

T1**Ignition and Demand Creation**

Summary: This tool provides an overview of promising approaches for igniting or triggering a community and for longer-term approaches that aim to build demand, motivation and ability to address sanitation and hygiene issues. These include Community-Led Total Sanitation (CLTS), sanitation marketing and community health clubs (CHC).

Application Within the Planning Process:

Step 1: Process Ignition and Demand Creation

Related Tools:

T3 Participatory Assessment Methods

T4 Organising Meetings, Events and Workshops

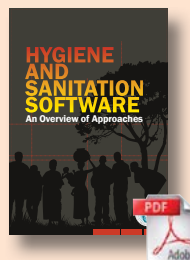
Purpose The purpose of this tool is to provide guidance on selected community ignition and demand creation approaches. The CLTS-based kick-off events in step 1 of the CLUES process should create momentum and a good basis for the community-led planning process. They are most effective in communities with poor hygiene behaviour and prevalence of open defecation. Kick-off events should aim to facilitate the community on a journey of discovery that will hopefully lead to a change of behaviour and achieve mass social mobilisation (“ignition”). The tool also provides information on two longer-term approaches to awareness raising for WASH (water, sanitation and hygiene) in urban contexts: sanitation marketing and community health club initiatives.

How to use this tool? Document D1.1 contains detailed information and recommendations on how to go about community ignition using the triggering step of the Community-led Total Sanitation (CLTS) approach (pp. 20-41). The second resource document is a comprehensive compendium on hygiene and sanitation software (D1.2). It provides an overview of other approaches such as sanitation marketing (pp. 86-94) and community health clubs (pp. 53-56). Further participatory techniques are presented in Tool T3. Guidance on how to organise a community meeting is provided in T4.

Resources**Document D1.1:**

Kar, K. and Chambers, R. (2008). *Handbook on Community-Led Total Sanitation*. Plan UK. London, UK.

[D1.1.pdf](#)

**Document D1.2:**

Peal, A. et al. (2010). *Strategic Hygiene and Sanitation Software. An Overview of Approaches*. WSSCC. Geneva, Switzerland.

[D1.2.pdf](#)