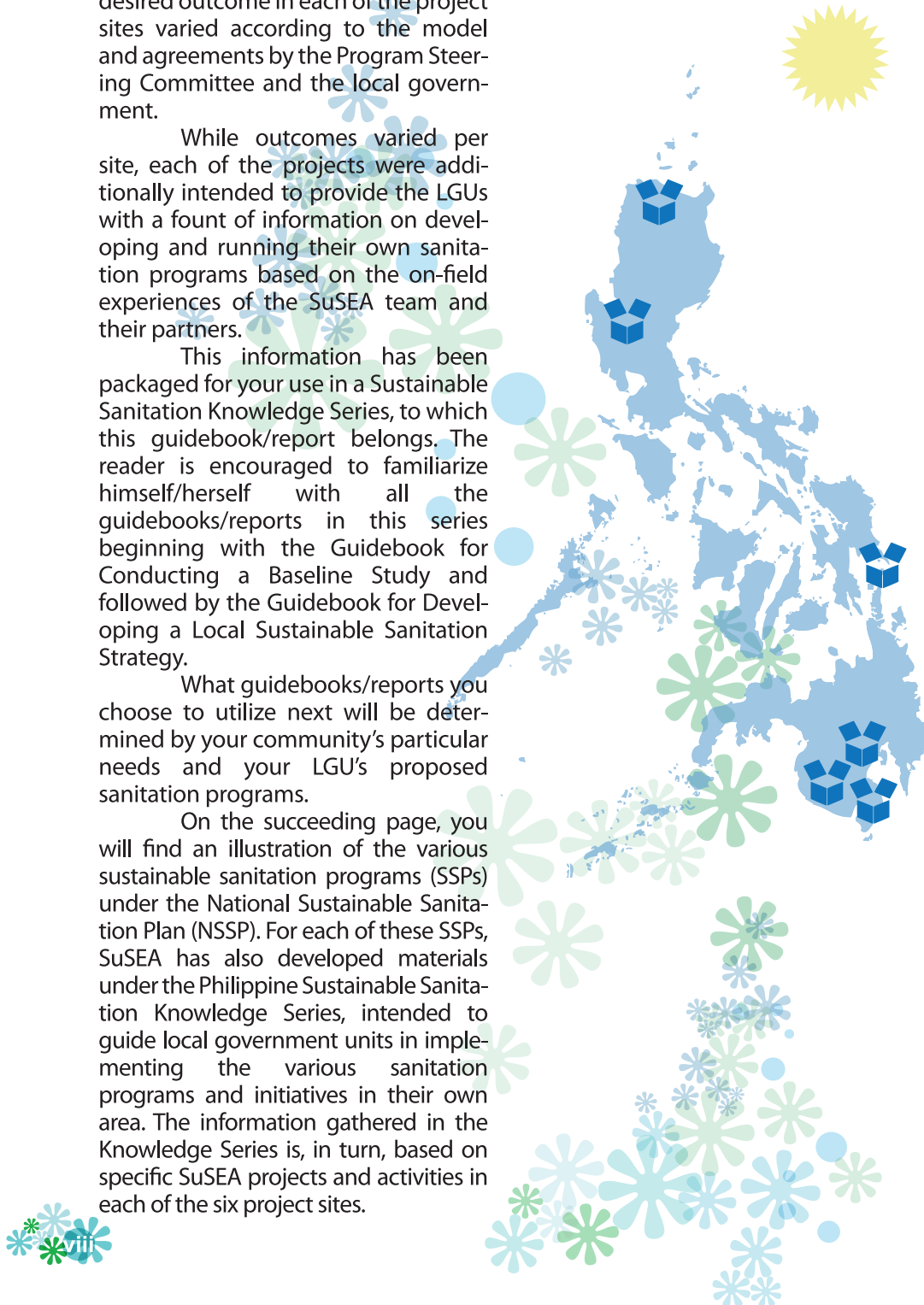
General Santos City and Polomolok Municipality in South Cotabato, and Alabel Municipality in Sarangani. The desired outcome in each of the project sites varied according to the model and agreements by the Program Steering Committee and the local government.

While outcomes varied per site, each of the projects were additionally intended to provide the LGUs with a fount of information on developing and running their own sanitation programs based on the on-field experiences of the SuSEA team and their partners.

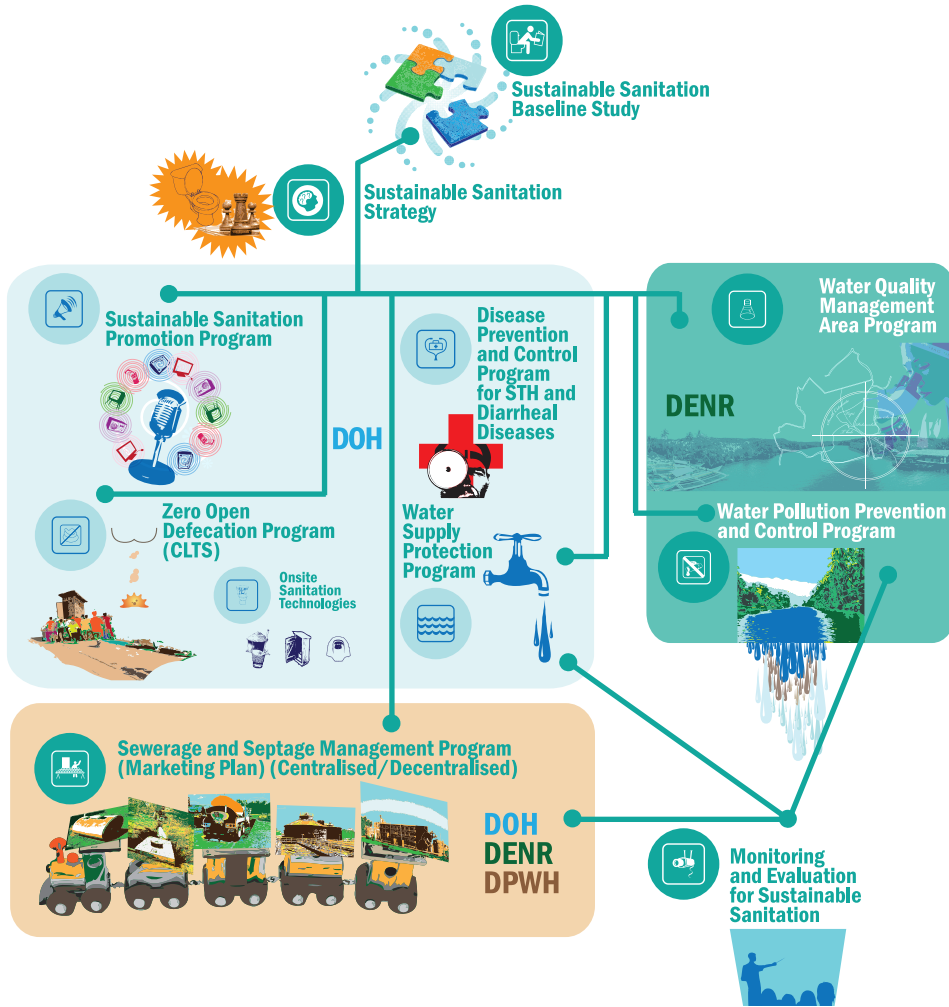
This information has been packaged for your use in a Sustainable Sanitation Knowledge Series, to which this guidebook/report belongs. The reader is encouraged to familiarize himself/herself with all the guidebooks/reports in this series beginning with the Guidebook for Conducting a Baseline Study and followed by the Guidebook for Developing a Local Sustainable Sanitation Strategy.

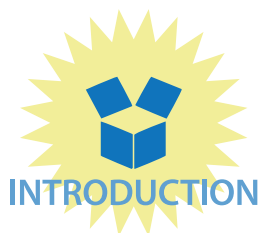
What guidebooks/reports you choose to utilize next will be determined by your community's particular needs and your LGU's proposed sanitation programs.

On the succeeding page, you will find an illustration of the various sustainable sanitation programs (SSPs) under the National Sustainable Sanitation Plan (NSSP). For each of these SSPs, SuSEA has also developed materials under the Philippine Sustainable Sanitation Knowledge Series, intended to guide local government units in implementing the various sanitation programs and initiatives in their own area. The information gathered in the Knowledge Series is, in turn, based on specific SuSEA projects and activities in each of the six project sites.



Sustainable Sanitation Programs





This is a Guidebook on how to market a Septage Treatment Facility (STF), which can also be applicable to marketing a sewage treatment plant or similar facilities like a decentralized wastewater treatment system and communal septic tanks. Related marketing concerns which this Guidebook seeks to address are encouraging households to retrofit their septic tanks to meet environmental and health standards and having their septic tanks regularly desludged.

The objective of this Guidebook is to help Local Government Units (LGUs), Water Districts, and private operators of septage/sewage treatment plants and desludging services develop marketing plans based on the principles and techniques of commercial and social marketing. Unlike marketing a product (cell phones, food items, toiletries) or popular consumer service (sauna, gym, sports), which very often has direct appeal to the public as to their benefits, marketing the use of sanitation facilities requires special approaches, considering that sanitation has hardly been a subject of any

previous marketing efforts in the Philippines.

Given the mandate of the Clean Water Act of 2004, the National Sustainable Sanitation Plan and the possibility of the incorporation of sustainable sanitation in the Medium Term Philippine Development Plan, many LGUs and Water Districts may embark on the operation of septage treatment facilities or sewage treatment plants or a combination of these systems. Lesser cost variants like decentralized wastewater treatment systems and communal sanitation facilities may also be considered for construction and operation.

This Guidebook uses the experience in marketing the Septage Treatment Facility in Alabel, Sarangani, one of the six SuSEA intervention sites. This, of course, does not provide a catch-all approach on how to market a treatment facility but is expected to enable the users to improve on the approaches and strategies spelled out here. The inclusion of Part I on Social Marketing seeks to highlight the expected need to improve marketing strategies for the STF.

PART 1: WHAT IS SOCIAL MARKETING?

Communication strategies such as those in the field of health have been rapidly changing over the past two decades. They have evolved from a one-dimensional reliance on public service announcements to a more sophisticated approach which draws from successful techniques used by commercial marketers, termed "social marketing." Rather than dictating the way that information is to be conveyed from the top-down, public program managers are learning to listen to the needs and desires of the target audience themselves, and to build the program from there. This focus on the "consumer" involves in-depth research and constant re-evaluation of every aspect of the program while making research and evaluation form the very cornerstone of the social marketing process.

Social marketing started as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas and change attitudes and behaviors. Defined as differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization, social marketing seeks to influence social behavior not to benefit the marketer, but to benefit the target audience and the general society.

Like commercial marketing, the primary focus is on the consumer—on learning what people want and need rather than trying to persuade them to buy a product or service. Marketing talks to the consumer, rather than about the product. The planning process takes this consumer focus into account by addressing the elements of the "mar-

keting mix." This refers to decisions about 1) the conception of a Product, 2) Price, 3) Distribution (Place), and 4) Promotion. These are often called the "Four Ps" of marketing. Social marketing also adds a few more "P's": "Publics", "Partnership", "Policy" and "Purse strings".

Product

The social marketing "product" is not necessarily a physical offering. A continuum of products exists, ranging from tangible, physical products (e.g., toilet construction materials), to services (e.g., promotion of sustainable sanitation, public health services), practices (e.g., desludging of septic tanks, zero open defecation), and finally, more intangible ideas



In this Guidebook, the products are intangible: environmental protection and improved sanitary practices. They are embodied in improved septic tanks at the household level (at least two chambers and water tight), regular septic tank desludging, and the use of the Alabel Septage Treatment Facility. The general public should be informed about the benefits of the program to individuals (e.g., health, livelihood) and to the community (environmental protection).



(e.g., environmental protection). In order to have a viable product, people must first perceive that they have a genuine problem, and that the product being offered is a good solution for that problem. Research is important to discover the consumers' perceptions of the problem (like poor sanitation and deteriorating environment) and the product (like sanitation facilities), and to determine how important they feel it is to take action against the problem.





Price

"Price" refers to what the consumer must pay or part with to obtain the marketing product. This cost may be monetary, or it may instead require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval. If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. However, if the benefits (e.g., improved health) are perceived as greater than their costs, chances of trial and adoption of the product is much greater.

In setting the price, particularly for a physical product, there are many issues to consider. If the product is priced too low, or provided free of charge, the consumer may perceive it as being low in quality or even unnecessary. On the other hand, if the price is too high, some will not be able to afford it. Social marketers must balance these considerations, and often end up charging at least a nominal fee to increase perceptions of quality and to confer a sense of "dignity" to the transaction. These perceptions of costs and benefits can be determined through research, and used in positioning the product.



The Alabel Septage Treatment Facility (STF), together with four other STFs along the coastal towns of Sarangani Province, was constructed through a grant from the Department of Environment and Natural Resources as part of the Southern Mindanao Integrated Coastal Zone Management Project (1999-2007). The land used for the facility was provided by the Alabel LGU. Thus, the cost for the service is relatively low compared to other STFs where capital expenditures and even the cost of the land need to be considered.

Alabel charges its households PHP35 per month or PHP360 per year or a maximum of PHP1,080 for three years, plus an additional PHP5 per month in excess of 5 cu.m. Charges for commercial and industrial establishments are PHP60 per month or PHP600 per year and an additional payment of PHP10/cu.m per month in excess of 5 cu.m

Service includes desludging, transport and processing/disposal of wastes at the STF.



Place

"Place" describes the way that the product reaches the consumer. For a tangible product, this refers to the distribution system—including the warehouse, trucks, sales force, retail outlets where it is sold, or places where it is given out for free. For an intangible product, place is less clear-cut, but refers to decisions about the channels through which

consumers are reached with information or training. This may include the city/municipal health office, environment office, shopping malls, mass media vehicles or in-home demonstrations. Another element of place is deciding how to ensure accessibility of the offering and quality of the service delivery. By determining the activities and habits of the target



audience, as well as their experience and satisfaction with the existing delivery system, researchers can pinpoint the most ideal means of distribution for the offering.

Research can help determine the most effective and efficient vehicles to reach the target audience and increase demand. The primary research findings themselves can also be used to gain publicity for the program at media events and in news stories.



The messages regarding the improvement of household septic tanks and the use of the Alabel STF will have to emanate from the local government unit, like the office of the Mayor, particularly its health and environment offices. This will be supported by mass media vehicles, including radio, static media (e.g., billboards), and printed materials to be distributed in public places (e.g., public market, church, transportation terminals). Home visits and in-home demonstrations should also be very effective.



The improvement of household septic tanks and the use of the Alabel STF require a mix of media handles focusing on face-to-face communication. Hard media (e.g., radio, tv, and printed materials) will reinforce messages imparted through home visits, community meetings, and public addresses by local authorities and professional endorsers (e.g. doctors and sanitary engineers) in the program.

Promotion

Finally, the last "P" is promotion. Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing. However, it is only one component of social marketing. Promotion consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling, and entertainment vehicles. The focus is on creating and sustaining demand for the product. Public service announcements or paid advertisements are one way, but there are other methods such as coupons, media events, editorials.





ADDITIONAL SOCIAL MARKETING "P'S"

Publics - Social marketers often have many different audiences that their program have to address in order to be successful. "Publics" refers to both the external and internal groups involved in the program. One example is the Department of Environment and Natural Resources which constructed the facility and which is also principally responsible for implementing the Clean Water Act. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.



The STF's core markets are the households and establishments in Alabel. The larger market is in General Santos City (bigger population, commercial and institutional establishments, and national government agencies).

Partnership - Social and health issues are often so complex that one agency cannot make a significant dent by itself. You need to team up with other organizations in the community to really be effective. There is a need to identify which organizations have similar goals—not necessarily the same goals—and identify and initiate ways for working with them.



The STF program in Alabel needs the cooperation of the local authorities in General Santos City, the desludgers based in the city, the private sector, and religious and civic organizations in convincing the general public of the personal and community benefits that can be derived from the use of the STF.

Policy - Social marketing programs can do well in motivating individual behavior change, but this is difficult to sustain unless the environment they are in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.



National and local legislative fiats (e.g., joint declarations from the Departments of Health and the Department of Environment and Natural Resources, local ordinances) and media advocacy sponsored by civic organizations (e.g., Rotary, Lions, Knights of Columbus) set up a conducive environment for program acceptance.

Purse Strings - Most organizations that develop social marketing programs operate through funds provided by sources such as founda-



As mentioned earlier, the Alabel Septage Treatment Facility is part of a grant to the Alabel municipal government and other local government units in the Sarangani Bay. The land utilized for the facility was donated by the Alabel municipal government.

tions, government grants, or donations. This adds another dimension to strategy development—namely, where will you get the money to create your program?



PART 2: THE PROJECT: ALABEL SEPTAGE TREATMENT FACILITY

The Alabel Septage Treatment Facility

The Alabel Septage Treatment Facility, with design capacity of 60 cu.m. per day (optimal capacity is 80 cu.m./day), is the largest of the six that were constructed along Sarangani Bay, including one in Malalag Bay, by the Southern Mindanao Integrated Coastal Zone Management Project (SMICZMP) of the Department of Environment and Natural Resources (DENR). Its objective is to protect the coastal waters of Sarangani from pollution, particularly from domestic sewage by processing septic tank contents before wastewater drains to the bay. Funding came from a loan from the Japan Bank for International Cooperation (JBIC, now JICA). This processing of wastes at the STF reduces the public health risk from pathogens and nutrient contamination of ground and surface water resources.

Like the STFs in the five other coastal towns of Sarangani Province (Malapatam, Glan, Maasim, Kiamba, and Maitum), the Alabel STF was constructed as a grant from the DENR.

There is a concern that the Alabel STF may not turn out to be a viable enterprise. Alabel has a very small local supply base, in terms of households/establishments and desludgeable septic tanks (DSTs), and even if all the present DSTs were to be serviced, the town's STF will stay idle for most parts of the year after the last house is served. There are, at present, only 2,250 DSTs in Alabel based on the inventory done by the Municipal Environment and Natural Resources Officer (MENRO). The estimate is that the STF can service the existing 2,250 DSTs in three months or less.

The Alabel Septage Treatment Facility aims to protect the coastal waters of Sarangani from pollution, particularly from domestic sewage. Based on the Southern Mindanao Integrated Coastal Zone Management (SMICZMP) documents, the Alabel STF has the following objectives:

-  Provide the crucial downstream link for an integrated approach to environmental protection and conservation through the reduction of untreated septage pollution from domestic sources;
-  Improve the water quality of Sarangani Bay to enhance economic productivity and potentials in fishery and marine life;
-  Ensure the protection of environmentally sensitive coastal and marine habitat resources such as reef fishes, mangrove, crustaceans, dugongs and seagrass;
-  Alleviate the socio-economic standards of project beneficiaries through improvements in the sanitation and health conditions;
-  Ensure compliance with existing environmental regulations on the effluent disposal.



The facility can become a financial liability to the municipality unless

- a) More of the other Alabel households (about 10,000) construct properly designed toilets and septic tanks and have them desludged every three years;
- b) Alabel extends the STF service to its big neighbor, the city of General Santos and possibly, even Polomolok, north of General Santos;
- c) All Alabel households regularly pay the desludging fee prescribed by the town's STF ordinance.

A Marketing Plan has been developed to enable Alabel to mobilize the STF market and make the facility financially viable and self-sustaining, and thereby, achieve its environmental and public health objectives.

The Target Market

While the STF's core markets are the households and establishments in Alabel, a larger market is in

neighboring General Santos City. The latter is almost 10 times larger than Alabel in terms of number of households (Year 2009: Alabel - 11,625; General Santos - 94,950) and also hosts numerous industrial, commercial, and institutional establishments, including national government offices.

The magnitude of the General Santos market is highlighted by the sheer number of its households: at least 94,950, most of which have not been desludged during the past 10 years. Approximately 47,897 STs of the General Santos households are 2-chambered and are, therefore, immediate candidates for desludging. But just as important to be desludged are the septic tanks of the General Santos city government, the national government offices, and the various industrial, commercial and institutional establishments.

The four General Santos-based desludgers are a critical part of the marketing chain for the Alabel STF. Any marketing effort or program for the use of the STF in Alabel, therefore, must also be directed to the desludgers.

In essence, the "publics" that the Alabel STF marketing plan is addressing includes the households and establishments in Alabel, the city government of General Santos, national agencies with offices in General Santos, private establishments, and the desludgers based in General Santos.



PART 3: MARKETING PLAN

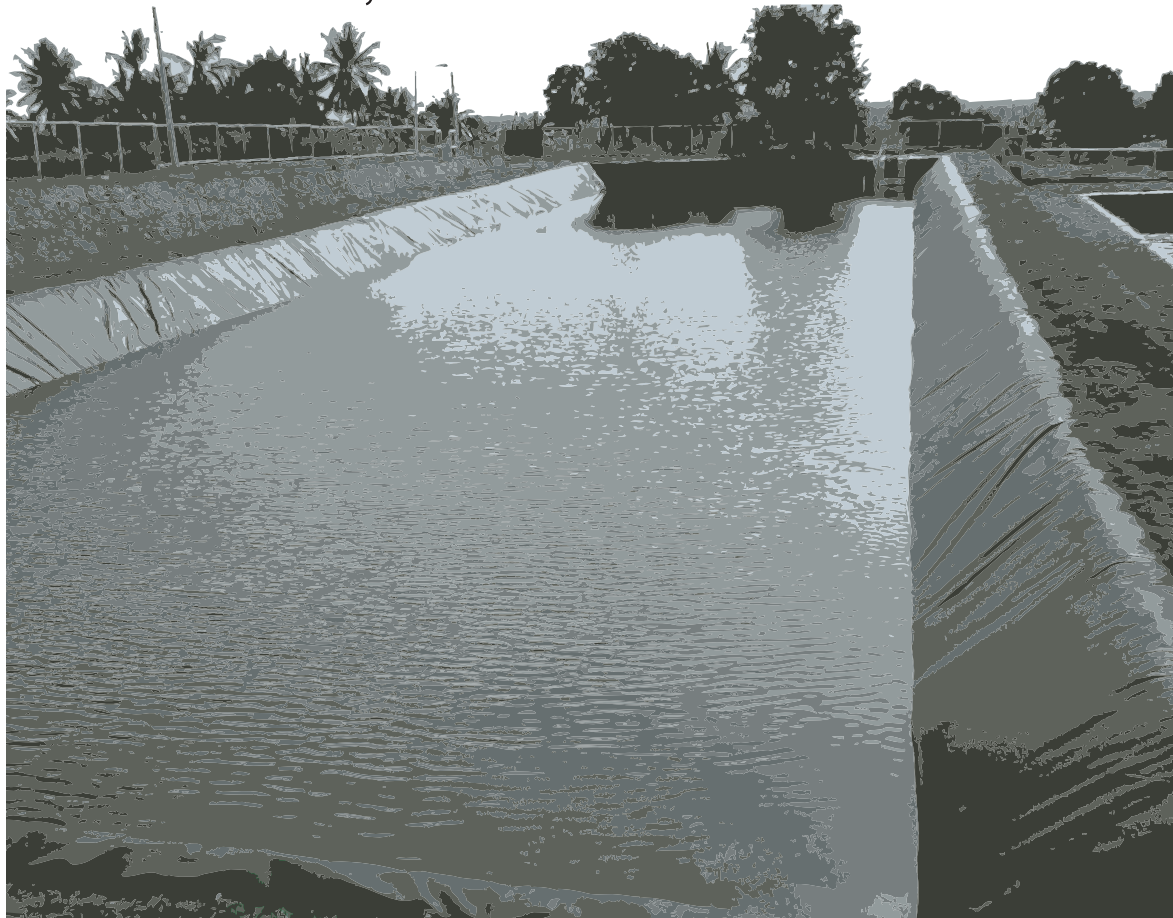
A. What is the STF marketing plan?

The Alabel STF Marketing Plan is an integrated campaign to introduce the Alabel Septage Treatment Facility as a useful service for

munity health status and the quality of water bodies and the environment.

C. Who are the intended “Publics”?

- Households and establishments in Alabel



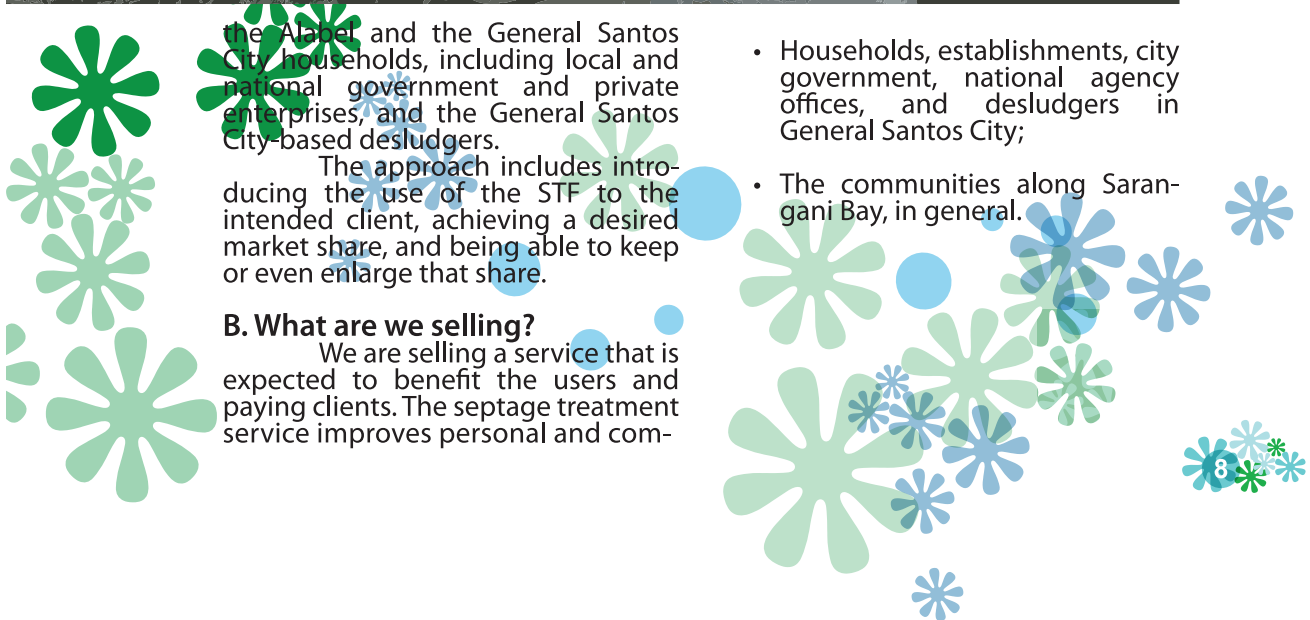
the Alabel and the General Santos City households, including local and national government and private enterprises, and the General Santos City-based desludgers.

The approach includes introducing the use of the STF to the intended client, achieving a desired market share, and being able to keep or even enlarge that share.








B. What are we selling?

We are selling a service that is expected to benefit the users and paying clients. The septage treatment service improves personal and com-

- Households, establishments, city government, national agency offices, and desludgers in General Santos City;
- The communities along Sarangani Bay, in general.



D. What are the objectives and core messages for each type of intended “publics” and the media processes recommended for them?

Intended Public/Core Messages		Media Type/Process	
Intended Public	Core Message	Principal Media	Support Media
Alabel Households 	<i>Salient provisions of the STF Ordinance</i>	<i>Road show, Flyers, Leaflets</i>	<i>Billboard, Tarpaulins, Radio</i>
	<i>Construct appropriate septic tanks</i>	<i>Road show, Flyers, Leaflets</i>	<i>Billboard, Tarpaulins, Radio</i>
	<i>Improve present septic tanks</i>	<i>Road show, Flyers, Leaflets</i>	<i>Billboard, Tarpaulins, Radio</i>
	<i>Desludging of septic tanks</i>	<i>Road show, Flyers, Leaflets</i>	<i>Billboard, Tarpaulins, Radio</i>
	<i>Payment of monthly STF fee</i>	<i>Road show, Flyers, Leaflets</i>	<i>Billboard, Tarpaulins, Radio</i>
	<i>Direct relationship between proper sanitation and public health, cleaner environment and sustainability of water resources, including Sarangani Bay</i>	<i>Road show, Flyers, Leaflets</i>	<i>Billboard, Tarpaulins, Radio</i>
	<i>Desludging of septic tanks by Desludgers</i>	<i>Road show, Flyers, Leaflets</i>	<i>Billboard, Tarpaulins, Radio</i>
Alabel establishments 	<i>Direct relationship between proper sanitation and public health, cleaner environment and sustainability of water resources, including Sarangani Bay</i>	<i>Road show, Flyers, Leaflets</i>	<i>Billboard, Tarpaulins, Radio</i>
	<i>Desludging of septic tanks</i>	<i>Billboard, Tarpaulin, Radio</i>	<i>Road show, Flyers, Leaflets</i>
General Santos City Households 	<i>Direct relationship between proper sanitation and public health, cleaner environment and sustainability of water resources, including Sarangani Bay</i>	<i>Road show, Flyers, Leaflets</i>	<i>Billboard, Tarpaulin, Radio</i>
	<i>Use of Alabel STF</i>	<i>Billboard, Tarpaulin, Radio</i>	<i>Road show, Flyers, Leaflets</i>
	<i>Desludging of septic tanks</i>	<i>Flyers, Leaflets</i>	<i>Billboard, Radio, Billboard</i>
General Santos City Establishments 	<i>Direct relationship between proper sanitation and public health, cleaner environment and sustainability of water resources, including Sarangani Bay</i>	<i>Road show, Flyers, Leaflets</i>	<i>Tarpaulin, Radio, Billboard</i>
	<i>Use of Alabel STF</i>	<i>Flyers, Leaflets Meeting with Local Executives</i>	<i>Radio, Billboard, Radio</i>
	<i>Desludging of septic tanks</i>	<i>Flyers, Leaflets</i>	<i>Billboard, Tarpaulin, Radio</i>
General Santos City Government Offices 	<i>Direct relationship between proper sanitation and public health, cleaner environment and sustainability of water resources, including Sarangani Bay</i>	<i>Road show, Flyers, Leaflets Meeting with Local Executives</i>	<i>Billboard, Radio</i>
	<i>Use of Alabel STF</i>	<i>Flyers, Leaflets Meeting with Agency Heads</i>	<i>Billboard, Radio</i>
National Government Offices 	<i>Desludging of septic tanks</i>	<i>Flyers, Leaflets</i>	<i>Billboard, Tarpaulin, Radio</i>
	<i>Direct relationship between proper sanitation and public health, cleaner environment and sustainability of water resources, including Sarangani Bay</i>	<i>Road show, Flyers, Leaflets Meeting with Agency Heads</i>	<i>Billboard, Radio</i>
	<i>Use of Alabel STF</i>	<i>Flyers, Leaflets, Meeting with owners of Desludgers</i>	
General Santos-based Desludgers 	<i>Use of Alabel STF</i>	<i>Flyers, Leaflets</i>	

E. Description of each Media Type and Processes

Radio Messages

Radio is still an effective and widely use mode of disseminating information. Based on the 2007 household survey conducted by the SuSEA TAMS, some 43% of the GenSan respondents rely on radio for information, second to television, which is the main source of information in all areas, whether they are lowland or upland, rural or urban, commercial or agricultural. Radio spots are, of course, cheaper than TV clips.

The proposed radio messages will take the form of “Did you know?” or “Alam ba ninyo?” The messages will be in Tagalog and Cebuano. While Tagalog is generally understood in General Santos City, Alabel, and other parts of South Cotabato because of the popular “telenovelas” and game shows beamed from Manila-based TV stations, local residents use Cebuano as the daily language in their homes. The central themes of the messages are on the need for properly constructed septic tanks (at least two-chamber and water-tight), regular desludging, and threats of under-sludged septage to family, community health, and water (ground and surface) resources.

Some of the messages in English [and Cebuano] are:

“Did you know that many toilets and septic tanks are not designed properly? And that many septic tanks are only one chamber-septic tanks? And that in accordance with the Sanitation Code, septic tanks should be watertight and should have at least two chambers? What about your Septic Tank?”

[Nasayod ba kamo na kadaghanan sa kasilyas ug septic tank walay saktong pagbuhat? Ug kana na mga septic tank adunay usa lamang ka luna? Tungod sa pamaagi sa Sanitation Code, gikinahanglan na ang mga septic tanks selyado ug adunay duha ka luna.]

“Did you know that most septic tanks have not been desludged or emptied since construction? And that undesludged septic tanks can contaminate ground water and even the river and the sea where children swim and women wash clothes?”

[Nasayod ba kamo na kasagaran sa mga septic tank wala miagi ug habwa sukad kani gibuhat? Ug kani mi resulta sa kahugaw sa atong tubig, ug bisan sa atong mga sapa kung diin nagapahimulos sa pagsalum salum ang atong mga kabataan ug paglaba sa atong mga kababaihan? Ug tungod niana, daghan kaso sa pagkasakit sama sa pagkalibang tungod sa kahugaw sa tubig?]

“Did you know that there is a big Septage Treatment Facility in Alabel, which is state-of-the art and can process or clean the wastes coming from septic tanks? That all other coastal towns of Sarangani have a Septage Treatment Facility, although smaller than that in Alabel?”

[Nasayud ba kamo na adunay dakong Septage Treatment Facility sa Alabel na moderno ug garantisadong pag proseso sa mga hugaw na gikan sa septic tank? Na usama sa nagka laiyang lungsod sa Sarangani, adunay Septage Treatment Facility na mas gamay na mga pasilidad ikumpara sa Alabel?]

“Did you know that communities can be healthier and more livable if they are clean and sanitary? And when communities are healthier, their people are also healthy and more productive?”

[Nasayud ba kamo na ang komunidad mamahimong mag-malambuon ug hapsay ang pamuyo kung kani limpyo ug luwas sa sakit? Ug kung ang komunidad malambuon, mismo ang lumolupyo hamugaway ug himsog ang pamuyo.]





The messages obviously target not just the Alabel residents but also those in General Santos and in other towns and cities reached by the radio stations. This is the reason why most messages do not mention the Alabel STF ordinance, which requires appropriately designed and constructed septic tanks and desludging every three years. On the whole, these radio messages can be an effective sanitation advocacy tool within the beaming range of the radio stations.

Radio placements and broadcasts about the Alabel STF will be done initially for one year but it will be advisable to run radio spots for two years, using the more popular AM radio stations in General Santos, with the following frequency and sequence: First 4 months – 5 spots, prime time; second 3 months – 3 spots, prime time, and last 5 months – 4 spots, prime time. There are several popular AM (and FM) radio stations beaming in General Santos City, Alabel, and adjacent towns.

The reduction in frequency during the second three months is based on the assumption that the message has reached a critical mass of audience in Alabel and General Santos and Alabel can reduce advertising cost. After all, the messages will still be aired and broadcasts will be increased during the last 5 months.

Billboards

The advantage of billboards as a medium in delivering messages is that they present immobile messages and can be viewed repeatedly as pedestrians and commuters pass a thoroughfare.

Billboards on sanitation, with a width of up to two meters and height of four meters, are proposed to be installed in conspicuous places along the Alabel highway, on busy thoroughfares between GenSan and Alabel and in vehicle-busy barangays like Lagao, Dadiangas West, Bula, Labangal and Apopong. Messages in tarpaulins may also be mounted on billboards. The billboard messages convey the following: the need to desludge septic tanks regularly; the

importance of having septic tanks that are at least two-chambered and water-tight, and the presence of a septage treatment facility in Alabel. A few of the billboard and tarpaulin messages that Alabel may consider are shown in Annex A.

Since the purpose of the billboards is for the mutual benefit of both Alabel and General Santos City, Alabel may request exemption from any fee that General Santos usually imposes on billboards.

Tarpaulins

While billboards are to be installed along the major thoroughfares, tarpaulins will be hanged in public markets, bus terminals, malls, church yards and near schools. Tarpaulins will carry messages on desludging and use of the Alabel STF, and will show eye-catching visuals on sanitation themes.

Leaflets and Flyers

Flyers or Brochures

Brochures are handy materials that explain a product or service, usually coming in pictures, figures, and short texts. They are usually graphically designed and come out in color to make them attractive. Brochures, however, can be expensive depending on their make up. For the Alabel STF, Alabel may produce brochures in limited number for distribution to big establishments, government offices, and to the barangay captains who can be focal persons in information dissemination on sanitation concerns.

The brochures are to be printed in English, with a Cebuano version template that can be produced readily.

One Page Leaflet

Leaflets, usually written as one-page information bulletins, are cheaper to produce and can be printed in large numbers. They can contain as much information on sanitation, properly designed septic tanks, health and environmental



value of desludging, and others that can educate the audience and change behavior.

Leaflets are better written in the dominant local dialects, which, in the case of General Santos and Alabel, are Tagalog and Cebuano. More leaflets about the STF and its services are suggested to be written by the Alabel MENRO as situations call for.

The leaflets are to be disseminated to households up to 3 times a year.

Road Shows

The conduct of road shows on the STF complements and reinforces the use of media. It is also part of the Alabel's Local Sustainable Sanitation Promotion Plan.

A road show is a personal presentation of a product or service. It may be done for a small group (e.g., 15 households) or a bigger number of audience (e.g., 50 households). It may also be a presentation to a group of major potential clients (e.g., major establishments, government offices and other institutions) or decision makers (e.g., barangay captains).

An effective way of doing a presentation is using visuals to explain how the STF works and what it does to protect the environment. In some cases like the Alabel audience and the establishments in General Santos City, the method of desludging may also be presented. In any case, the purpose of the road show is to explain the product visually and orally, and to be able to respond to queries and requests for clarification. For the Alabel audience, important provisions of the STF Ordinance (e.g., specifications for correctly designed and constructed septic tanks, mandatory desludging every three years, STF fee, and the health and environmental objectives) should be presented and explained. This message can also be used in the General Santos City road shows considering that GenSan plans to adopt a similar ordinance (or may have already passed one by the time the road shows are conducted).

A road show is to be conducted

by one Alabel speaker, to be aided by one documentor and one assistant who will take care of setting up the audio visual equipment, distribute hand-outs like leaflets, and record attendance.

Since there is big area to be covered in Alabel and General Santos, it is advisable for Alabel to train about 5 to 7 speakers who can conduct road shows. The assistants will also be trained on audience management and services while the documentors will be coached on how to record questions and responses.

Four road shows are to be conducted monthly for a period of at least 12 months. Alabel may decide to cover more areas, particularly in General Santos City.

The Marketing Point Person (MPP) will be responsible for arranging the road shows which will involve coordination with barangay captains/purok leaders (both in Alabel and General Santos City); scheduling and assigning the road show teams; and ensuring that the necessary equipment and hand-outs are made available.

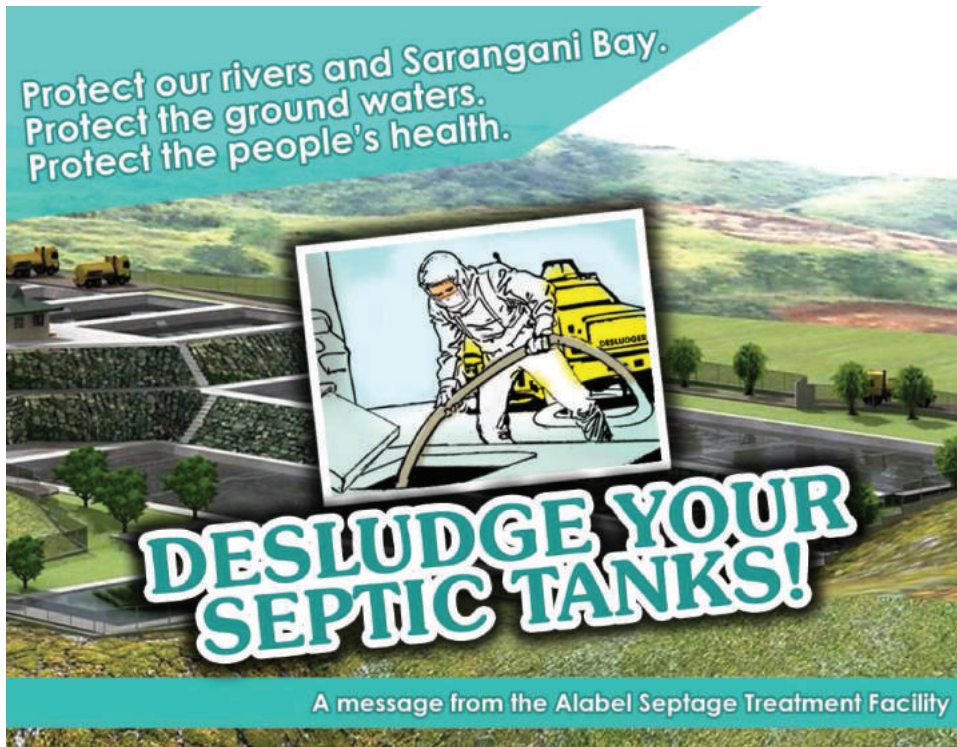
The MPP will also review the road show documentation reports as guide for any adjustment or improvement on the conduct of the road shows.

Entering into a Memorandum of Agreement

Alabel has entered into a Memorandum of Agreement (MOA) with General Santos City and may pursue a similar arrangement with Polomolok, South Cotabato for the use of its Septage Treatment Facility. The MOA will address the desludging services of government buildings (city/town hall, public markets, barangay halls, gymnasiums) and other LGU offices and facilities.

The MOA will affirm the client LGU's (e.g., GenSan and Polomolok) commitment to have their septic tanks emptied by authorized desludgers and be brought to the Alabel STF at the agreed fees. It will also provide the rate and mode of payment (e.g., per service, monthly, quarterly).





Sample Billboard

Similar agreements can be forged with government schools, other government institutions (national government offices), and major establishments like hotels, malls, large restaurants, resorts, and commercial/institutional building owners.

A separate MOA needs to be forged between Alabel and the private desludgers that will allow the latter to use the Alabel STF.

F. Use of a Logo

The use of a logo helps in product identification and branding. The sample billboard above shows a desludger doing his work. It is a very powerful image that should be carried in all printed materials of the campaign.

This billboard has positive traits such as its image, short but clear messages, and cool colors. It has the potential to be an effective image for the project. One requirement though is to pretest the image and determine how it resonates with the intended publics so that improvements can be effected.

For example, there may be a need to have Tagalog and Cebuano versions of this billboard. The possibility of using "Empty" or "Clean" in place of or in parentheses after "Desludge" may also be explored.

The addition of the word "now" after "tanks" may also be a good call to action.

With these recommendations, the main tagline of the campaign would be "Desludge (Clean or Empty) Your Septic Tanks Now!"

PART 4: PRICING STRUCTURE

Fee Structure:

The price of using the Alabel STF has always been a contentious issue as far as General Santos and the desludgers are concerned. The tipping fee of PHP500 per cu.m of septage imposed on private desludgers is considered by both General Santos City and the desludgers prohibitive and unreasonable.

Alabel charges its households PHP35.00 per month or PHP360 per year or a maximum of PHP1080 for three years, plus an additional PHP5.00 per month in excess of 5 cu. m. Service includes desludging and processing of wastes at the STF. The price for these services is PHP60/month or PHP600/yr and an additional payment of PHP10.00-cu.m/month in excess of 5-cu.m for commercial and industrial establishments located in Alabel.

For households outside Alabel, the fee is PHP3,000.00/HH and an additional of PHP500.00/cu.m in excess of 5-cu.m while for commercial establishments, Alabel charges PHP3,500.00/establishment and an additional of PHP750.00/cu.m in excess of 5-cu.m.

The Alabel STF cannot be viable if it were to rely on its own internal market. Conversely, it can only be self-sustaining and viable if it were to expand its market but this would require restructuring its price schedules to make its service attractive.

Price for LGU General Santos City

As an expression of good will for General Santos, Alabel may use a price level that is mutually acceptable to cover desludging, transport, and treatment.

Leveling the price for General Santos is actually more than just an expression of good will. It may be considered a "compensation" to General Santos for opening up a large market by legislating an ordinance that will require mandatory desludging of septic tanks and thereby bolster the STF's capacity to generate

continuous inflow of revenues and sustain itself.

Price for Desludgers

The pricing or tipping fee for the desludgers has to consider several aspects. These are: 1) their present desludging operations may be considered minimal (two desludging clients per month); 2) they dispose raw septage to unauthorized places and, therefore, do not pay any kind of tipping fee; 3) the proposed General Santos septage management ordinance will impose mandatory desludging of households and establishments, which will definitely bolster the business operations of the desludgers; 4) the marketing efforts of Alabel through the use of billboards, radio (and possibly, TV), distribution of brochures, flyers and leaflets about desludging and the STF, and the road shows to be conducted by Alabel.

The first two present a business-as-usual situation. Their impact on the environment and on making the community more liveable is, at most, minimal, and even negative. The second two aspects are expected to generate brisk business that the desludgers have not experienced in their many years of operation. The number of desludgings will increase without any effort on the part of the desludgers, thanks to the marketing efforts of Alabel and the policy push from General Santos.

It is, therefore, fair and reasonable to factor in some marketing costs to the tipping fee to be charged to the desludgers. But it is also important for Alabel to scale down its present fee for STF users coming from other places. The recommended tipping fee is PHP218/cu.m. This includes 20% depreciation cost (of the STF) and management fee.

Price for Major Establishments and Institutions, Including Government Offices

Like General Santos City, Alabel may enter into MOAs with other government offices and major





establishments in General Santos City although another option is to enlist the services of the desludgers.

In case the major establishments and government offices opt for a direct agreement with Alabel, their arrangement may be patterned after the MOA to be entered between Alabel and General Santos City, with some adjustments. This MOA can spell out certain regularity in the frequency of desludging and enable Alabel to plan and schedule more efficiently the use of its STF and

desludging facilities. The price may be set higher compared to the fee to be paid by General Santos City for its buildings and facilities but should be lower than the present price that the desludgers charge.

In sum, Alabel has to formulate a more flexible pricing structure. If necessary, its STF ordinance must be amended to allow the Local Chief Executive to make more realistic marketing and pricing decisions and thereby stimulate and sustain growth of the STF.

Part 5: Enforcement Of Ordinances To Complement The Marketing Campaign

Enforcing the Alabel STF Ordinance

While the marketing activities are expected to stimulate behavior change among Alabel households to construct appropriate septic tanks or retrofit existing facilities, there is still a need for a legal push. This means enforcing the town's STF ordinance which mandates correctly designed and constructed septic tanks. Article X of the STF Ordinance mandates the MENRO, MHO, Office of the Building Official, Office of the Municipal Treasurer, and the Philippine National Police in Alabel as Ordinance "Enforcers". Among these, however, the Municipal Health Officer has the inherent mandate for health and sanitation. The MHO, through the Sanitary Inspector and Barangay Sanitation Volunteers should implement a program of inspecting toilets and discussing with households concerned the mandatory obligation of having sanitary toilets. The barangay captains can also take the lead in their communities in urging or reminding their constituents on this, with a gentle reference to their obligation under the STF ordinance.

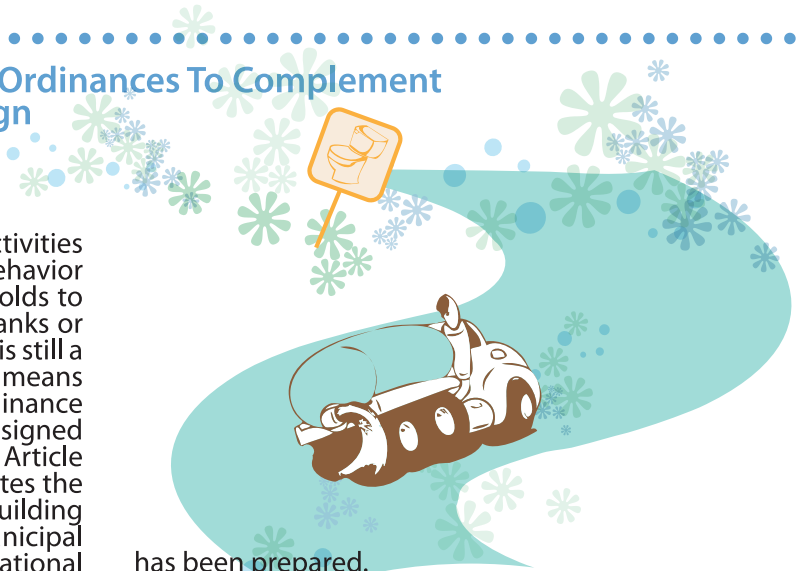
Enforcement, however, is not expected to be easy considering that desludging and paying for these services are new obligations that, before now, have not been tried. This is one reason why this Marketing Plan

has been prepared.

Collaborating with the Environmental Management Bureau and the Department of Health as Part of Enforcement and Promotion

Alabel may also enter into a MOA with the DENR-EMB regional office that will request the EMB to file a pollution case to desludgers that do not have an Environmental Compliance Certificate (ECC) or sustainable and environment-friendly way of disposing of sludges. A similar agreement can be forged with the DOH regional office to file a case for non-compliance with the sludge disposal section of the Operations Manual for Septage Management (and probably the absence of an ECC).

Both MOA are expected to bolster the marketing of the STF and enforcement of existing sanitation and environmental regulations.



Part 6: Implementing the Marketing Plan

Appointing or assigning an STF or facility marketing person is a critical action to carry out the Marketing Plan, as in the case of Alabel. The designation and training of “territory managers” who will be responsible for implementing the Marketing Plan in their respective assignments may also be considered..

It is very important that the Marketing Point Person and the territory managers for marketing the STF understand fully the objectives and strategies of the marketing plan. The resources to undertake the marketing activities should be committed by the LGU. But even with a

concerned authorities for permission to install billboards and tarpaulins; negotiating with radio stations, and coordinating with heads of barangays and puroks activities that need to be planned and executed. Likewise, the LGU has to organize and train speakers for the road shows.

Monitoring and evaluation (M&E) of the implementation of the Marketing Plan shall be done starting on the second month of implementation. M&E will enable the LGU to institute improvement measures to make the plan work effectively. This will be done by the STF Working Group or any special group that the



Marketing Point Person, the Municipal Environment and Natural Resources Office shall continue to actively participate in the various activities to ensure that the marketing plan is carried out.

There are detailed activities involved in each of the major advertising and promotion elements. For example, the various advertising messages and the design of the billboards and tarpaulins have to be reviewed and finalized by persons designated by the Mayor. Other activities include selecting contractors and negotiating with the

Mayor may create and task. A matrix of the activities to be undertaken to carry out the Marketing Plan is in Table 3.

Necessarily, LGU Alabel has to allocate the needed budget to carry out the plan. The budget will be spent for production of tarpaulins and flyers, construction and installation of billboards and buying radio time. The other budget item is for the conduct of road shows as described in the plan. This budget is the same item proposed in Alabel’s Local Sustainable Sanitation Promotion Plan.

TABLES

Table 1: Location of STFs in Sarangani

LGU with STF Barangay/Municipality	Daily Capacity (cu.m)	Distance of LGU from Gen. Santos	Distance of STF from Mun. Hall	Total Road Distance to Gen. Santos
Bagacay, Alabel	60	15	4	19
Patag, Malapatan	25	31	13	44
Mudan, Glan	25	61	12	73
Kamanga, Maasim	20	43	9	52
Kapate, Kiamba	20	91	6	97
Kalaneg, Maitum	20	109	5	124

Table 2: List of Radio Stations and Rates (2010)

Radio Station	Rates	Remarks
RGMA Network	PHP90/15 seconds PHP150/30 seconds Package 1: PHP11,200(30 seconds/5 spots + 2 bonus for 1 month) Package 2: PHP5,600(30 seconds/3 spots + 2 bonus for 1 month)	
Bombo Radyo Phils.	PHP300/15 seconds PHP600/30 seconds PHP960/45 seconds PHP1,200/60 seconds PHP1,699.99/5 minutes	Popular in the Gen. Santos area
RMN	PHP300/30 sec. (6am-12n) primetime PHP100/30 sec. (12n-9pm) Package: PHP5,000 4 spots/day for 1 month (non-primetime)	
1 FM Station in GenSan	PHP200/spot (primetime) PHP3,000 6 spots/day for 1 month	
RPN DXDX	PHP40/15 sec. PHP80/45 sec. PHP60/30 sec. PHP100/60 sec. Package: PHP500/mo. 2 spots daily/15 sec. PHP1,000/mo. 5 spots daily/30 sec. PHP2,000/mo. 8 spots daily/45 sec. PHP3,000/mo. 8 spots daily/60 sec.	
DXGS	PHP120/spot primetime PHP90/spot non-primetime	
DXCP	PHP200/spot	
DL Media Production	Package 1: PHP3,500 3 15 sec. spots + 1 bonus daily	Popular in GenSan
K101 FM Love Rario	Package 2: PHP50/ 15 sec. spot	
ABS-CBN	PHP150/15 sec. spot	
MOR FM		

Table 3: Activity and Timeline (Start: July 2010)

ACTIVITY	Year 1				Year 2				Responsible Person	Budget
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Review of Marketing Plan	█								MENRO, Mayor, Sanggunian Bayan (SB)	None
Official adoption of the plan	█								SB, Mayor	None
Designation of Marketing Point Person	█								Mayor	None
Use of Radio										
Review, refine, finalize messages	█								Marketing Point Person, LGU Information Officer, STF Technical Working Group	None, unless Alabel hires a professional
Select station and negotiate for placement	█								MPP, LGU Bids and Awards Committee	None
Airing of messages		█	█	█	█	█	█		Contracted radio station	1st year PHP54,000 2nd year PHP71,600
Monitor and evaluate use of radio			█	█	█	█	█		STF TWG or Special Group created by the Mayor	Part of the tasks of the TWG
Use of Billboards										
Review, revise, finalize design and messages	█								MPP, LGU Info Officer, STF TWG	None, unless a professional is hired
Select and contract designer	█								MPP, LGU Bids and Awards Comm.	None
Secure permission from GenSan Gov't re sites	█								LGU, MPP, Contracted Billboard maker	Part of Alabel's regular operating budget
Negotiate with other agencies for billboard installation	█								LGU, MPP, Contracted Billboard maker	Part of Alabel's regular operating budget
Construction of billboard	█								Contractor	PHP25,000 15 pcs. at PHP5,000 each
Installation		█							MPP or Contractor	May be part of the contract
Monitor and evaluate use of billboard			█	█	█	█	█		STF TWG or Special Group created by the Mayor	Part of the tasks of the TWG
Use of tarpaulins										
Review, refine, finalize design and messages	█								MPP, Information Officer, MENRO	None, unless a professional is hired
Select and contract designer	█								MPP, Bids and Awards Comm.	None
Secure permission from establishments in GenSan for sites	█								MPP	Transportation expenses – part of MOE
Production	█								Contractor	PHP50,000 for 100 pcs.
Installation		█	█	█	█	█	█		MPP	Part of MOE or part of the contract
Monitor and evaluate use of tarpaulins			█	█	█	█	█		TWG or Special Group created by the Mayor	Part of the tasks of the TWG
Use of Flyers/ Leaflets/ Brochures										
Review, refine, finalize design and messages	█								MPP, Info Officer, TWG	None, unless a professional is hired
Select and award production of brochures	█								MPP, Bids and Awards Comm.	None
Production of brochures	█								Contractor	PHP15,000 at PHP7,500/year (1,000 copies at PHP15 each)









Table 3: Activity and Timeline (Start: July 2010)

ACTIVITY	Year 1				Year 2				Responsible Person	Budget
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Production of flyers and leaflets									Contractor	PHP40,000 at PHP20,000/year (10,000 copies at PHP2 each)
Distribution Monitor and evaluate use of brochures, flyers, and leaflets									MPP, MENRO TWG or Special Group created by the Mayor	Part of MOE Part of the tasks of the TWG
Road shows										
Prepare guidelines for road shows									MPP, Info Officer, MENRO	None
Plan and schedule									MPP, Info Officer, MENRO Members of the Road Show Team	None
Coordinate with local officials									MPP, Members of the Road Show Team	Part of the MOE
Conduct road shows									Road Show Teams	PHP284,000 for about 95 road shows for 2 years
Monitor and evaluate effectiveness of road shows									TWG or Special Group created by the Mayor	Part of the tasks of the TWG
Coordination meetings										
With Desludgers									MPP, MENRO	PHP4,800 1st yr. PHP3,200 2nd yr. PHP1,600 PHP800/meeting
With General Santos City Officials									MPP, MENRO	PHP12,000 1st yr. PHP8,000 2nd yr. PHP4,000 PHP2,000/mtg
With national agencies heads									MPP, MENRO	PHP12,000 1st yr. PHP9,000 2nd yr. PHP3,000 PHP3,000/mtg
With major establishments									MPP, MENRO	PHP21,000 1st yr. PHP15,000 2nd yr. PHP6,000 PHP3,000/mtg
Overall evaluation of the implementation plan									Special Group created by the Mayor	None

ANNEXES

Annex A: Suggested Billboards (popular colors include red, orange, and yellow)

<p>Nagpasipsip ka na ba Ng iyong Septic Tank?</p> <p>Baka magkaproblema ka?</p> <p>Call a Desludger.</p>  <p><i>A message from the Alabel Septage Treatment Facility (STF)</i></p>	<p>Protect our rivers and Sarangani Bay. Protect the ground waters. Protect the people's health.</p> <p>DESLUDGE YOUR SEPTIC TANKS!</p>  <p><i>A message from the Alabel Septage Treatment Facility (STF)</i></p>
<p>Kailan pa Natanggal ang Laman ng inyong Septic Tank?</p>  <p>Matagal na? Never?</p> <p>Baka Magka-problema ka?</p>  <p>Call a Desludger.</p> <p><i>A message from the Alabel Septage Treatment Facility (STF)</i></p>	<p>EMPTY YOUR SEPTIC TANKS!</p>  <p>CONTACT A DESLUDGER NOW.</p>  <p>THE ALABEL SEPTAGE TREATMENT FACILITY IS READY TO RECEIVE YOUR WASTES!</p> <p><i>A message from the Alabel Septage Treatment Facility (STF)</i></p>
<p>MAKE OUR CITY HEALTHIER AND LIVEABLE!</p> <p>MAKE SURE YOUR SEPTIC TANK HAS AT LEAST TWO CHAMBERS.</p>  <p>MAKE SURE YOUR SEPTIC TANK IS WATER TIGHT.</p>  <p><i>A message from the Alabel Septage Treatment Facility (STF)</i></p>	<p>KUNG GUSTO NINYONG MAGPASIPSIP NG INYONG SEPTIC TANK.</p>  <p>CALL A DESLUDGER.</p>  <p><i>A message from the Alabel Septage Treatment Facility (STF)</i></p>

**PAG-AMPING SA ATONG SAPA UG SA SARANGANI BAY
PAG-AMPING SA ATONG TUBIG NA GINAINOM
PAG-AMPING SA TAWHANONG PANGLAWAS
PAGPAHABWA SA IMONG SEPTIC TANK**



A message from the Alabel Septage Treatment Facility (STF)

EMPTY YOUR SEPTIC TANKS!



CONTACT A DESLUDGER NOW!



**THE ALABEL SEPTAGE TREATMENT FACILITY
IS READY TO RECEIVE YOUR WASTES!**

A message from the Alabel Septage Treatment Facility (STF)

PAGPAHAW-AS SA IMONG SEPTIC TANK



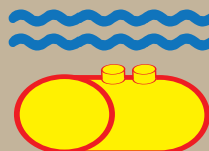
PAKIPAG-ALAYON SA HINGTUNDAN KARON



**SEPTAGE TREATMENT FACILITY SA ALABEL
ANDAM MODAWAT SA INYONG HUGAW!**

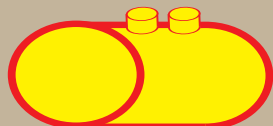
A message from the Alabel Septage Treatment Facility (STF)

**BUHATON TA NA HIMSOG UG MAPASIGARBONG
PAGPUYO ANG ATONG SYUDAD.
BUHATON TA NA DUWA KA LUNA
ANG ATONG SEPTIC TANK.
BUHATON TA NA SELYADO
ANG ATONG SEPTIC TANK**



A message from the Alabel Septage Treatment Facility (STF)

**PAG-AMPING SA ATONG KINAIYAHAN
SAKTONG PAGBUHAT SA ATONG SEPTIC TANK
PINAAGI SA DUHA KA LUNA SA ATONG
SEPTIC TANK MAMAHIMONG**



A message from the Alabel Septage Treatment Facility (STF)

KANUS-A PA NAHABWA ANG INYONG SEPTIC TANK



DUGAY NA BA O SUKAD WALA PA?



TAWAGI ANG HINGTUNG DAN.

A message from the Alabel Septage Treatment Facility (STF)

ANNEX B: Sample Leaflet

The Alabel Septage Treatment Facility (For translation to Tagalog and Cebuano)

Everyday each of us produces waste, including wastewater. This happens when we use the toilet, take a bath, wash dishes, clean the house, and do any activity that uses water.

About 85% of the water that we use becomes wastewater which already contains pollutants after use.

We can also say that 85% of the water supplied to households, coming from the Water District, water associations, and other sources becomes wastewater.

An individual uses an average of 150 liters of water daily. Multiplying this by 85%, a family of five members therefore uses 637.5 liters every day; 19,125 liters per household every month; and 229,500 liters (229.5 cu. m) per household per year. A barangay with a population of 10,000 would produce 1,275,000 liters (1275 cu.m) of wastewater daily or 459 million liters (450,000 cu.m) annually. This indicates the volume of dirty water that goes to any or all of the following: groundwater, creeks, rivers, and the sea.

Our ground water, creeks, rivers, and seas are closely linked with our health (drinking and cooking

water), livelihood (fishing, aquaculture, tourist destinations and services), and recreation (e.g., swimming). Considering the importance of these water resources to the livelihood and welfare of people and communities, it is easy to agree that it is important that these water resources are protected from further contamination and pollution.

One approach in protecting our water resources is to address sanitation problems of households and communities. At the minimum, they should have toilets. Most preferably, these toilets should be equipped with septic tanks that conform to the requirements of the Sanitation Code (PD No. 856). Septic tanks need to be desludged periodically (e.g., 3 to 5 years) and desludged material should be brought to and treated at an authorized septage treatment facility.

There is a septage treatment facility in Alabel, Sarangani. It was constructed in 2007 through the assistance of the Japanese government. It was inaugurated in March 2008, after the DENR formally transferred it to Alabel.