GARID
GREATER ACCRA RESILIENT AND INTEGRATED DEVELOPMENT

MINISTRY OF WORKS AND HOUSING
REPUBLIC OF GHANA

GREATER ACCRA RESILIENT AND INTEGRATED DEVELOPMENT PROJECT

SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION STRATEGY & ACTION PLAN 2022-2025

Presented By:

VALUE Advertising
P. O. Box AH 184, Achimota, Accra-Ghana
Tel: +233 (0)246 815 713 / +233 (0)548 353 345 / +233 (0)302 250 938
Email: info@valueadvertisinggh.com
Website: www.valueadvertisinggh.com

December 2022

PREFACE

The Greater Accra Resilient and Integrated Development Project (GARID) is a bold attempt by Government of Ghana to address flooding within the Odaw River basin of the Greater Accra Region. The Project aims at improving drainage, solid waste management and provision of services and infrastructure in priority flood prone informal settlements within the Odaw basin.

To successfully address the challenges posed by indiscriminate solid waste disposal practices, poor land use, building in water ways, and other adverse behavioural practices that contribute to flooding in the GARID Project's target communities, there is the need to sensitise the population, especially, communities along the Odaw River Channel to change their behaviours and adopt sound waste disposal and climate-resilient flood mitigation practices that will make it possible for them to live in harmony with the environment.

This Social and Behaviour Change Communication (SBCC) Strategy will complement the implementation of the ongoing Government's flood control measures under the GARID Project to improve flood risk and solid waste management situations in the Greater Accra Region. The strategy outlines the SBCC objectives, the key stakeholders, key messages and the communication channels to reach them as well as an implementation plan and a monitoring and evaluation guide.

As the sector Minister charged with the responsibility of ensuring formulation, monitoring, evaluation and the implementation of policies, plans and programmes for the sustainable management of public landed properties, drainage, coastal protection and safe, secure, decent and affordable housing for Ghanaians, I will continue to ensure that national flood control programmes are implemented in an effective, efficient, targeted and coordinated manner to help His Excellency Nana Addo Dankwa Akufo-Addo achieve his vision of substantially reducing the incidences of flooding in Ghana.

I, therefore, urge the various Metropolitan, Municipal and District Assemblies in Ghana, particularly those within the Greater Accra Metropolitan Area to support the implementation of this strategy and complement the SBCC campaign by intensifying their enforcement activities and strictly applying their sanitation bye-laws and the building regulations in sanctioning violators without fear or favour. I also call on other key stakeholders to give the GARID Project Coordinating and Implementation Units the necessary support and collaboration to ensure successful implementation of the strategy.

HON. MINISTER OF WORKS & HOUSING

ACKNOWLEDGEMENTS

The Ministry of Works and Housing extends its appreciation to the wide range of Ministries, Department and Agencies (MDAs) who supported in the review of this SBCC Strategy for the GARID Project. The invaluable inputs from the seventeen (17) GARID Project's core Metropolitan and Municipal Assemblies are acknowledged.

Special mention to the staff of the GARID Project Coordinating Unit for their hard work and dedication that ensures that the Strategy sees the light of day.

The Ministry particularly appreciates the collaboration and formidable partnership with the World Bank, and other donor partners for the delivery of this SBCC Strategy.

EXECUTIVE SUMMARY

Climate Change risks have become a major challenge to countries globally. In Ghana flooding has remained a major problem in Accra since the early 1930s with significant flood events/disasters recorded over the years. Many scholars have attributed the flooding events in the city to climate change variability, i.e., changes in rainfall and temperature patterns and coastal inundation and erosion, poor physical planning, and flaws in the drainage network.

The *Greater Accra Resilient and Integrated Development Project* (GARID) is one bold attempt to address the perennial floods in the Greater Accra Metropolitan Area (GAMA). The project is being implemented in 17 MMDAs within the Greater Accra Region with funding from the World Bank. The five-year project (2020 – 2025) is being jointly implemented by three Ministries including the Ministry of Works and Housing (MWH), the Ministry of Local Government, Decentralization and Rural Development (MLGDRD) and the Ministry of Sanitation and Water Resources (MSWR). The Ministry of Works and Housing is the lead implementing Ministry. The project aims at improving flood risk and solid waste management in the Odaw River basin and improve access to basic infrastructure and services in the targeted flood-prone low-income communities in the Greater Accra region.

The project has five main components or pillars as follows:

- Climate Resilient Drainage and Flood Mitigation Measures
- Solid Waste Management Capacity Improvements
- Participatory Upgrading of Targeted Flood Prone Low-Income Communities and Local Government Support
- Project Management
- Contingent Emergency Response Component (CERC)

For the project to be successful, the provision of hardware (physical infrastructure) such as drainage works must be integrated with the "software component" (appropriate social and behaviour change communication). This Social and Behaviour Change Communication strategy and Action plan is a direct response to the critical need to address the negative behaviours that trigger climate change and flood risks within the Odaw basin.

The strategy development process started with a desk review of relevant literature on floods and flooding in the Odaw River Basin. In particular, the Consultant reviewed an existing study on Solid Waste Management (SWM) in low-income communities and other grey literature on flooding in Ghana to gain a deeper understanding of the SBCC challenges to be addressed and other social and behavioural drivers acting as barriers to the adoption of the desired behaviours. Based on the project objectives, a Knowledge, Attitudes and Practices (KAP) survey was conducted in March 2022 to further deepen understanding of the drivers and triggers of flooding in the project area. The main goal of the study was to assess the

knowledge, attitudes, and practices of the target audiences on climate-related risks, including flood risk, sanitation, SWM and culture of maintenance of drainage and other community infrastructure. The study also helped to identify and validate the target audiences, the appropriate channels, and media to convey and mutually reinforce campaign messages to the target beneficiaries.

The study adopted a mixed methods design and covered 101 communities across 17 Municipalities. An audience channel analysis was also conducted as part of the KAP to identify the target audiences preferred channel of accessing sanitation and other important social information. The SBCC strategy is informed by the results and key findings of the KAP study. A report on the KAP was prepared and approved by GARID project following extensive review.

The strategy has six chapters. Chapter I provides a background and broad overview of the situational analysis of floods and flooding in the Greater Accra Metropolitan Area (GAMA). It also discusses the social and institutional context and briefly describes the goal and objectives of the communication strategy. A SWOT analysis was performed to assess the feasibility of behaviours to address the gaps and opportunities to build on for successful implementation of the SBCC campaign.

Chapter II looked at the theories of change for the communication strategy. We employed the transtheoretical or Stages of Change and the Socio -Ecological models to analyse participants, identify barriers and facilitating behaviours. In this chapter, the problem was defined and a clear call to action determined.

Chapter III discussed the participants, primary, secondary, and tertiary participants as well as an analysis of the target audiences and stakeholders' knowledge gap in order to determine appropriate behaviour change objectives and activities to address the knowledge gaps. The roles and responsibilities of different stakeholders of the SBCC strategy is also discussed in this chapter. Various communication approaches and methods adopted in the strategy are discussed including behaviour change communication, interpersonal communication, community engagement and social mobilization, new and mass media, advocacy, and human centred design.

Chapter IV prioritises the key behaviours to focus on and setting SMART communication objectives. It discusses the desired behaviours and the barriers and matches these with communication objectives for each priority behaviour. The priority behaviours were approved by the GARID secretariat to ensure the proposed actions are in tandem with the KAP findings.

Chapter V presents the key messages, target audiences and preferred channels and chapter six presents what will be monitored and evaluated and how these will be done.

ACRONYMS/ABBREVIATIONS

BCC	Behaviour Change Communication
CBO	Community-Based Organization
CCI	Cross Cutting Interventions
CHMC	Community Health Management Committee
CLTS	Community Led Total Sanitation
CSO	Civil Society Organization
CSR	Corporate Social Responsibility
DESSAP	District Environmental Sanitation Strategy and Action Plan
DSW	Department of Social Welfare
DHS	Demographic and Health Survey
DPO	District Planning Officers
FEWS	Flood Early Warning Systems
GARID	Greater Accra Resilient and Integrated Development Project
GBC	Ghana Broadcasting Corporation
GMeT	Ghana Meteorological Agency
GoG	Government of Ghana
HH	Household
IDI	In-depth Interviews
ISBC	Integrated Social and Behaviour Change
KII	Key Informant Interviews
MHEO	Municipal Health and Environmental Health Officer
MMDAs	Metropolitan, Municipal & District Assemblies
MLGDRD	Ministry of Local Government, Decentralization and Rural Development
MWH	Ministry of Works and Housing
MSWR	Ministry of Sanitation and Water Resources
NADMO	National Disaster Management Organization
NESSAP	National Environmental Sanitation Strategy and Action Plan
PTA	Parent Teacher Association
PCU	Project Coordinating Unit
PIU	Project Implementation Unit
SBCC	Social and Behaviour Change Communication

SMC	School Management Committees
SWM	Solid Waste Management
VA	Value Advertising
WB	World Bank

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES/MAPS

CHAPTER ONE

INTRODUCTION

1.1: Introduction

The Integrated Social and Behaviour Change Communication (ISBCC) strategy for the GARID project will serve as a tool that will support the implementation of all the Project's strategic components. Specifically, the strategy will help create awareness and improve public behaviour on solid waste and flood risk management, instil in residents of communities along the Odaw River basin the culture of maintenance of drainage and other infrastructure that will be upgraded under the GARID Project, as well as create awareness among target audience on other major Project interventions such the Flood Early Warning System (FEWS). The strategy outlines the key stakeholders, the key messages and the communication channels to reach them as well as an implementation plan and a monitoring and evaluation guide.

1.2: Background

The Government of Ghana is implementing The *Greater Accra Resilient and Integrated Development Project* (GARID) across 17 MMDAs with funding from the World Bank. GARID is a five-year project (2020 – 2025) and is being jointly implemented by three Ministries including the Ministry of Works and Housing (MWH), the Ministry of Local Government, Decentralisation and Rural Development (MLGDRD) and the Ministry of Sanitation and Water Resources (MSWR). The Ministry of Works and Housing is the lead implementing Ministry.

The Project aims at addressing flooding in Odaw Basin of Greater Accra Region and focuses on improving drainage, solid waste management and provision of services and infrastructure in priority flood prone informal settlements within the basin.

To achieve the objectives of the GARID project, a consultant has been contracted to develop and assist the project to implement a social and behaviour change communication strategy and action plan to address priority behaviours aimed at improving the solid waste disposal practices within the Odaw basin. In March 2022, the consultant conducted a Knowledge, Attitudes and Practices (KAP) survey to gather relevant data on key behaviours and practices about solid waste management and flooding in selected communities. Findings from the KAP informed development of this Integrated Social and Behaviour Change Communication Strategy and Action Plan (ISBCC).

The ISBCC strategy will guide the orientation of the approaches and methods to be adopted in facilitating positive changes to the negative behaviours and practices that predispose communities to flooding and the risk of floods.

The SBCC strategy will elicit the support and buy-in of communities, businesses and the target institutions including the Municipal and Metropolitan Authorities for the GARID Project interventions. Additionally, the strategy will deploy effective messages targeting flood reduction, flood early warning, appropriate solid waste management and proper land use practices. This is intended to improve knowledge and change the attitudes and practices of target audiences as well as offer advocacy support for policy and community participation in the provision and maintenance of the major drainage and solid waste interventions the GARID Project will implement in the target communities.

1.2.1: Flood Risk Management Challenges in the Greater Accra Metropolitan Area

Urban flooding (Figs. 1 & 2) has remained a major problem in Accra since the early 1930s with significant flood events/disasters recorded over the years (Amoako & Boamah, 2015). Many scholars have attributed the flooding events in Accra to climate change variability, i.e., changes in rainfall and temperature patterns, poor physical planning, and flaws in the drainage network (Karley, 2009), the massive growth of the city – preventing infiltration by impervious surfaces (Arnold et. Al. 1996; Yeboah, 2000 and 2003, and Afeku, 2005), informal housing development practices in the city (Aryeetey-Attoh, 2001), and poor physical development control and solid waste management practices in the city (Karley, 2009).

The Odaw Basin which is the main GARID Project intervention area, has a high flood risk, population, and business density, as over 58% of Accra's population lives in this catchment, and 65 out of 82 officially identified informal settlements are located there (World Bank, 2019; Amoako and Boamah, 2015[1]). It is estimated that close to 40% of US$3.2 billion worth of economic assets currently at risk of flooding are in the Odaw Basin, and the potential yearly average flood damage could increase significantly from US$34 million in 2018 to US$150 million by 2050 (World Bank, 2018).

According to the World Bank (2018), floods contribute to increasing poverty in Accra as they displace people, reduce their asset holdings, and derail economic activities. It is estimated that a flood event that occurred in 2015 affected over 53,000 people causing major damages and losses in the housing, transport, water, and sanitation sectors amounting to US$55 million, and an estimated US$105 million reconstruction cost (MESTI, 2016[2]).

[1] Amoako, Clifford, and E. Frimpong Boamah. 2015. "The Three-dimensional Causes of Flooding in Accra, Ghana." International Journal of Urban Sustainable Development 7 (1): 109–129

[2] Ministry of Environment, Science Technology, and Innovation, 2016. Report on Impacts of Floods from June 3, 2015, Accra

A recent study[3] commissioned by the GARID Project revealed that flooding remains a major threat to lives, livelihoods and property of residents and businesses in the GAMA with slightly less than half (40.9%) of the respondents surveyed at the household level reporting incidences of flooding on their compounds.

One of the major causes of flooding in Accra is the indiscriminate land use practices in the communities bordering the Basin. Individual private estate developers erect unauthorised temporal and permanent structures including buildings, metal containers in water courses, Ramsar sites and wetlands. These physical developments obstruct run-off during rains leading to flooding, loss of lives and destruction of property. Some communities have also deliberately re-channelled / redirected significant sections of streams/tributaries to make room for physical developments. All these contribute to flooding in Accra, particularly in communities along the Odaw River basin.

The huge social and economic impacts of flooding is the reason for design of a comprehensive approach targeted at improving drainage infrastructure and changing the behaviour of the people of Accra towards flood risk management.

1.2.2: Solid Waste Management Challenges within the Odaw River Basin

In a low middle-income country such as Ghana, the intensity of the waste management problem increases with increased population due to increased human activities and the solid waste to be removed for disposal (MSWR, 2020). Besides waste generated from households, markets and other business areas, industries also generate massive amounts of solid waste and most often these wastes are dumped into open drains, gutters, and open fields, posing serious detrimental effects on the environment[4]. The situation is compounded by limited collection, segregation, and recycling infrastructure; limited disposal capacity; and inadequate enforcement of relevant bylaws. Communities along the Odaw channel lack adequate waste collection and transfer stations. The daily and annual tonnage of waste generated within the Odaw catchment stands at 2,914.39 and 1,063,753.30, respectively. (MSWR, 2021). While it is estimated that about 75% of this waste is collected, low-income communities are particularly underserved.

The factors described above coupled with a low level of community awareness on proper disposal of solid waste has resulted into a situation where inhabitants of Accra and some commercial facilities within the city indiscriminately dump their wastes on illegal dumpsites, alleys, and on the street either in plastic bags or without any container. Quite a number of the populace, particularly, those living in communities along the Odaw Channel, also dispose of their garbage in open drains, watercourses, and streams.

[3] Knowledge, Attitudes and Practices (KAP) Report, April, 2022 -Greater Accra Resilient & Integrated Development Project
[4] (ibid)

In some other instances, temporary measures such as grills and sieves that are put in place to restrain solid waste from entering the channel are not cleaned and maintained regularly. This contributes to flooding as the build-up of the waste behind the grills and sieves create permanent barriers to the flow of the run off. These situations call for actions to deal with the resultant perennial flooding incidents and its devastating economic and social impacts on the residents of the region. Government has put in place several measures under the GARID project that aims at tackling the climate-related risks and SWM challenges in order to improve flood risk management and sanitation situations in the Greater Accra Region. However, the implementation of these measures will not be sustainable over the long term if the adverse behaviours and consequent actions of the communities are not also addressed. This SBCC strategy will, therefore, serve as the guiding principles and behaviour change approaches to be used to address indiscriminate solid waste disposal and other negative behaviours in the GARID Project's target communities that trigger floods and flooding incidents along the Odaw River Basin.

1.2.3.: Flood Early Warning and Mitigation measures

The Ghana Meteorological Agency provides flood forecasting and warning about impending storms and disasters. Under the GARID project, the Accra Flood Early Warning System (FEWS) will be scaled up to include modernisation of the existing flood forecasting, warning and emergency response and an enhanced community awareness and preparedness. The Accra FEWS will produce warnings and alerts made available to NADMO offices at all levels and disseminated to local communities via multiple channels including mobile vans, community information centres, local radio stations and other effective traditional means of communication specific to the communities. The goal is to provide early warning to residents in flood prone areas to prepare the communities to relocate to safer grounds ahead of an impending flood or disaster.

The SBCC strategy will guide all the Project beneficiary Metropolitan and Municipal Assemblies and NADMO for education and sensitisation about early warning signals (FEWS) to enable residents and households evacuate to safe havens and help avert any potential negative consequences of floods and flooding on lives, livelihoods, and properties in Accra.

1.3: Goal of the Social and Behaviour Change Communication Strategy

The main goal of the SBCC strategy is to improve positive attitude toward solid waste and flood risk management among individuals, households, communities, institutions and businesses within the Odaw River Basin in the Greater Accra Metropolitan Area by the end of December 2025.

The strategy will motivate individuals, households, businesses, and communities within the Odaw basin to develop a culture of maintenance for community infrastructure that will be upgraded under the GARID Project.

1.4: Specific Objectives of the Strategy

The SBC Strategy seeks to:

1. Increase the adoption of positive solid waste management behaviours and practices at the individual, household, institutions, businesses and community level by 25% across 17 Municipalities by end of December 2025.
2. Promote best flood risk management practices among residents of the Project communities
3. Improve the culture of maintenance of open drains, solid waste management facilities and other community infrastructures to be upgraded under the GARID project by end of December 2025.
4. Increased advocacy among stakeholders, religious, traditional and opinion leaders, allodial land owners, physical development planners, surveyors, private developers, policy and decision makers for adherence and compliance with building code, bye laws and regulations.
5. Increase awareness of individuals, households, institutions and businesses within the Greater Accra Region on the Flood Early Warning System being implemented under the GARID Project

1.5: SWOT Analysis

An important activity when developing a communication strategy is to assess the strengths, weaknesses, opportunities, and threats of all actors that will be involved in implementing the communication strategy. A SWOT analysis enables the implementation team to assess their internal and external environments to determine any threats and weaknesses that may exist and to leverage any strengths and or opportunities to strengthen implementation of the strategy. A SWOT analysis was therefore performed on the following GARID actors as part of the processes for developing the strategy. The GARID actors included the GARID Project Coordinating Unit, the Project Implementing Units (PIUs) at the Ministry of Works and Housing, the Ministry of Sanitation and Water Resources, the Ministry of Local Government, Decentralisation and Rural Development, and the GARID SBCC consultant. Others included the National Disaster Management Organisation, Ghana Meteorological Agency and the GARID Project Support Units at the sub national level. (See appendix III) This exercise was necessary because in the long term, these actors will play a greater role in the implementation of the strategy. (See appendix IV) for the tool used to collect information for the SWOT analysis from the various stakeholders.

Overall, various actors of the GARID SBCC strategy including the Project Coordinating Unit (PCU) at the Ministry of Works and Housing and the Project Implementation Units (PIUs) at the participating ministries all rate SBCC as highly important and necessary for achieving the GARID project goal and objectives. However, a general concern is that staff working at the PIUs do not fully understand SBCC and its contribution to the Project's goal. It is recommended that the Consultant should consider organising workshops to build capacity of staff in social and behaviour change communication. According to interviewees in the PIUs, SBCC is a new area of learning and opportunities for them so the GARID project must create opportunities for cross learning and capacity building through SBCC.

An important GARID stakeholder, the NADMO also expressed a need for additional capacity building in risk communication, disaster management and cross learning about major outreach programmes to improve public behaviour on SWM. NADMO has experienced staff, is a gender aware institution; highly decentralised and has a core of competent disaster volunteer groups based in the project communities that require retooling.

The GARID PCU strongly recommends continued release of funds from Government for sustained review and implementation of the SBCC interventions.

Table 1 below summarises the strengths, weaknesses, opportunities, and threats of the GARID Integrated SBCC strategy actors.

Table 1. SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
▪ The GARID PCU has highly qualified staff with knowledge and experience in Communication which can be leveraged to implement the SBCC strategy. Logistically the PCU is fully supported by the sponsoring institution and also by the Government of Ghana. The PCU has good working relationship with the MMDA's and this will be leveraged to implement the SBCC strategy ▪ The Ministry of Local Government has more than 500 Environmental	▪ The PCU is understaffed and this could cause delays in implementation of tasks under the strategy. ▪ Low level of cooperation of some Metropolitan and Municipal Environmental Health Officers in the implementation of the SBCC campaign ▪ Limited focus/resources on SWM issues in MMDAs MTDPs ▪ Local capacity for SWM and Flood mitigation varies between Metropolitan Municipal and District Assemblies ▪ Weak enforcement of byelaws and building codes by Municipal and Metropolitan Assemblies	▪ A lot of media network (television and radio stations) in Accra that can be harvested as effective channels for dissemination of campaign messages ▪ Evolution of social media provides great opportunity to leverage technology as part of the strategy for reaching out to the target audiences ▪ Financial and technical resources from the GARID project ▪ Presence of NGOs in the project area implementing similar activities ▪ Ongoing implementation of	▪ Global challenges including external factors which have resulted in inflation and depreciation of the local currency thus affecting activity budgets. ▪ Continued Government budgetary support to the project after donor funding expires could affect sustainability of SBCC interventions ▪ Low flood risk perception of individuals, businesses and communities within the Odaw river basin ▪ Low-income levels and inability / unwillingness of residents of the Project communities to pay for waste services

Health Officers (EHOs) and several Community Development Officers in the GAMA alone. ▪ The PIU at the Ministry of Sanitation and Water Resources has competent staff and expertise to execute the assignment. ▪ Environmental health and Community Development Officers are skilled in community mobilization and advocacy ▪ Value Advertising is an experienced firm and a strong institution, well resourced, and has implemented similar SBCC campaigns for the Government of Ghana.		▪ Weak capacity for implementation of SBCC at the PIU. The communication function is largely done by the Communications Focal Officers at the PIU and or the Public Relations Officers at the various Ministries ▪ Under -funded and poorly resourced institutions such as NADMO, Social Welfare & Community Development and the Environmental Health Units may not have adequate resources to support implementation and monitoring of the SBCC strategy including enforcement of sanitation byelaws and the building code. ▪ A key weakness of NADMO is that some	Operation Clean Your Frontage ▪ Existence of Operation "One Million bin Campaign" that aims at distributing one million bins to households in Ghana, aimed at increasing household ownership of the bins. ▪ Presence of strong partnership between government and private actors e.g., Ghana National Plastic Action Partnership (NPAP) ▪ Strong project implementation units that complement each other; ▪ Private Sector preparedness to collaborate with Government for		▪ Inadequate regulation of the use of plastics and other mechanisms for recycling may undermine behaviour change efforts ▪ Inadequate communal skip containers per population density, irregular evacuation can pose risks to crude dumping and fly- tipping ▪ Delays in adjudication of cases involving violators of sanitation regulations and building codes. ▪ Interference in the enforcement of sanitation regulations and building codes by traditional leaders, religious leaders and politicians at the regional, national and sub national levels. ▪ Bureaucracy could undermine linkages and	

▪ Strong decentralised departments such as Community Development, Social Welfare, Environmental Health, NADMO, Development Planning Units with competent staff ▪ Strong Network of Assembly members and Unit Committees under the Ministry of Local Government, Decentralization and Rural Development that could be mobilized for community sensitization ▪ The PIUs have a strong network with industry players e.g. Advertising firms, WASH sector, and the media ▪ Presence of dedicated implementation team		staff lack adequate training in disaster management coupled with the fact that the organization is poorly funded and lack the necessary logistics such as equipment and transport to undertake rescue operations during floods ▪ Inadequate resources including transport for monitoring field activities by PCUs. ▪ No broad-based meetings with GARID PCU to understand the full components of the SBCC component. ▪ The Ghana Meteorological Agency has a high staff attrition. ▪ Past perception of Ghana Meteorological Services of delayed weather forecast could engender mistrust	recycling of solid waste ▪ Enhanced capacity and learnings for SBCC and other consultancy services ▪ Opportunity to work with community liaisons to enhance participatory community level activities in some areas such as Alogboshie, Nima and Akweteyman ▪ Enhanced service provision especially in low-income communities. ▪ Networking and collaboration with other units ▪ Funds for procurement of waste equipment and construction of new		quick decision making at the inter-ministerial level of the various PCUs. ▪ Fake weather forecast by unauthorized media and Individuals published on social media can affect the credibility of GMeT in the eyes of the public and undermine the FEWS. ▪ Negative attitudes, behaviour and practices of residents. ▪ The PIUs lack adequate funding and resources to acquire vehicles, computers and printers for project execution. ▪ If the GARID project ends effective coordination of the PIUs will be threatened without a sustainability plan.

well versed with current technological tools, trends and approaches in communications ▪ The GARID PCU is able to forecast and monitor water level and send appropriate messages to vulnerable populations living around flood prone areas. ▪ Good network of MEHOs and EHOs distributed across all participating Municipalities that can be mobilized for implementation of the SBCC strategy ▪ The PSUs are able to devise policies that can affect behaviour change particularly to prevent		of communities in forecasts ▪ MMDAs are constrained by inadequate funds and resources and other logistics that could undermine successful implementation of the SBCC strategy ▪ The MMDAs however, are faced with logistical challenges such as lack of laptops, printers, lack of transport and motorcycles for effective implementation and monitoring of the SBCC activities and overall project tasks.	waste transfer stations. ▪ The Ghana Meteorological Agency is affiliated to the world body of meteorologists. This gives the service access to global information. ▪ As a result, the service is building a web interface which will allow users the opportunity to select and obtain real-time weather information in a language of their choice from specific locations which will inure to the SBCC campaign including the FEWS. ▪ The PSUs (Environmental Health, Social Welfare &		

people from building in water ways. ▪ The Ghana Meteorological Agency has a Flood Risk Application which can be used to forecast water levels in some flood prone areas in Accra. ▪ Ghana Meteorological Agency has high quality human resources comparable to world standards. ▪ Ghana Meteorological Agency has links with automatic weather stations that allows for real time forecasts of weather and disasters. ▪ The PSUs in the various MMDAs have competent, experienced staff with requisite knowledge			Community Development) have capacity in community engagement and SBCC		
			▪ GMeT is building an audio alert system to allow communities access forecasts in local languages. ▪ With GARID there is greater opportunity for capacity building of PIUs in SBCC.		

and expertise to implement the SBCC Strategy. Staff have built strong relationships with religious and traditional leaders over the years and have strong community or social capital, trust with communities. They have also implemented similar projects in the past. This experience can be leveraged as a key strength for SBCC implementation in project communities. Examples are the Ga East and Ayawaso West Municipalities.					

CHAPTER TWO

THEORETICAL FRAMEWORKS OF THE SBCC STRATEGY

Social and behaviour change is a process and takes time and effort to realise any gains unlike other strategies that may rapidly yield results within a short period of time. Findings from the recent Knowledge, Attitudes and Practices (KAP)[5] survey commissioned by the GARID Project revealed that knowledge and awareness about the linkage between poor solid waste disposal, choked gutters and floods is high, yet the use of unapproved methods of waste disposal including dumping in unauthorised spaces such as open drains and burning is persistent in the participating communities.

Applying behaviour change theory is one health education strategy for helping to bridge the gap between recommending behaviour and helping individuals make the recommended behaviour change.

2.1: Definition of the Problem

The problem that the SBCC strategy seeks to address consists of indiscriminate and poor solid waste disposal at the household and community level across 17 Municipal Assemblies often resulting in incidents of flooding. Negative behaviours of the households and communities including the dumping of solid waste into open drains and gutters, fly tipping of solid waste into open spaces, bushes and alleys by motorised tricycle operators and the improper siting of physical structures in water ways, Ramsar sites and wet lands are some of the factors contributing to perennial flooding in some communities within the Odaw River basin. As a result, every year there is loss of lives, injury and loss of property and livelihoods due to these floods.

The main drivers of these practices and behaviour are the negative attitudes towards solid waste disposal, poor environmental sanitation and poor maintenance culture among residents towards the maintenance of drainage infrastructures in the project communities. There is the general feeling and attitude that construction, maintenance, and desilting of gutters is the responsibility of Government. As a result, there is limited community participation in the maintenance of drains.

This problem is more acute and pronounced in the urban areas like Accra where rural -urban migration has exacerbated the waste problem due to congestion, the emergence of slums and increased informal activity within the urban space. Barriers to service uptake are manifold and strongly related to:

[5] An assessment of the Knowledge, Attitudes and Practices of the beneficiary communities, residents and stakeholders in the Odaw River Basin, in the Greater Accra Metropolitan Area, May 2022.

- the cost of the waste collection for households,
- quality of services,
- inappropriate household behaviour,
- long distances from the point of collection to final disposal sites
- unregulated activities of motorised tricycle operators
- lack of transfer stations in some Municipalities,
- delayed emptying of communal skip containers
- weak enforcement of regulations and bye laws by Assemblies
- limited resources and non-cooperation by Judicial and Prosecutorial authorities
- deep seated social and gender norms.

2.2: The Problem Calls for Change

The above problem description shows that changes need to be affected at various levels. At the household level, it will be important to provide practical knowledge to change the negative attitudes and behaviours of households on indiscriminate dumping of solid waste into open drains, the need to desilt choked gutters and allow spaces in the compounds for seepage. Additionally, it will be important to sensitize people about the importance of obtaining building permits and not building in water ways, wet lands and Ramsar sites. There is also the need to motivate/empower people to demand for and register for waste services, including obtaining waste bins where household waste can be stored for appropriate disposal. The problem also calls for strong linkages between households and formal and informal waste service providers as well as waste buyers, waste pickers and recyclers. Middle income earners with cars who carry solid waste in sacks and dispose these off by the shoulders of roads secretly will be targeted for education. Additionally, households within the Odaw River Basin will be targeted for education to register with and subscribe to either a formal or informal waste service provider to ensure that solid waste generated in households is properly collected and safely disposed of in bins, waste skips and transfer stations.

Tricycle operators who are currently not registered with many Municipal and Metropolitan Assemblies and yet collecting more than two thirds of household solid waste in some municipalities will be encouraged to register with the Assemblies to ensure compliance. The tricycle operators will be encouraged to cover their waste with nets when conveying the waste collected to final disposal sites and at designated transfer stations. They will also be encouraged to avoid fly -tipping and ensure that all waste collected will be disposed of at the final disposal sites.

At the community level, education will focus on ensuring that community members dispose of their waste at the communal containers and establish sanitation days where they regularly desilt their gutters to ensure free flow of rain water whenever it rains. Waste head load

porters popularly called the (Abuyaama's) and "junkies"[6] will be targeted for tailored education on the need to dispose of solid waste collected by these actors from either household, markets and or businesses into appropriate final disposal sites and not dump their wastes into open drains, gutters, and public spaces.

Transport owners, market Queens and other actors in markets and lorry parks will be targeted for education to ensure they do not litter and dispose of solid waste in gutters and to ensure appropriate disposal of solid waste in the communal skip containers placed in the markets and lorry parks. Under this program the SBCC Consultant together with the GARID Project will establish and promote the GARID Clean Markets and Lorry Parks competition to generate positive behaviour change among market women/men and lorry park owners to engender a healthy competition among the lorry parks and markets where awards will be provided to the best cleanest market and best cleanest lorry park.

Selected schools in the Odaw River Basin will be targeted for behaviour change interventions where school children will be supported to establish Resilient Clubs to champion sanitation and cleanliness in their schools and communities. The Resilient Clubs will select peer champions who will be trained in the Peer-to-Peer approach using Child to Child and Child to Parent approaches where the school kids will be used as vehicles for promoting awareness on floods, appropriate solid waste disposal in schools and communities as well as Flood Early Warning messages to their parents and community members. The GARID best school on sanitation and waste management will be launched and prizes awarded to best performing schools.

At the level of people directly influencing these primary target audiences, the SBCC Strategy will focus on motivating and mobilizing the community, family members and peers to develop a maintenance culture for drainage and appropriate disposal of solid waste as a social norm in the community and household. The strategy will challenge existing social and gender norms that negatively affect individuals and societal behaviours around waste and move them from a state of unawareness to awareness and the ability to act by adopting positive behaviours that will minimise climate change risks and flooding at the community and household level. The SBCC strategy will socially market solid waste as something of social value and desirable that could be exchanged for cash rewards through coordination and collaboration with waste recyclers, waste pickers and waste buyers. The social norm that waste management is the responsibility of the government will be modified through behaviour change to make it a responsibility for all (households, community members and local authorities).

Religious and traditional leaders will be mobilised to use their influence to promote and advocate for positive behaviour change towards solid waste disposal, to preach patriotism and

[6] Junkies are itinerant waste headload porters who convey their waste in baskets. The name "junkies" is derived from their patrons who believe that they are somewhat abnormal. The authors acknowledge that this term is derogatory, and that the people may not like the name used to refer to them and therefore must be used cautiously.

to encourage those acquiring land to ensure they obtain appropriate permits and desist from building in unauthorised places such as water ways, wet lands and Ramsar sites. Those owning and selling land such as the allodial land owners, physical development planners in the Metropolitan and Municipal Assemblies and surveyors will be conscientized to ensure compliance with established bye- laws on land acquisition and the building code.

Policy Makers and Legislators including Magistrates will be conscientized to ensure the appropriate legislation and advocacy for offenders to be prosecuted, and structures that are erected in unauthorised places are demolished to restore sanity and check the incidence of flooding in the communities.

At the level of people and institutions indirectly influencing the target audience, the SBCC strategy will advocate for sustained enforcement of existing sanitation policies and bye laws, strengthen service provision and improve the frequency of waste collection by service providers, especially, in low-income communities. Additionally, the strategy will focus attention on improving access to waste services and information on waste management, training as well as upgrading the knowledge and skills of prosecutors, Municipal Environmental Health Officers and Environmental Health Officers to enhance enforcement of sanitation bye laws and building regulations. Popular celebrities including influential traditional and religious leaders will be used as champions for solid waste management through theatre performances and producing audio visuals featuring them for play back to communities. To enhance compliance with sanitation and building code, a proposed naming and shaming campaign that will publicise the arrest and prosecution of violators of sanitation regulations and building codes has been included in the strategy. Such arrests will be covered and broadcasts on state and local TV and radio stations to serve as deterrents to others.

The SBCC Consultant will work with MWH, MLGDRD and the MWRS to address these problems by using an Integrated Social and Behaviour Change Communication (ISBCC)strategy that incorporates the existing national communication strategies on sanitation, water, and hygiene.

The ISBCC strategy will allow implementing Agencies to apply multiple strategies in a coordinated fashion to address different behavioural drivers. The Integrated Approach will reach several target audiences simultaneously with key messages in order to expand reach, achieve saturation and effect behavioural intentions and behavioural outcomes. The strategy will build a cadre of community champions for flood prevention, appropriate solid waste disposal practices at the at the individual, household, and community levels. Efforts will be made to enlist support of the private sector to address the solid waste menace as well as community engagement to address perceived social norms around solid waste disposal for long term social change and promotion of the concept of clean and flood resilient communities.

2.3: Theoretical Frameworks

The framework for the social and behaviour change communication strategy is informed by two theories of change models, the Stages of Change or transtheoretical model (SOC) which will address upstream factors such as institutional barriers and segmentation of the target audiences by their level of awareness of issues around solid waste disposal and flooding. The second theory, Socio-Ecological Model (SEM), will encompass all the phases of communication from the individual, family, community and national level advocacy and actors.

The theory of change adopts a combination of two models 1) the Stages of Change or Transtheoretical Model and 2) the Socio-Ecological Model as explanatory theoretical frameworks to address the variety of communication barriers identified in the Knowledge, Attitudes and Practices (KAP) survey. This is because human behaviour is complexed to be explained or influenced by only one intervention model, and no single model of behaviour change has proven to be effective in all situations. Behavioural Scientist are therefore encouraged to combine models rather than single model; hence the selection of the Socio-Ecological Model (SEM) and the Trans Theoretical Model (TTM) or Stages of Change Model as the appropriate explanatory models for this phenomenon. The main underlying assumptions of the Stages of Change Model are that:

- Increased individual knowledge, motivation, skills, and self-efficacy to adopt/negotiate positive health behaviours and practices related to solid waste disposal, floods, flood mitigation measures, a maintenance culture of drainage and healthy land use depends on sustained exposure to positive and emotion-based cues, messaging targeted at audiences in their stage of change.
- The Socio-Ecological Model assumes that for behaviour change to be successful, it must target the individual. However, others surrounding the individual such as the family, peers, and community, as well as the societal structures and systems, social norms, values, and other contextual matters related to solid waste disposal, flooding and land use must also be addressed holistically and simultaneously. Additionally, political leadership, technology and effective information are all needed to create an enabling environment for behaviour change. Both models are discussed in detail.

2.3.1: The Transtheoretical Model (TTM)

The main proposition of the transtheoretical model also known as the Stages of Change model is that behaviour change is in stages and that every individual at one point enters the stage and exits at some point or progresses until the final stage when they become advocates. Proposed by Prochaska and DiClemente they argue that behaviour change is a staged process in which the participant enters or exits at any point (Ferguson, 1987).

Below is a description of the transtheoretical or stages of change model to guide the Social and behaviour change communications. The goal is to move the participant groups from a state of precontemplation or unawareness through being aware, concerned, and knowledgeable then becoming motivated to become change agents where they try the new behaviours and move on to maintain the behaviours and become role models or advocates where they speak up and encourage others to practice the recommended behaviours. The communication methods, tools and messages employed in the campaign ensures they are appropriate for each stage of the target audience/participant. The Stages of Change Model recommends a prior assessment of the participants current behaviours to determine the stage at which they are before commencing a campaign and a continuous assessment to establish bench marks for moving participants along the behaviour change continuum, so that the tools and methods as well as the messages are varied to suit each new stage of the participant group.

Table 2: The Six Stages of Change

Participant Stage	What Program planners should do in terms of behaviour change communication
Stage 1: Pre-Contemplation	
This is the entry point of a participant into the change process. The individual lacks awareness and has not considered the prospect of change nor perceived the need for change. He does not know about the change needed. They **are unaware**.	Raise Awareness/Provide Information Recommend solutions
Stage 2: Contemplation	
At the second stage the participant has some awareness of the problem or issue at stake. They are **aware, concerned, and knowledgeable about the issue.**	Identify perceived barriers and benefits to behaviour change Promote social norms, Recommend actions and behaviour modelling.
Stage 3: Preparation	
The third stage is the Decision Stage. At this stage the participant is ready -to -act or **are motivated to change.** The participant perceives risks and knows about the benefits of taking appropriate actions in terms of the desired behaviours.	At this stage the participants are motivated to change. Behaviour change planners should use action messages at appropriate settings such as counselling sessions, mother -mother support groups, community meetings and other social networks to counsel, motivate; and use testimonials to articulate the benefits of adopting the desired behaviour.
Stage 4: Action	

At the fourth stage, the participant engages in particular actions that intends to bring about desired change. They **try out the new behaviour**, implementing specific actions.	The role of communication is to provide correct use; and encourage continued use by emphasising benefits.
Stage 5: Maintenance	
At the fifth stage the participant identifies and implements strategies to maintain progress and to reduce any likelihood of relapse into the old behaviours. The participant **repeats the behaviour over short term** or relapses.	At this stage the role of communications is to reduce barriers through problem solving, building skills through practice, introducing community support, social recognition and assuring the participants of their ability to sustain the new behaviour through long term practice.
Stage 6: Termination - Uses adopted behaviour over long term. Becomes a promoter or an advocate	
In this stage the participant becomes a promoter and advocates for others to adopt the recommended behaviour. The participant **uses adapted behaviour over long term**.	The role of communication is to reinforce behaviours through satisfied clients, those participants who have successfully tried the desired behaviours and derived some benefits or satisfaction and are willing to share their experiences with others, use reminders, disseminate results, successes, and how to talk to others about long term practice.

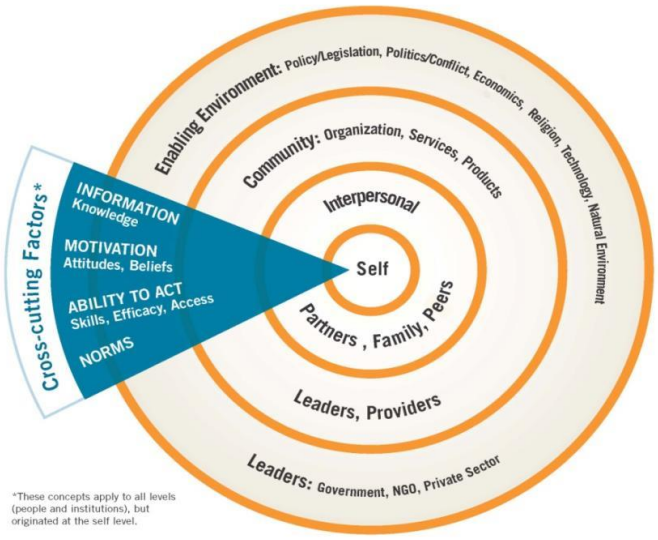
Adapted from Communication for Behaviour Change- The World Bank, 1996, by Cecilia Cabanero-Verzosa p.4.

Throughout these processes, social and behaviour change communication must plan on how to address myths, rumours, and misconceptions. The program must also improve and or reinforce the quality of social services and continue to find ways to model all the recommended behaviours.

2.3.2: The Socio-Ecological Model (SEM)

The socio ecological model (SEM) developed in 1974 has been used to design interventions to address problems in public health in the public and private sectors. The theory provides important perspectives and dimensions of social change that is useful for addressing the barriers and motivations for behaviour change among participant groups. The theory recognises that the individuals in a social system are influenced by significant others, and they also are influenced by the communities, social networks and institutions surrounding them as well as the environment. Secondly, the various environments influence each other as well. Thirdly, while specific messages can be targeted to individuals at a time, it is more effective to simultaneously address the multiple layers of influencers and influences in order to achieve the desired results.

The socio-ecological model has been selected for this strategy because of its capacity to address and bring about a shift in the perceived social and gender norms held by individuals, households, family, and community members towards a more supportive social environment for key drivers and triggers of undesirable behaviours around solid waste management practices, sanitation and hygiene including a culture of maintenance of related infrastructure such as drains, and drainage systems and services.



SOURCE: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)

Basic assumptions of the Socio-Ecological Model (SEM) are that health is more than just an absence of illness or disease and it is not only provided by health workers. Good health starts at the household level although individuals are the basic units.

Looking through a social-ecological lens, we understand that behaviour is influenced through multiple levels, including the individual, as well as broader societal influences, and those notions of health and well-being cannot be conceptualized as merely individual-level phenomena.

Therefore, interventions using a Social Ecological Model (SEM) will draw on a thorough analysis of the context detailed above in which individuals make decisions, access services, and relate with one another, and address psycho-social and structural barriers in the socio-political environment to positively impact on solid waste management and lead to a substantial reduction in the incidence of floods in the participating communities.

- At the individual level, our approach is based on the extended parallel process model (EPPM). This model conceptualizes individual behaviour change as being (a) motivated by people's desires to reduce their risk—health, interpersonal and socio-economic—and (b) facilitated by enhancement of personal efficacy and trust in the efficacy of practices and services to bring about change.

- Persons identified as high risk in terms of solid waste disposal at the household level,[7] owners and drivers of motorised tricycles, individual household heads, individual land owners and families that own land, waste head load porters popularly called

[7] An assessment of the Knowledge, Attitudes and Practices of the beneficiary communities, residents and stakeholders in the Odaw River Basin, in the Greater Accra Metropolitan Area, May 2022.

"Abuyaama's", and "junkies"[8] will be specifically targeted at an individual level and within the context of the communities where they serve.

- At the community level, we have incorporated principles from the theory of normative social behaviour, which conceptualizes behaviour change as being determined by interpersonal, community engagement and social network influences. At this level, social groups, institutions, and networks such as market queens, tricycle operators (Aboboyaa), private sector transport operators of lorry parks, schools and markets, market women's associations, religious groups, networks of scrap dealers, recyclers and Assembly men and Unit committees of the various participating communities will be specifically targeted for behaviour change activities.

- At the services level, we will focus on improving partnerships and client-provider interactions via stakeholder engagements with waste service providers, the Municipal Assemblies, mentorship and skills building programmes with Municipal Health Environmental Health Officers and associations of formal and informal solid waste pickers. From a health literacy perspective, families and communities that have access to and understand health information are better able to make decisions protective of their health. Hence behaviour change materials that link good health with positive solid waste practices and good environmental sanitation practices and behaviours will be stressed during community drama skits and community engagement sessions. Consequently, we will provide more accurate and easily understood health messages, improve the quality of interpersonal communication by Municipal Health Officers and Community Health Management Committees, and strengthen linkages between communities and environmental sanitation services linking demand creation communication and supply side service delivery.

- The link between inefficient solid waste collection and improper disposal has been well documented. According to Adu - Boahen et al, (2014), improperly disposed organic waste have posed detrimental health effects such as cholera, malaria and typhoid fever to residents who live closely to refuse dumping sites. This assertion is supported by a recent study commissioned by the Ministry of Sanitation and Water Resources[9] that argues that crude waste management practices have exacerbated environmental threats such as (flooding, ground water contamination) and instigated public health diseases such as (cholera, diarrhoea and typhoid) particularly in low-income, densely populated and flood -prone urban areas.

[8] Junkies are itinerant waste headload porters who convey their waste in baskets. The name "junky" is derived from their patrons who believe they are somewhat abnormal. The term is derogatory and must be used with caution as those it refers to may not accept the title.

[9] National Solid Waste Management Strategy for Ghana, MSWR, 2020

Our Communication Objectives will therefore address the above-described determinants to behaviour change in the following matrix.

1. Audience knows what the recommended behaviour is [INFORMATION, KNOWLEDGE]
2. Audience believes that adopting the behaviour will result in something they want. [MOTIVATION, BELIEFS ABOUT OUTCOMES]
3. Audience believes "I can do it." [SKILLS AND SELF-EFFICACY]
4. Audience considers practice as "easy and convenient." [SELF-EFFICACY]
5. The environment/home/community is set up to make the behaviour easy. [ABILITY TO ACT, ACCESS, ENABLING ENVIRONMENT]
6. Audience perceives the practice as the "new norm." [PERCEPTION OF SOCIAL NORMS]

The strategy adopts all six[10] environments and these include the individual/primary, secondary, tertiary, meso (community) macro (societal) and chrono (internal and external time dimensions)

2.3.3: Illustration of the Socio-Ecological Model

Primary/Individual Level: characterised by intra and interpersonal communication aimed at changing individual knowledge, skills, attitudes, beliefs, gender, socioeconomic status, and values.

Secondary Level: characterised by direct relationships, persons whose influence on the individual has the potential to affect his or her behaviours. Secondary level participants comprise the individual's immediate environment, networks who directly influence or have direct interpersonal interactions with the individual. Parents, family, caregivers, grandmothers, mother in- laws, father in-laws, spouses, family heads, peers.

Tertiary Level: characterised by the community, community leadership, decentralised political authorities, traditional, religious and community leaders, assembly members, social and community groups and networks, access to information such as media etc.

Meso Level: characterised by societal level structures and systems such as leadership, cultural values and norms, structures and organisations, governmental and non-governmental organisations, civil society organisations, private and informal sectors.

Macro Level: characterised by an enabling environment of policies, legislations, enforcements, politics, conflict, economics, religion, technology, and natural environments.

[10] The six levels of the SEM include the individual, the micro system (which is the immediate environment closest to the individual) with the strongest influences; the meso system which transcends the immediate interactions, and includes those direct contacts of the individual at work, school, church, and neighborhoods; the exosystemic, though does not directly impact the individual, exerts both negative and positive influences or forces such as social and community norms, values, beliefs, contexts and networks; the macro system comprising societal, religious and cultural influences and finally the chrono system (internal and external elements of time and historical content).

Chrono System: characterised by the internal and external elements of time and historical context.

CHAPTER THREE

TARGET AUDIENCES

The SBCC strategy is built on frameworks that seek to engage target audiences through a concurrent multi stage and phased approach. The Integrated Social and Behaviour Change (ISBC) strategic approach segments audiences by recognizing predictable influences on behaviour using the socio ecological model. The model proposes that each primary target audience is influenced by the family, peers, and community and these in turn have secondary influencers as you move out of the centre to the periphery. Consequently, targeted communication and messaging has been provided for the primary targets as well as the secondary and tertiary audiences. Project stakeholders such as businesses operating within the Odaw River Basin, market women, waste pickers and buyers as well as recyclers of solid waste, prosecutors, magistrates and physical planners as well as engineers working in various Municipal and Metropolitan Assemblies are key stakeholders in the SBCC Strategy. Chiefs, Traditional and Community Leaders including local Assembly Members and unit committees are important part of the target audiences of the SBCC strategy. The SBCC approach align communication messaging and community interventions based upon the knowledge needs of the targeted audiences and their key influencers.

3.1.1: Audience Segmentation and Analysis

Audience analysis is one of the major activities undertaken when developing an SBCC strategy. Audience analysis allows program planners to segment the target audiences into small groups based on similar communication -related needs, preferences, and characteristics. Audience analysis allows for better appreciation of the target audiences current behaviours, their desired behaviours, the type of messages appropriate for the particular group, and the tone, look and feel of the materials to be produced and the channels of communication. Common characteristics used to segment audiences usually include the age, educational background or literacy levels, social class, socio demographics, geography, taste, and media habits.

Segmentation of the target audiences allows implementers of the GARID SBCC strategy to focus on the audiences that are most critical to reach and to design the most effective and appropriate communication interventions for each target audience to adopt new behaviours. It further enables program planners to match audiences, messages, and media, as well as solid waste management services and products based on the specific needs and preferences of the audience. Tailoring SBCC strategy to the characteristics, needs and values of priority audiences improves the chances for desired behaviour change.

In this strategy audiences are segmented as primary, secondary, and tertiary target groups. The primary target group is the direct beneficiary while the secondary target groups influence the primary target group positively or negatively. The tertiary target audiences are individuals or institutions whose decisions or actions affect both the secondary and tertiary target groups.

The strategy has identified ten (10) primary target audiences, four (4) secondary target audiences and two (2) tertiary target audiences. The strategy is designed to focus on the following target groups.

3.1.2: Primary Target Audiences

There are ten primary target audiences identified for the strategy. These include households comprising (Men, Women, Boys & Girls), Abuyaama's" & Junkies, motorised tricycles operators popularly called "Aboboyaa", In School Youth, Market (wo)men, Kayayei, scrap dealers, waste pickers and recyclers, Allodial land Owners, physical development planners, private estate developers and formal waste service providers. Each of the primary target audiences is described in much more detail below including why these should be targeted for behaviour change under the strategy.

3.1.2.1: Households (Men, Women, Boys, Girls, mentally challenged persons)

Residents of households (HH) including (Men, Women, Boys Girls, mentally unstable persons) are the primary targets for SBCC at the household level. Women have been identified as those responsible for gathering household waste, and boys and girls are the ones that convey the waste to the communal skip containers at the community level for final disposal. Men provide the resources in terms of the money needed to register with formal and or informal waste service providers. Without the resources, boys and girls are likely to dump the waste at unapproved and unauthorised places. To ensure appropriate disposal at the household and community level, it is critical that men, women, boys, and girls are targeted with behaviour change messages.

The strategy considers the gender -transformative approach, which requires equal share of responsibility between men and women and boys and girls at the HH level with regard to household solid waste disposal and flood risk behaviours. Some men and women dump their solid waste in gutters when it begins to rain. HH heads mostly men are held for particular actions such as purchase of waste bins and receptacles for waste storage, and desilting of choked gutters in the community, including the provision of resources to pay waste service providers (formal and informal) for picking solid waste from households.

3.1.2.2: Abuyaama's & Junkies

"Abuyaama's" and "Junkies" are another important primary target audience for the strategy, based on evidence gathered from the KAP study (Unpublished, 2022), desk reviews and informal interviews. These are waste headload porters usually found in markets, lorry parks and bus terminals. These two actors can be differentiated by the type of containers used in carrying their wares, although both carry the waste on their heads. While the Abuyaama's carry their waste in baskets, the junkies carry their waste in sacks. The Abuyaama's and junkies are a high -risk group and must be targeted for behaviour change because market men and women whose waste is picked up by "Abuyaama" and "Junkies" are unsure of the final disposal sites of the waste picked up by these actors.

Figure 1: Photograph of a junkie on his rounds in the city

3.1.2.3: Registered & Unregistered Motorized Tricycle Operators (Aboboyaa)

Another important primary target audience is the Motorised Tricycle Operators. These are small tricycles operated by individuals in the informal sector who transport the bulk of household waste from homes to transfer stations and recyclers. The waste collected is expected to be deposited at the nearest transfer station and or a land fill site. However, it is unclear if the waste collected by these tricycle Operators eventually get their waste disposed of at the transfer station or designated land fill sites since current evidence suggest some of the tricycle operators fly tip the waste at unauthorised places. According to the KAP report, tricycle operators are a high-risk group for unapproved dumping of waste (Unpublished, 2022) hence the need to be prioritized as a primary group in the strategy.

Figure 2: An "Aboboyaa" (Motorised tricycle) Operator

3.1.2.4: In School Youth aged 5-19 years

The youth aged 5-19 years also generate waste while in school and sometimes while on their way from school to their homes. Youth at home and in school are important primary targets both for generating waste and must be targeted for appropriate disposal. This category is

targeted both as a vehicle for behaviour change among themselves through peer-to-peer interaction and peer to parent in their homes.

3.1.2.5: Allodial Landowners & Physical Planners

Another important primary target audience includes the traditional landowners and families with allodial title/ right to land and are involved in the sale of land. These actors can sometimes overlook the need to preserve wet lands and Ramsar sites and often sell these lands to private and individual developers. Along with physical development planners and surveyors operating in the various Municipal and metropolitan Assemblies, these are responsible for ensuring proper titling of land prior to development including surveying and demarcation.

3.1.2.6: Market Women, Men, Transport Unions and Head Porters (Kayayei)

Another important primary target audience is the market women, transport Unions and the headload porters in the various markets. Market women who ply their trade in various markets are an important key stakeholder in the SBCC strategy. Market women and men generate lots of waste daily in the markets where they operate. Similarly various transport unions have a responsibility to ensure appropriate solid waste disposal by the passengers who patronise their buses. They also have a responsibility to ensure their lorry parks are kept clean of debris and waste as well as the maintenance of the drains and gutters that surround their lorry parks and stations. As a result, these groups constitute important target audience for behaviour change, hence; the need to target them with tailormade SBCC messages. Headload porters popularly called Kayayei convey the goods of many of their clients and customers from various markets to the lorry parks and stations and are therefore another important target for behaviour change communication because many of these also live and thrive on the streets and generate lots of waste in the process.

3.1.2.7: Waste pickers, waste collectors, Intermediary buyers and Recyclers.

To create synergies in the waste collection system within the urban space, the strategy has identified informal waste service providers such as waste pickers, collectors and intermediary buyers as another important primary target audience. The various associations of waste pickers and scrab dealers and recyclers will be targeted for awareness creation on their role in mitigating floods through appropriate solid waste disposal and recycling.

3.1.2.8: Physical development planners and surveyors

Physical Planners at the Metropolitan and Municipal Assemblies are key actors involved in the land use planning and administration. Working together with surveyors, these are important groups to ensure individual and private developers adhere to the building code and helping to prevent indiscriminate development of temporary and permanent structures in water courses and wet lands.

3.1.2.9: Private Estate Developers:

Private developers are highly connected individuals in society with the resources to acquire large hectares of land for development usually construction of houses for sale. These private developers often find ways to circumvent the process and are able to acquire wetlands and other reserved land for development often resulting in diversion of the water courses resulting in flooding. They will be targeted for sensitisation about how their actions contribute to the perennial flooding in Accra.

3.1.2.10: Formal Waste Service Providers:

These are waste service contractors who provide waste services to households for a fee. Most waste service providers own trucks and collect waste from registered households usually in high- and middle-income households.

3.1.3: Secondary Target Audiences

Secondary audiences are persons or institutions that directly influence the primary audiences' behaviours or actions. The following have been identified as Secondary audiences who have influence over the actions of the primary participants.

3.1.3.1: Landlords, Employers, Assembly Members

Landlords, Employers, Assembly Members are identified in this strategy as key influencers of members of households especially tenants (Men and Women) to adopt approved solid waste disposal practices within households. In the Greater Accra Metropolitan Area, the heads of the various clans are key influential secondary participants who can influence the behaviours and actions of men and women in households on appropriate solid waste disposal. Employers of the men or women living in households can also be important influencers for compliance with solid waste disposal practices and behaviours. Particularly Assembly members are able to organize and galvanize support among men and women to act at the community level to maintain and desilt open drains and gutters.

3.1.3.2: Parents, Teachers, Peers and Metropolitan, Municipal Directors of Education, School Management Committees and Parent Teacher Associations.

Parents of boys and girls living within households can be a source of influence over appropriate behaviours regarding solid waste disposal and general environmental cleanliness and sanitation. Children generally look up to their parents at home and teachers as role models. These two actors therefore have the opportunity to impact positively on the behaviours of boys and girls both at the home and at school. School authorities such as the SMCs and PTAs have a responsibility to provide hygiene and sanitation education to pupils and resources for waste collection at school.

3.1.3.3: Religious Traditional and Opinion Leaders

In Ghana, religious and traditional leaders are influential persons in society and often exert influence over many people including members of households, tricycle operators, individual

and private developers. The influence of traditional and religious leaders can be leveraged to improve household and community level waste disposal, desilting of open drains and gutters and building in water ways. Audio visuals of key leaders can be produced and played back to communities through radio and television promoting the desired behaviours.

3.1.3.4: Owners of Tricycles

The owners of the tricycles are another secondary audience that could be leveraged to prevent fly-tipping by Aboboyaa operators. To ensure compliance owners of tricycles can incorporate compliance of appropriate behaviours into the employment contracts.

3.1.4: Tertiary Target Audiences

These are persons or institutions whose actions can create an enabling environment for realization of the desired goal. The tertiary participants may or may not directly interact with the primary participants, but they are visible, trusted and respected personalities whose actions can influence policies, result in legislations, local bye laws and or the release of resources to implement aspects of the program. Tertiary participants create an enabling environment for sustained behaviour change. Some tertiary audiences include:

3.1.4.1: Metropolitan, Municipal & District Chief Executives:

Metropolitan, Municipal and District Chief Executives are influential political appointees that have influence over the actions and behaviours of all employees under the decentralized structures under the Metropolitan, Municipal and District Assemblies. Their role in prevention of floods through orders and compliance of building regulations such as issuance of building permits, arrests of persons violating the Assembly's bye laws on sanitation and land use as well as flood recovery cannot be over emphasized. These actors are also highly connected politically with significant influence on decisions regarding floods and flood related prevention and recovery. Assembly members who are representatives of communities participate in meetings of social services sub committees and can be used as agents for change on flood and flood prevention in the communities.

3.1.4.2: Members of Parliament, Ministers and Political Party Executives

Members of Parliament are representatives of the people at the central government level. These people can be mobilised to pass laws and legislations on solid waste disposal and sanitation as well as building regulations. They can also be used by community members as conduits to reach the Executive arm of government.

3.1.4.3: Media, Civil Society Organisations & Non-Governmental Organisations

The media plays a key role in sensitising people on their civic rights and responsibilities. Mass Media, Print, Television and Radio will be mobilised to create awareness on the dangers of

flooding and the negative behaviours and attitudes of the citizenry contributing and fuelling these floods. Media and Civil society organisations will be mobilised to advocate with individuals, businesses and communities within the Odaw basin to live up to their responsibilities of regularly maintaining their drains and proper disposal of solid waste to prevent floods. Non -Governmental organisations will be mobilised to donate resources and air time for education and sensitization of individuals and communities in the river basin on appropriate and responsible behaviour regarding flood prevention, mitigation and management including early warning.

3.2: Target Audience/ Stakeholders Knowledge Gap

The KAP survey revealed among others the lack of clear understanding among the Assemblies and community members or residents about the mandate of Assemblies in drain maintenance coupled with a lack of an institutionalized system for monitoring and maintaining drains by most Assemblies (Unpublished, 2022)[11]. This situation explains why most drains remain choked because community members feel it is the responsibility of government to desilt choked gutters and drains. The strategy will build in sessions, stakeholders' and community engagement programmes to sensitize all stakeholders and communities to understand their roles and responsibilities in the maintenance of community drainage infrastructure.

Some residents use inappropriate storage receptacles such as sacks, boxes, baskets and polyethene bags for solid waste instead of waste bins thus predisposing them to unsafe disposal. It is probable that these residents have inadequate knowledge about safe solid waste storage and disposal.

The knowledge gap around solid waste disposal is acute among males than females (Unpublished, 2022). This is not surprising because of the gendered nature of household waste disposal where more females are likely to dispose of solid waste through pick up services.

Knowledge about pollution of water bodies and its consequences on ill health and diseases is poor. This is because of the negative practice of residents disposing of faecal matter tied in black polythene bags into open drains popularly called "Flying toilets" mainly due to the lack of or inadequate public toilet facilities or the high cost of accessing these toilets in the urban space. Behaviour Change Communication will target households and businesses as well as market women with education on use of toilet facilities in the markets and business areas.

Although Municipal and Metropolitan Officers appear knowledgeable about their roles and responsibilities in addressing the myriad of solid waste disposal challenges, indiscriminate building, and construction of physical structures in unauthorised places, lack of physical

[11] An assessment of the Knowledge, Attitudes and Practices of the beneficiary communities, residents and stakeholders in the Odaw River Basin, in the Greater Accra Metropolitan Area, May 2022.

development controls, weak monitoring and enforcement of the building codes appear to render the officers ineffective. To address this, there will be the need for strong advocacy at the national and sub national levels and among key decision makers in the various municipal and metropolitan assemblies, among traditional and religious leaders for increased patriotism and a nationalistic attitude and sentiment for strong political will among the legislature and executive arms of government to deal with the problem of flooding.

Contracted companies (i.e., formal service providers) collect solid waste for only 21.6% of households, while 3.5% of the waste is picked up by new actors in the waste management space called Abuyaama's and Junkies (waste headload porters) with the majority of the household waste collected by motorised tricycles popularly called "Aboboyaa"[12]. The "Abuyaama's" and "Junkies" are a high-risk group since those individuals, market women and businesses or household who patronise their services do not know where the waste they collect is disposed of. Many are not aware of the occupational health risks. The strategy will address these inherent knowledge, attitudinal and behavioural gaps in the next chapter

3.3: Communication Methods & Approaches:

The following evidenced based social and behaviour change communication methods and approaches shall be employed.

1. Behaviour Change Communication
2. Community Engagement and Social Mobilisation
3. Advocacy
4. Mass and New Media
5. Human Centred Design

3.3.1: Behaviour Change Communication

Behaviour Change Communication (BCC) is an interactive process with communities and individuals to develop messages and approaches tailored for specific groups, using a variety of communication channels to promote positive behaviours, as well as to promote and sustain individual, community and societal behaviour change (Elder, 2001). Community champions will be identified and trained in behaviour change communication to lead households and communities to practice the desired behaviours. Audio spots and audio visuals will be produced and broadcast on radio, television, and community information centres to create awareness about the dangers of dumping solid waste indiscriminately in open drains and gutters.

[12] An assessment of the Knowledge, Attitudes and Practices of the beneficiary communities, residents and stakeholders in the Odaw River Basin, in the Greater Accra Metropolitan Area, May 2022.

Community theatre performances and posters modelling the desired behaviours will be produced and disseminated in each community. Using various tools and materials, target audiences in households, markets and lorry parks will be sensitized on the need to desist from choking the gutters with garbage which could result in floods.

3.3.2: Community Engagement and Social Mobilisation.

Community engagement is a "process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting their well-being" (-Grabman & Snetro, 2003)

Various stakeholders including magistrates and prosecutors will be sensitised to prosecute offenders of sanitation and waste bye laws while assembly men and women, unit committee members and community volunteers will be mobilized to desilt choked gutters and organize clean market campaigns.

3.3.3: Advocacy

Advocacy involves targeted actions at policy and decision makers in order to create an enabling environment for behaviour change through changes in laws, regulations, legislations, budgets allocation of resources on a specific issue.

Advocacy must therefore result in policy changes in use of plastics, enforcement of sanitation bye laws, the building code and overall program ownership. The target participants for advocacy in the Socio- Ecological Model are the tertiary participants, Meso and Macro level. These include Municipal and Metropolitan Chief Executives, Members of Parliament, Media Executives, Judges and Magistrates, Traditional and Religious Leaders, Presiding Members of Municipal, Metropolitan Assemblies, Assembly men and women. Channels for advocacy will include meetings, stakeholder engagements, press events, press releases and dialogues.

3.3.4: Mass and New Media

Radio, Television and Print materials are important tools for social and behaviour change communication. Preferred television and radio stations will be specifically targeted to promote content targeting various primary, secondary, and tertiary participants. Radio and television presenters liked by the target participants as per findings in the KAP[13] survey will be employed to ensure effective behaviour change. Similarly, the strategy will use findings from the KAP[14] survey to place radio and TV adverts on the stations most listened to by the target audiences. Materials shall also be deployed on YouTube, WhatsApp, Twitter, and other social media platforms to gain more visibility and reach.

[13] An assessment of the Knowledge, Attitudes and Practices of the beneficiary communities, residents and stakeholders in the Odaw River Basin, in the Greater Accra Metropolitan Area, May 2022.
[14] (ibid)

3.3.5: Human Centred Design (HCD)

Human -Centered Design is "a process that starts with the people you are designing for and ends with new solutions that are tailor made to suit their needs. Human -centered design is all about building a deep empathy with the people you are designing for; generating tons of ideas; building a bunch of prototypes; sharing what you've made with the people you're designing for; and eventually putting your innovative solutions out in the world" (Thompson *et al.*, 2007)

HCD consist of three multi step phases, inspiration, ideation and implementation. Using the findings in the KAP and additional resources, the SBCC Consultant will identify selected Environmental Health Officers across the 17 MMDAs and provide training and orientation in HCD skills and principles to enable them lead the design of protype behaviours and devise solutions for appropriate solid waste management and flood prevention within the Odaw River Basin.

CHAPTER FOUR

BEHAVIOURAL ANALYSIS; BEHAVIOUR CHANGE COMMUNICATION OBJECTIVES, CURRENT & DESIRED BEHAVIOURS

In order to ensure that the communication strategic choices are effective, we first present a behavioural analysis of each target audience beginning with target audience demographic/psychographic characteristics, their preferred media channels, current behaviours, the desired or recommended priority health behaviours, barriers and facilitators to perform the improved/recommended behaviours and their knowledge, attitudes, and perceptions. (See Table 4). The next section addresses the selected priority behaviours and the behaviour change communication objectives for each target audience.

4.1: Selection of Priority Behaviours

The consultant organised a one- day meeting to brainstorm and identify priority behaviours for each of the target audiences. Based on the behaviour analysis framework, key behaviours were proposed and validated by the GARID SBCC team. Attached in Appendix 3 is the final priority behaviours adopted for the various target audiences, primary, secondary, and tertiary participants. Table 3 presents the priority focus areas of the strategy.

Table 3: Priority focus areas of the SBCC strategy

Sector	Strategic Priority Area of focus
1) SOLID WASTE DISPOSAL	• Adoption of good waste disposal practices, • Increased use of solid waste service providers, • Compliance with solid waste management bye laws and regulations • Management of solid waste in markets, transport terminals and public places
2) FLOOD RISK MITIGATION	• Awareness of Flood Early Warning systems (FEWS) and addressing behavioral and cultural barriers and determinants of floods • Community maintenance of drains and desilting of gutters • Mobilize Businesses and Business Owners to desilt drains in front of their businesses • Enforcement of bye laws on inappropriate siting of physical structures in water ways and wetlands at

Sector	Strategic Priority Area of focus
	community and institutional level by Metropolitan and Municipal Assemblies
3) CROSS CUTTING	• Strategic stakeholder engagements • Integration of key target audiences needs into social communication programming • Consistent and effective use of quantitative and qualitative data for programmatic decision making • Development of strong and actionable linkages and impact between traditional mass & new media programs, community engagement activities and interpersonal communication • Social Norms, including social, cultural and gender norms that define roles for men and women and boys and girls regarding solid waste disposal and flood risk management • Inculcation of a culture of ownership and maintenance of infrastructure such as gutters, drains etc.

4.2: Illustrative Behaviour Change Communication Objectives; Current & Desired Behaviours

The section below presents the current and desired behaviours, barriers and facilitators of the recommended behaviours and the behaviour change communication objectives by target audience (See Table 3 below).

Table 4: Priority Target Audiences, Communication Objectives & Behavioural Factors

1	2	3	4	5	6	7	8
Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour
PRIMARY TARGET AUDIENCES							
Households (Men, Women, Boys, Girls, mentally challenged persons) Rural, Peri-Urban, Slum Age 18 to 49 Primary education Low to semi-literate Poor	**Objective1:** By end of the campaign at least 40% of households in all 17 municipalities will register with approved waste collection agencies. **Objective 2**: At the end of December 2025, 50% of households in low-income communities will have increased positive attitude towards solid waste disposal in all 17 MMAs. **Objective 3**: By the end of the programme, sand along shoulders of the road at the central business area will be brushed and collected daily to prevent drain siltation which can cause flooding **Objective 4**: By the end of the programme, households will have increased knowledge about Flood Early Warning signals	1. Television 2. Radio 3. Community radio stations 4. WhatsApp 5. Facebook 6. You Tube 7. Twitter 8. Tik Tok 9. Instagram 10. Newspapers 11. Linked In 12. Snap Chat 13. Theatre for change 14. Community engagement / sensitization 15. Faith-based sensitization 16. Mobile / cinema van 17. Posters, stickers, and other IEC materials	1. Stop dumping solid waste into open drains and gutters 2. Register with accredited waste service providers (Formal and Informal) for proper collection and disposal 3. Acquire waste bins for their households for storage and proper disposal 4. Send their solid waste to communal waste skips 5. Stop dumping rubbish out of private vehicles at unauthorized places 6. Segregate the waste collected in their households 7. Send solid waste to buy back centres or sell them to recyclers 8. Increased knowledge about links between inappropriate solid waste disposal and floods. 9. Increased awareness about Flood Early warning signals	1. They dispose of solid waste in gutters/open drains especially when it is about to rain 2. Collect solid waste in sacks/plastic containers 3. Use waste contractors 4. Give waste to junkies and Abuyaama's 5. Burn or bury the waste 6. Carry waste in private cars and dumping these by the roadside and in open spaces at night 7. Reluctant to register with accredited waste service contractors 8. Limited segregation of solid waste	1. Inadequate information on the processes for registering with waste collection companies 2. Ignorance of sanitation laws and punishment following indiscriminate littering 3. Low level of knowledge on the economic value of waste 4. Aware of the consequences of indiscriminate disposal of solid waste and its effects on flooding which results in loss of lives and property.	1. High cost of bins 2. Unavailability of formal waste service providers in low-income communities 3. High fees charged service provider 4. No communal skip containers/Abolishment of communal waste containers 5. Delayed emptying of communal skip containers 6. Poor frequency of waste collected from households 7. The perception that waste collection is government responsibility 8. Unwillingness to spend money on waste collection 9. Perception that waste should be burnt and not transported. 10. The frequency of collection by Formal Waste Service Providers (FSPs) is	1. Improve access to waste bins through free waste bins scheme 2. Enforcement and strengthening of sanitation by-laws 3. Inspection of homes to ensure conformity by the environmental health officers 4. On time scheduled collection 5. Waste can be socially marketed as something valuable and used for compost. 6. Provide free or subsidised waste bins to households

						inadequate and a major cause to accumulation of waste and littering. 11. Inadequate final waste disposal sites	
Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour
Registered and Unregistered Motorised Tricycle Operators (Aboboyaa) Low to semi-literate	**Objective 1:** By the end of 2023 unregistered Motorized Tricycle Operators would have formally registered with Municipal and Metropolitan Assemblies as waste service providers. **Objective 2:** By the end of 2023, 80% of "Aboboyaa" Operators in the 17 MMDAs will ensure transfer of their solid waste to designated transfer stations or other final disposal sites. **Objective 3:** By the end of 2023, 70% of Tricycle Operators will cover their waste with used nets while transporting their waste to the final disposal sites.	1. Radio 2. Community radio 3. Television 4. WhatsApp 5. Facebook 6. Instagram 7. Theatre for change 8. Meetings / community engagement / sensitization 9. Faith-based sensitization 10. Posters, stickers, and other IEC materials	1. Formal Registration with the MMDAs as waste service providers 2. Ensure they cover their solid waste with used nets while transporting to the transfer stations or final disposal site 3. Encourage motorized tri-cycle operators to transfer their solid waste to the waste transfer stations 4. Increase knowledge and awareness about availability of waste transfer stations in MMDAs 5. Encourage "Aboboyaa" riders to ensure they are in appropriate PPEs (helmet, gloves, nose masks, googles) 6. Some Tricycle Operators do not have valid motor drivers' licenses, as such ride without license.	1. They fly tip waste collected from households or markets at unauthorized places 2. Most are not formally registered with the Assemblies 3. Some do not cover their solid waste with nets while transporting to transfer stations 4. Most tricycle operators do not have appropriate personal protection equipment's such as (helmets, gloves, nose masks and goggles). 5. Some do not have valid driver's license	1. Are aware of connection between poor solid waste disposal and floods 2. Poor knowledge about linkage between solid waste and health 3. Low level of knowledge about the importance of registering with the Municipal Assemblies 4. Lack of appreciation of the need to cover their solid waste with nets 5. Lack of appreciation and or understanding of the need to protect themselves with PPEs while conveying waste to transfer stations.	1. Present design of the motorised tricycle does not allow for easy transfer of the waste from the bucket of the tricycle into the transfer station receptacles 2. High tipping fees charged at the transfer station 3. Unregulated activities of tricycle operators 4. Low number of transfer stations in some MMDAs 5. Long queues at the transfer centres 6. Long distance from the point of collection and the final disposal sites in some MMDAs 7. Accessibility of some transfer stations in some MMDAs 8. Cost of used nets	1. A regulation to enforce an appropriate design bucket that will fit into the current waste collection system and architecture. 2. Construction of more waste transfer stations in the city 3. Regulations of the activities of motorised tricycle operators by MMDAs

Waste Headload Porters (Abuyaama's) Low to semi-literate	**Objective 1:**10% of Abuyaama's will deposit waste collected at approved dumping sites by December, 2025. **Objective 2:** 10% of Abuyaama's will use receptacles with proper lining for waste collection **Objective 3:** At least one orientation session organized for Abuyaama's on where to locate community communal containers and the need to protect themselves while carrying solid waste.	1. Television 2. Radio 3. Community radio 4. Meetings / engagement programmes 5. Posters / stickers	1. Ensure solid waste is conveyed in appropriate containers (lined)/receptacles 2. Dispose of solid waste collected from markets/shops/businesses and households at the approved dumping sites 3. Increased knowledge and awareness about locations of communal waste skips in markets and communities 4. Increased knowledge about links between inappropriate solid waste disposal and flooding. 5. Increased awareness about Flood Early warning signals 6. Increased awareness about Flood Early warning signals	1. Dump the waste by the roadside 2. Dump at a different location in the markets 3. Give their waste to junkies	1. Poor perception of risk of solid waste disposal and flooding.	1. High fees charged for dumping waste in the communal skip container 2. Long distance between the point of collection and the point of disposal of waste 3. High mobility 4. Low risk perception about the health implications of conveying solid waste on their heads 5. High cost of the appropriate receptacles 6. Low motivation to perform desired behaviours	1. Provision of Personal Protection Equipment 2. Provision of better containers for conveying waste to appropriate sites 3. Increase the number of skips within their operation areas

Junkies Low to semi-literate	**Objective 1:** 10% of Junkies will deposit waste collected at approved dumping sites by December, 2025. **Objective 2:** 10% of Junkies will use receptacles with proper lining for waste collection **Objective 3:** At least one orientation session organized for junkies on where to locate communal containers and the need to protect themselves while carrying solid waste.	1. Television 2. Radio 3. Community radio 4. Meetings / engagements 5. Posters / stickers	1. Ensure solid waste collected from clients is dumped in approved sites 2. Ensure solid waste is conveyed in appropriate receptacles 3. Increased knowledge and awareness about locations of communal waste skips in markets and communities 4. Increased knowledge about links between inappropriate solid waste disposal and floods. 5. Increased awareness about Flood Early Warning signals (FEWS).	Dump waste at unauthorised places	1. Poor risk perception of solid waste disposal and flooding.	1. Fees charged for transferring waste to communal skip containers is high	2. Awareness creation on radio and television on communal skip container sites 3. Education and awareness campaign on solid waste disposal and flooding intensified.
Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour

In School Youth aged (5-19 years) Literate Aged 5-19 years old	**Objective 1**: By the end of April 2023, 30% of in school youth aged 5-19 years old across all 17 Municipalities have increased knowledge about the causes of flooding and taken at least 3 measures to reduce flooding in their communities. **Objective 2**: By the end of April 2023, 30% of in school youth in 17 MMDAs report dumping solid waste into bins at school and at home. **Objective 3**: By the end of April 2023, 60% of In School Youth aged 5-19 years in 17 MMDAs report segregation of waste in their schools. **Objective 4**: By the end of April 2023, at least 60% of In School Youth aged 5-19 years can correctly list at least three important benefits of environmental cleanliness.	1. Television 2. Radio 3. Community radio 4. WhatsApp 5. Tik Tok 6. YouTube 7. Facebook 8. Twitter 9. Skits 10. Poems 11. Flip charts 12. Stickers 13. School-based engagement programmes	1. Increased knowledge and awareness about appropriate solid waste disposal methods and practices 2. Encourage In school youth to use a bin each time they want to dispose of waste either at school or at home. 3. Practice waste segregation 4. In school youth should keep solid waste till they get to a public bin on their way from home, to school, and from school to their homes. 5. Dispose of solid waste in appropriate waste bins 6. Educate their peers and parents about the negative effects of inappropriate solid waste disposal 7. Create awareness on the causes of flooding and its negative impacts on lives, livelihoods and property. 8. Increased knowledge and awareness about the link between building in unauthorised places such as water courses, Ramsar sites and wet lands and flooding. 9. Increased knowledge and awareness about Flood early warning signals 10. Teach their peers the importance of keeping the	1. Solid waste is not segregated at school and at home 2. Solid waste is disposed of indiscriminately 3. No peer- to -peer education on how to manage solid waste 4. No child to parent sensitization of solid waste disposal at home. 5. Inadequate knowledge about links between erection of structures in unauthorised places such as water ways, wet lands and Ramsar sites and flooding. 6. Inadequate knowledge and awareness about Flood Early Warning (FEWS) signals. 7. Inadequate child to parent education on solid waste disposal 8. No peer-to-peer education in some schools	2. Poor national psyche on proper environmental sanitation practices and solid waste practices 3. There is inadequate education on good behaviours with regard to solid waste disposal, building in unauthorised places and flood early warning. 4. Peer to peer education on solid waste disposal and flooding is inadequate	5. Lack of appropriate waste segregation bins at schools. 6. Lack of peer counselling on waste disposal 7. Inadequate sensitization of pupils in basic schools on appropriate solid waste disposal 8. Inadequate engagement of pupils and parents during PTA/ SMC/SHEC meetings on the dangers of inappropriate solid waste disposal and flooding. 9. Inadequate engagement of pupils on the dangers of building in water ways and Ramsar sites 10. Inadequate sensitisation on Flood Early Warning Signals for pupils 11. Lack of waste bins at school and in homes. 12. Lack of waste bins at vantage points	14. Provision of waste bins to schools and households 15. Provision of SBCC materials on solid waste management, appropriate land use, sanitation and hygiene and Flood Early Warning. 16. Awareness creation on dangers of negative attitudes and behaviours that predispose communities to flooding.

			environment clean at all times			in the communities. 13. Waste segregation is considered by pupils, teachers and parents as time consuming.	
Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour
Allodial, Landowners /Surveyors Literate 25-70 + years	**Objective 1:** By end of December 2025, knowledge of allodial landowners on city master plans, rights and responsibilities will increase. **Objective 2**: By the end of December 2025, 50% of allodial landowners will be using master plans in selling land to prospective developers. **Objective 3:** By the end of December 2025, 50 % of residents in the 101 communities in 17 municipalities in the GAMA will be aware of the provisions in the building code (Act 925). **Objective 4:** By the end of December 2025, physical Planners and Engineers in 17 MMDAs will ensure full compliance and adherence to the building code (Act 925).	1. Television 2. Radio 3. Newspapers	1. Increase knowledge and awareness among Allodial Landowners on city master plans, rights, and responsibilities 2. Allodial Landowners should be guided by city master plans in selling lands to prospective developers 3. Enhanced knowledge of residents on the provisions under the building code (Act 925) 4. Physical Planners will ensure full compliance and adherence to the building code (Act 925)	1. Land is sold to prospective developers without recourse to the city master plan 2. Land is sold to prospective buyers regardless of whether this is a wetland or water course	1. Inadequate knowledge and understanding of the city master plan	1. Scarcity of land in the GAMA 1. Bureaucracy in acquisition of building permits 1. Political interference in acquisition of lands and building permits 2. Inadequate enforcement of building code 3. Inadequate resources for monitoring building plans 4. Inadequate prosecutions of offenders to serve as deterrents 5. Low motivation to access City Master plans. 6. Cost of City Master plans 7. Land is traditionally owned and there is no compulsion to	1. Streamlining of land acquisition processes 2. Removal of bureaucratic bottlenecks to building permits 3. Enforcement of building code 4. Inadequate sensitisation of the public on the City Master Plan

						abide by the City Master plans. 8. Limited enforcement of building codes 9. Lack of resources for monitoring prospective developers 10. Political interference	
Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour
Business Owners	**Objective 1:** By end of December 2025, knowledge of Business Owners along the Odaw Basin will have increased knowledge and awareness about the dangers of indiscriminate solid waste dumping and flooding. **Objective 2**: By the end of December, 2025, Business Owners in the Odaw Basin will have increased knowledge and awareness on the building code (Act 925). **Objective 3**: By the end of December 2025, Business Owners within the Odaw Basin will establish a fund to support flood reduction initiatives	1. Television 2. Radio 3. Meetings / Engagement programmes 4. Posters 5. Stickers 6. Mobile van	1. Keep their surroundings / shops / offices/market stalls clean 2. Dispose of solid waste in bins and ensure they are emptied at the Communal Skip Containers 3. Should not urinate and defecate in polyethene bags and dump in gutters 4. Contribute towards flood reduction and mitigation I through corporate social responsibility	1. Dispose their solid waste through formal waste collection contractors 2. Some dispose their solid waste through Aboboyaa 3. Others dispose solid waste through Abuyama 4. Disposal of solid waste into drains and the Odaw River basin	1. Businesses do not think that they contribute to the waste burden in Ghana 2. Most are registered with formal waste service providers	1. Inadequate waste skip containers 2. Distances to nearest waste skip container is far 3. Inadequate resources for waste collection 4. Poor road network 5. High fees charged by Formal Service Providers for waste collection 6. Inadequate final disposal sites	1. Provision of additional waste skip communal containers at markets and public places 2. Provision of public toilets in markets and other public places

Physical Development Planners & Works Engineers **Literate**	**Objective 1**: By the end of December 2025, Physical Development Planners and Works Engineers at MMDAs will adhere to physical planning guidelines and regulations.	1. Television/Radio/ 2. Newspapers 3. Meetings /Engagement programmes	1. Create awareness among residents on building codes 2. Ensure full compliance and adherence to the building code (Act 925) 3. Encourage regular monitoring of development activities within their jurisdiction	1. Improper citing of structures 2. Weak monitoring and control 3. Citing structures on water ways 4. Lack of enforcement of building codes	1. Aware about the negative effect of citing structures on water ways 2. Aware of the need to enforce the building code 3. Have knowledge about sanitation bye laws	1. Political interference Lack of adequate resources for monitoring and supervision	1. Resources for monitoring and supervision
Informal Service Providers (Waste Pickers, Waste Collectors, Intermediary buyers, Recyclers) Mixture of literate/semi-literate and illiterate All age categories from 12 -60+ years	**Objective 1**: By the end of December 2025, Informal Service Providers (waste Pickers, Waste Collectors, Intermediary Buyers and Recyclers) will have increased knowledge and awareness about the linkages in waste collection ecosystem.	Radio/Television Community radio	1. Encourage intermediary buyers to buy waste from households and factories 2. Create awareness at the household level about the existence of intermediary buyers and buy back centres for households to utilize these sources 3. Create awareness among waste pickers about the need to ensure appropriate disposal practices	1. Inappropriate disposal of solid waste	Inadequate knowledge about linkages in waste collection ecosystem		1. Linkages with waste pickers, waste collectors and recyclers 2. Creating enabling environment for recycling
Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour

Market (Wo)men, Transports Unions and Head Potters (Kayayei) Mix of literate/semi-literate and illiterate All age categories from 10 -60+ years	**Objective 1**: By the end of December 2025, market women/men, transport unions and head porters (kayayei) will have increased knowledge and awareness about the causes of floods and develop plans to mitigate them. **Objective 1**: By the end of December 2025, market women/men, transport unions and head porters (kayayei) will have increased knowledge and awareness about flood early warning signals and devise mechanisms to mitigate the effects of flooding.	1. Radio 2. Television 3. Posters / stickers 4. Engagement programmes 5. Mobile / cinema vans 6. Theatre for change	1. Encourage market women, men and Kayayei to dispose of their solid waste in nearby communal containers in the markets 2. Encourage shop owners, market women/men, and porters to depose off their solid waste in communal containers in the markets 3. Encourage Transport Unions to ensure passengers and patrons to dispose of solid waste into waste bins. 4. Encourage transport Unions to acquire waste bins and place in vantage points for passengers and other patrons of lorry parks to dispose of their waste. 5. Encourage market women not to place kiosks and other metal containers on water ways and drains. 6. Encourage Kayayei to dispose of solid waste in communal skip containers.	1. Dispose of solid waste in gutters/open drains 2. Defecate into polythene bags and dump in gutters 3. Place metal containers on water ways 4. Dispose of refuse in open spaces in markets, lorry parks	1. Poor risk perception of solid waste disposal and floods 2. Perception that waste collection is the government's responsibility	1. Inadequate communal waste skips in markets and lorry parks 2. Delayed collection of waste from communal containers 3. Inadequate waste bins in markets and lorry terminals	1. Provision of free waste bins to market women, lorry terminal operators 2. Education and sensitization of market women and lorry park terminals about their roles in 3. Regular emptying of waste bins / waste skips

Formal Waste Service Providers Fairly educated Middle income Aged 25-70+	**Objective 1**: By the end of December 2025, formal waste service providers will frequent low-income communities for waste collection and ensure regular emptying of communal skip containers	1. Radio/Television 1. Meetings / Engagements	7. Improve services in low - income communities.	5. Waste Service Providers do not frequent in low-income communities for waste collection	1. Attitude towards low-income communities is that they cannot pay for the services. 3.	2. Poor road network of low-income communities 4. Inability of some residents of low-income communities to pay the fees charged by formal waste service providers	3. Diversify operations to cover low-income communities 4. Redistribute waste service providers
Private Estate Developers Highly Educated	**Objective 1**: By December 2025, Private Estate Developers in the 17 MMDAs will have been sensitised on the causes of flooding in the Municipalities and action plans developed to mitigate the situation including adherence to the building code.	1. Radio 2. Community radio 3. Television 4. Print media 2. Engagements	8. Advocate with their members for strict compliance with the building code	6. Some members are non-compliant	1. Low motivation to comply with the building code 2. Lack of awareness on building codes 4. Sanctions not severe enough to deter others who violate the laws.	5. Bureaucracy in land acquisition.	6. Organise stakeholder engagement to dialogue on their role in flood mitigation and actions needed by the Estate Developers to curb the situation.

SECONDARY TARGET AUDIENCES

Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour
Municipal, Metropolitan Environmental Health Officers/Sanitation Prosecutors Fairly Educated mostly college level education Aged at least 35 years plus	**Objective 1**: By the end of December 2025, Municipal, Metropolitan Environmental Health Officers will be empowered to effect arrests and prosecution of sanitation, solid waste management offenders and those violating building code and regulations.	1. Radio/Television 2. Meetings / Engagement	1. Dedicate time to sensitize households and communities during visits on responsible solid waste disposal, appropriate land use, sanitation, flood prevention measures and early warning systems. 2. Ensure enforcement of solid waste disposal, land use and sanitation bye laws in accordance with the Public Health Act.	1. Limited logistics for routine monitoring 2. Inadequate political support	1. Good knowledge about waste disposal issues	Lack of political support for enforcement of bye laws	Proper regulatory framework including arrests and prosecutions

Landlords Fairly educated Middle Income Aged 25 plus.	**Objective 1**: By the end of December 2025, all landlords will ensure appropriate clauses in tenancy agreements include responsibility for proper behaviour regarding sanitation, solid waste disposal, land use and maintenance of surrounding drains.	1. Radio/Television 2. Meetings / Engagements	1. Ensure all tenants adopt appropriate solid waste disposal practices and behaviours 2. Prevent tenants from citing unauthorised structures on their properties	1. Some Landlords do not insert clauses in tenancy agreements binding tenants on proper behaviour regarding solid waste disposal	1. Negative attitude towards solid waste disposal	1. Lack of bins in households for waste disposal	1. Distribution of free waste beans program
Religious Leaders Fairly educated Middle class	**Objective 1**: By the end of December 2025, religious leaders (Christian & Muslim) will integrate flood prevention and proper Solid Waste Management messages, into their sermons.	1. Radio 2. Television 3. Meetings / Engagements	1. Use their platforms to advocate and promote the adoption of positive behaviours towards appropriate solid waste disposal, land use, sanitation and flood prevention.	1. Do not integrate sanitation and solid waste disposal/flooding into sermons	1. Some religious leaders lack adequate knowledge about floods and flood prevention.	1. Some religious leaders lack appropriate content on floods and flood prevention	1. Engage religious leaders as flood prevention champions and advocates
Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour
Law Enforcement Agencies Fairly educated Middle class	**Objective 1**: By the end of December 2025, law enforcement agencies will have caused the arrest and prosecution of 50% of offenders of sanitation bye laws, the building code (Act 925) across 17 MMDAs.	1. Radio 2. Television 3. Meetings /Engagements	1. Ensure adherence to sanitation bye laws and building code. Ensure offenders are swiftly prosecuted and appropriate sanctions applied 2. Provide legal education to Judges and Magistrates on the negative effects of flooding on the economy and the need to ensure compliance with sanitation bye laws and building code (Act 925)	1. Minimal Prosecutions	1. Some Judges and Magistrates have adequate knowledge about the sanitation bye laws and building code. 2. Some Judges and Magistrates lack the courage and political will to prosecute offenders of sanitation bye laws and building code/regulations	1. Some judges and Magistrates lack the political will to prosecute offenders of relevant sanitation bye laws and building codes.	1. Organise legal education and refreshers for judges and Magistrates operating in 17 MMDAs to appreciate the need to prosecute people who violate sanitation bye laws and building regulations.
Teachers Fairly educated	**Objective 1**: By December 2025, teachers in the 17 MMDAs will motivate pupils in selected schools to adopt positive behaviours towards	1. Radio/TV 2. Meetings / Engagement	1. Advocate for policies within schools that support appropriate solid waste	1. Sanitation is not taught in the curriculum as a subject and there is limited time to discuss	1. Some teachers are not well motivated to discuss sanitation and flood	1. Inadequate time to dialogue with children at school on sanitation and	1. Organise School sanitation clubs to facilitate dialogue and discussion on floods,

	flood prevention, appropriate solid waste management.		disposal, land use, sanitation, and hygiene 2. Motivate pupils to practice the desired behaviours 3. Encourage their household and community members to practice desired solid waste management and flood mitigation behaviours	sanitation issues with pupils outside the timetable.	management issues with pupils.	solid waste management.	sanitation and solid waste disposal.
Peers of school children **literate**	**Objective 1**: By December 2025, peers of school children in participating schools in the 17 MMDAs will motivate their peers to adopt positive behaviours towards flood prevention, appropriate solid waste management and sanitation in their schools.	1. Radio / Television 2. Community radio 3. Engagement programmes	1. Motivate their peers to practice desired behaviours 2. Encourage their peers and parents to practice the desired behaviours such as approved solid waste disposal, waste segregation at home and in school and desilting of choked gutters.	1. Peer to peer education and counselling is not well practiced in schools.	1. Pupils are aware of flooding in their communities but may have a low-risk perception of floods on loss of lives, livelihoods and property.	1. Inadequate opportunities for schools to compete on subjects such as good environmental practices. 2. Limited time during school hours to discuss SWM issues 3. Pupils lack appropriate IEC materials on flooding, solid waste disposal and building in unauthorised places.	1. Encourage healthy competition such as inter school competitions among school resilient clubs on sanitation, solid waste disposal

Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour
Parents & Grandparents Mixed Education	**Objective 1**: By December 2025, parents and grandparents in the 17 MMDAs will motivate boys and girls in households to adopt positive behaviours towards flood prevention, appropriate solid waste	1. Radio/TV 2. Community radio 3. PTA meetings	1. Encourage boys and girls in households to model approved solid waste disposal desirable behaviours and practices within households, schools and communities.	1. Role of parents and grandparents as key influencers of behaviours of boys and girls in sanitation and solid waste disposal not clearly defined	1. Some parents and grandparents are not motivated to discuss sanitation and solid waste disposal with their grandchildren.	1. Insufficient time at the household level for grandparents to engage their grandchildren in discussions	1. Create opportunities for grandparents to dialogue with children on sanitation, floods and solid waste management.

	management and maintenance of drains at the community level.		2. Reinforce appropriate solid waste disposal behaviours and flood mitigation practices among their daughters and daughter in laws. 3. Motivate their sons to comply with appropriate land use practices	especially in the urban setting		centred around flooding and approved solid waste disposal	
Peers of Tricycle Operators Low literate	**Objective 1**: By December 2025, peers of tricycle operators (Aboboyaa) in the 17 MMDAs will motivate their peers to adopt positive behaviours towards flood prevention, appropriate solid waste management and dumping waste collected the final disposal sites.	Radio Television Community radio	1. Provide peer support to non - compliant tricycle operators in appropriate solid waste disposal behaviours and practices	1. Peer to peer support is currently weak	1. Some peer Aboboyaa tricycle operators are not well motivated to practice the desired behaviours.	1. Insufficient time to interact with each other and share experiences.	1. Create opportunities for peer-to-peer support and dialogue.
Owners of Motorised Tricycles Mixed Education	Objective 1: By December 2025, owners of tricycles (Aboboyaa) operating in the 17 MMDAs will ensure that the operators adhere to best practices such as avoiding fly tipping, ensuring that waste is covered with used nets and that riders use appropriate PPEs	1. Radio 2. Community radio 3. Television	1. Provide PPEs for tricycle operators 2. Motivate the tricycles operators to adhere to appropriate solid waste disposal guidelines	Weak social ties between the owners of the Tricycles and the Operators	Some Tricycle owners are not well informed about the relevant sanitation laws, bye laws and regulations	SWM not integrated into employment contracts	Integrate SWM into employment contracts
Employers Highly Educated	Objective 1: By December 2025, Employers will incorporate appropriate behaviour in terms of flood prevention, solid waste management and building in unauthorised places into performance contracts of employees	1. Radio 2. Community radio 3. Television	Policies to promote appropriate solid waste disposal at the workplace Encourage employers to include responsible behaviour regarding the environment, appropriate waste disposal, land use into the code of conduct	No clauses on responsible behaviour regarding environmental sanitation, appropriate waste disposal and land use in staff performance contracts and evaluations.	Some Employers are not keen and motivated to hold staff accountable for responsible behaviour regarding environmental sanitation, waste management and flood prevention.	Inadequate engagement of employer's association to appreciate the need to include sanitation issues into employment contracts of employees	Hold stakeholder engagements with recognised Employers' associations.

Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour
Unit Committees Mixed Education	**Objective 1**: By December 2025, Unit Committees in the 17 MMDAs will receive orientation on the GARID Project SBCC strategy and contribute to its successful implementation.	1. Radio 2. Community radio 3. Television 4. Meetings / Engagements	1. Sensitize community members on sanitation regulations and building codes 2. Mobilize community members for community led desilting of drains and gutters 3. Motivate community members to desist from dumping solid waste into open drains, mobilize community clean up campaigns including markets and lorry parks 4. Report community members who erect unauthorised structures in water ways and to the Assemblies 5. Mobilize households to support the Operation Clean your frontage campaign 6. Sensitize communities on Flood early warning systems	1. Limited engagement and mobilisation of communities for communal labour usually clean up campaigns.	1. Negative attitudes and perceptions of some Unit Committee members on floods and flood prevention.	1. Response to community work is often a challenge because of the urban setting 2. Some Unit committees are not fully aware of the GARID projects objectives	1. Organise stakeholder orientation for Unit Committees on GARID project
Assembly Members Mixed Education	**Objective 1**: By December 2025, Assembly members in the 17 MMDAs will have mobilised at least 80% of communities in their electoral areas to implement the GARID Project SBCC strategy.	1. Radio 2. Community radio 3. Television 4. Meetings / Engagements	1. Sensitize community members on sanitation regulations and building codes	1. Negative attitude of community members towards proper sanitation, solid	1. Some Assembly members lack adequate knowledge about the GARID project objectives	1. Limited understanding of the GARID project objectives 2. Difficulty in mobilising communities for	1. Conduct orientations of the GARID project objectives for Assembly members 2. Advocate with MMDCEs for resources to be

	Objective 2: By December 2025, Assembly members in the 17 MMDAs will advocate for bye laws in their assemblies to support adherence and compliance to sanitation and building code.		2. Encourage households in their electoral areas to dispose of solid waste responsibly, ensure appropriate land use, flood prevention measures, and advocate with Municipal. Metropolitan Assemblies for enforcement of solid waste and sanitation bye laws. 3. Mobilise communities to participate in delivery of community infrastructure such as drains	waste disposal, flood early warning and building in water ways		community voluntary work 3. Inadequate resources and tools for community mobilisation	allocated for desilting community drains
Traditional Opinion Leaders (Chiefs/Queens) Mixed Education	**Objective 1**: By December 2025, Traditional Leaders (Chiefs/Queens) in the 17 MMDAs will ensure adherence and compliance to sanitation bye laws and regulations, appropriate solid waste disposal and the building code in their jurisdictions.	1. Radio 2. Community radio 3. Television 4. Meetings / Engagements	1. Use their influence to encourage household in their jurisdictions to dispose of solid waste, responsibly and ensure people are not building in water ways. 2. Desist from selling wetlands. 3. Use traditional channels such as festivals to promote responsible solid waste disposal and proper land use practices including flood prevention.	2. Some Traditional leaders sell wetlands, lands that are in water courses and Ramsar sites to prospective developers including private Estate Developers	1. Some traditional leaders lack adequate knowledge about the building code. 2. Some traditional leaders have a low-risk perception of floods and the causes of floods.	1. Political interference 2. Limited control of Allodial Land owners 3. Inability to ensure Allodial landowners comply with land administration guidelines	1. Advocate with the National and Regional Houses of Chiefs to consider prioritising land sales and awareness creation at the Houses of Chiefs on the building code. 2. Advocate for strong legislations and enforcement of sanitation bye laws, building in water ways and appropriate

							sanctions for non-compliance.
TERTIARY TARGET AUDIENCES							
Municipal Chief Executives Mixed Education	**Objective 1**: By December 2025, Municipal and Metropolitan Chief Executives in the 17 MMDAs will ensure adherence and compliance to sanitation bye laws and regulations, appropriate solid waste disposal and the building code in their Municipalities/Metropolitan areas.	1. Radio 2. Community radio 3. Television 4. Engagement	1. Provide political support and leadership to MEHOs and Physical planners to enforce solid waste disposal, appropriate land use and sanitation bye laws in their municipalities	1. Inadequate support to MEHOs ad prosecutorial agencies to monitor and enforce bye laws on sanitation, solid waste disposal and building code.	1. Some MMDCEs have low risk perception of floods and flooding	1. Some MMDCEs lack political will to cause arrests and prosecution of offenders/	1. Advocate for non-political interference from the Executive on the effective functioning of MMDCEs. 2. Mobilise resources and political support for law enforcement agencies to prosecute offenders
Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour
Presiding Members Highly Educated	**Objective 1**: By December 2025, presiding members in the 17 MMDAs will ensure appropriate legislation and enforcement of bye laws on sanitation, appropriate solid waste disposal and the building code in their Municipalities/Metropolitan areas.	1. Radio 2. Community radio 3. Television 4. Meetings / Engagements	1. Use their influence in the Executive Committee of the Municipal and Metropolitan Assemblies to support enforcement of appropriate solid waste disposal, land use and sanitation bye laws in their various municipalities.	1. Do not actively support Assembly officers and prosecutors on enforcement of sanitation bye laws, building in water ways, desilting of drains and FEWs.	1. Some presiding members lack appreciation of the issues causing flooding in the MMDAs. 2. Low risk perception of the consequences of floods and flooding	1. No political will	1. Provide orientation for Presiding members on their roles and responsibilities towards their respective Municipalities/Metropolitan areas in mitigating floods and flooding in the flood prone communities.
Paramount Chiefs Mixed Education	**Objective 1**: By December 2025, paramount chiefs in the 17 MMDAs will ensure divisional chiefs and other lower chiefs enforce bye laws on sanitation, appropriate	1. Radio 2. Community radio 3. Television	1. Serve as strong advocates for appropriate solid waste disposal, land use, sanitation, and flood prevention in their various	1. Sell land to prospective developers without recourse the city master plan.	1. Some paramount chiefs lack knowledge about the linkages between	1. Inability to ensure compliance of allodial landowners to the relevant land administration	1. Integrated land administration regulations into agenda of regional house of chiefs

	solid waste disposal and the building code in their paramountcy's.	4. Meetings / engagement	paramountcy's and jurisdictions.		environmental sanitation, solid waste disposal and building in water ways and floods.	regulations and guidelines especially the building code.	2. Institute rewards/incentives for paramount chiefs who are able to achieve compliance in their jurisdictions. 3. Organise stakeholder engagements and orientations on the GARID project goal and objectives.
Media/Civil Society Organisations Highly Educated	**Objective 1**: By December 2025, the Media and other Civil society organisations in the 17 MMDAs are actively advocating for enforcement of relevant bye laws on sanitation, appropriate solid waste disposal and the building code in the Metropolitan and Municipal Assemblies.	1. Meetings / engagements 2. Radio 3. Community radio 4. Television 5. Print media	1. Create awareness among the residents and businesses on the poor solid waste disposal practices, land use and flood prevention measures 2. Contribute airtime and space for public education on solid waste disposal, land use and flood prevention.	1. Media reportage is not centred on changing individual, household and community level attitudes, behaviours and practices that result in flooding.	1. Some media lack adequate knowledge and orientation on the issues of flooding. 2. Some Media lack appropriate content.	1. Messaging is not properly targeted at the drivers of flooding and the negative attitudes that perpetuate the behaviours 2. Civil society activism on flooding and solid waste management is weak	1. Tailor media reportage to address behaviour change on appropriate solid waste management and not building in water ways 2. Mobilise Civil society to lead agenda of flooding in the country ad specifically in the 17 MMDAs.

Priority Audience	Communication Objectives	Preferred Channels	Desired Behaviours	Current Behaviours	Knowledge, Attitudes & Perceptions	Barriers to Improved Behaviour	Facilitators of Improved Behaviour
Parliamentary select Committees responsible for Environment Highly Educated	**Objective 1**: By December 2025, the Parliamentary Select Committee on Environment at the national level has tabled at least three statements on the floor of parliament on the state of flooding in the 17 MMDAs and advocating for appropriate legislation including resource allocation to address the challenges	1. Radio 2. Community radio 3. Television 4. Print media 5. Meetings / engagement	1. Raise the profile of the challenge of solid waste disposal, poor land use and flooding at the highest level for a policy decision to end the menace of flooding in the country. 2. Advocate for resources for enforcement of solid waste disposal, land use and sanitation bye laws at the	1. Not much advocacy by the Parliamentary select Committee on flooding and solid waste management issues	2. Inadequate knowledge on the issues of flooding	1. Inadequate time to engage their constituents on issues around poor sanitation, indiscriminate waste disposal and building in water ways.	1. Prepare advocacy kits for the select Committee 2. Provide orientation to the Committee on the scope of the problem and measures needed to address them. 3. Create platforms for advocacy on floods

			Municipal, Metropolitan and District Assemblies				and poor solid waste disposal.

CHAPTER FIVE

KEY MESSAGES

5.1: Key messages

This section covers the key messages proposed for each priority target audience and a discussion of audience channel mix.

Table 5: Households (Men, Women, Boys, Girls, mentally challenged persons)	
Key Actions/Desired Behaviors	**Key Messages**
Households register with accredited (formal and informal) waste service providers. Households acquire waste bins Households send their solid waste to the communal container	Registering with accredited waste service providers is one sure way to take care of your waste to have a peace of mind. Act now. Do not store your household waste in sacks or plastic containers. The safest way to store household waste for appropriate disposal is in a waste bin. Acquire a waste bin today to prevent flooding. Take your "borla" to the communal container. Do not dump your "borla" in unauthorized places.
Households should not dump their solid waste in open drains and gutters.	Dumping your solid waste in the drains can choke the gutters and lead to flooding. Dumping waste in drains can cost your life. Stop dumping waste into open drains and gutters to keep floods away. Stop dumping waste into gutters and open drains. Save lives, save properties.
Households segregate their waste for disposal	Waste is money! Send your waste to a buy back centre or a recycling centre for a reward. It is better to send your waste to a buy back or recycling centre in exchange for money than to dump it into a gutter
Households send their segregated solid waste to buy back centers and recyclers	Segregate your waste and make money.

Households desist from dumping solid waste into gutters and open drains.	Stop dumping your solid waste into open drains and gutters. Save lives, Save your property. Keep the floods away. Dumping solid waste into gutters can cost your lives and property; 'Sesa wo suban'. **<u>Waste Service Providers:</u>** Ensure waste at the household and communal containers are regularly picked up to avoid delays.
Household and community members should desist from dumping solid waste into open drains and gutters/open spaces at night, during rains and in isolated spaces.	Indiscriminate disposal of solid waste in unapproved spaces will come back to bite you through floods. Dispose of your solid waste in bins and communal containers.
Households should organize regular cleaning and desilting of drains and gutters at markets, lorry parks, schools and the community.	Desilting of drains in the community can help prevent floods. Desilt your choked gutters to allow free flow of water during rains to save lives and property.
Households and community members adhere to building code and avoid putting up structures in water ways	Do not build your house in a water way. Obtain permits from the appropriate authority prior to constructing your house. Building in water ways obstructs the flow of rainwater and can cause floods. Prevent floods by not building in water ways.

Table 6: Home Owners, Estate Developers, Informal Waste Service Providers, Market Wo(men), Transport Unions and Head Porters (Kayayei)

Key Actions/Desired Behaviors	Key Messages
Homeowners and Estate Developers should leave one third of the space within their compounds for seepage.	Leave one third of the space within your compound for seepage to prevent surface run off and flooding. Green grass is good. It provides rejuvenation and oxygen for your survival. Reduce flooding by greening your compound. Stop the tiling, go for green grass.
Informal Service Providers (Waste Pickers, Waste Collectors, Intermediary buyers, Recyclers)	Waste is money! Pick waste and get cash.
Market (Wo)men Transports Unions and Head Potters (Kayayei's)	Dispose of your solid waste in communal containers in the markets and lorry parks to avoid flooding. Desilt gutters and open drains in the markets and lorry parks to prevent floods. Floods destroy lives and property; prevent floods to save lives and property. Choked gutters and drains cause floods. Do not litter or dispose of solid waste into drains.

Table 7: Motorized Tricycle Operators (Aboboyaa)

Key Actions/Desired Behaviours	Key Messages
"Aboboyaa" Operators to formally register with Assemblies to acquire license to legitimize their operations as informal waste service providers	Register with the Municipal Assembly now to enjoy protection and peace of mind from arrest.
Motorized Tricycle Operators should ensure that all waste collected from household is transferred to the transfer station or the final disposal site.	Ensure all wastes collected is transferred to the final disposal site. Dump all waste collected at the approved dumping site to avoid sanctions or prosecution.
Motorised Tricycle Operators cover their solid waste with used nets while transporting waste to final disposal sites.	Cover your waste with nets while transporting your waste to the final disposal site. Keep the environment clean to prevent diseases. Keep the city clean. Cover your waste with nets before transporting to avoid littering.
Motorized Tricycle Operators are in appropriate PPEs while transporting solid waste to final disposal sites.	Ensure you are in the right PPE when transporting your waste to the transfer stations

Table 8: Waste Head Load Porters (Abuyama's & Junkies)	
Key Actions/Desired Behaviours	**Key Messages**
Abuyaama's and Junkies convey waste in appropriate containers with plastic linings.	Do not convey your "borla" in baskets. If carried on the head, the container must have plastic lining to avoid dripping of liquid waste and toxic substances on your body. Waste drippings can damage your eyes and your face! Prevent toxic substances from harming your health and well-being. Protect your health.
Abuyaama's dispose of solid waste collected at designated communal containers.	Do not dispose of your waste in open spaces. Ensure your waste is disposed of at designated communal containers. Disposing of solid waste in open spaces can choke the gutters and cause floods. Prevent floods today. Act now.
Abuyaama's and Junkies are aware of the existence of communal containers and waste skips in markets and lorry parks.	Do not dispose of your waste in open spaces. Ensure your waste is disposed of at designated communal containers.

Table 9: In School Youth (Aged 5-19 years old)

Key Actions/Desired Behaviors	Key Messages
To use a bin each time they want to dispose of waste either in school or at home	Clean environment is good health.!! Put your rubbish in a bin. Be a champion of change! Educate your parents and peers about clean environment for good health.
Increased knowledge and awareness about appropriate solid waste disposal methods and practices	Do not litter the environment with waste. Keep your school environment clean. Dispose of all solid waste in appropriate waste bins, plastics, paper and metals. Disposing off solid waste in gutters and drains can cause floods. Do not dispose of solid waste into gutters and drains, because it can cost your life and destroy your property.
To keep the waste till they get to a public bin on their way home or when at home	Do not litter when in school or on your way home. Look for a bin. Don't throw rubbish anywhere. At home ensure you dispose of waste in the appropriate waste bin.
Be able to segregate waste for appropriate disposal	Segregate your waste to earn income through recycling Ensure you dispose of waste into the appropriate paper, metals and plastics bins.
Teach their peers the importance of keeping the environment clean at all times.	Educate your friends on the importance or benefits of a clean environment. Cleanliness is next to Godliness. Clean environments promote good health for the family, community and the nation. Keep your environments clean.
Increased knowledge about the causes and negative effects of flooding.	Floods destroy lives, property and livelihoods. Dumping of solid waste in drains can result in floods, so stop dumping solid waste in drains and gutters.

Table 10: Allodial Land Owners and Physical Planners	
Key Actions/Desired Behaviors	**Key Messages**
Increased knowledge and awareness among allodial landowners on city master plans, rights and responsibilities	Know your rights and responsibilities on the building code and sale of land. Do not sell land that is reserved for green areas, water ways and Ramsar sites. Indiscriminate sale of land can result in flooding and bring about loss of lives and property
Allodial landowners using city master plans in selling lands to prospective developers.	Do not sell land to prospective developers without reference to the city master plan. You can be arrested and prosecuted if you sell land to prospective developers without reference to the city master plan
Community members adhering to the building code by not building in water ways.	Ensure that prior to developing any land you will acquire all appropriate permits from relevant authorities. Do not build without permits.
Ensure full compliance and adherence to the building code (Act 925)	If you comply fully with the building code in the issuance of permits to prospective developers, you will be helping save lives and property from floods.

Table 11: Landlords, Employers, Assembly Members	
Key Actions/Desired Behaviors	**Key Messages**
Landlords: Ensure all tenants adopt appropriate solid waste disposal practices and behaviours Prevent tenants from citing unauthorised structures on their properties	Protect your tenants from floods. Ensure they practice positive solid waste disposal behaviours. Do not allow your tenants to cite temporal and physical structures on your property. Citing temporal and physical structures on landed property can cause floods and lead to loss of lives and property. Include a clause in your tenancy agreement to ensure all tenants are in compliance with approved solid waste disposal, appropriate land use and sanitation behaviours.
Employers: Policies to promote appropriate solid waste disposal at the workplace Encourage employers to include responsible behaviour regarding the environment, appropriate waste disposal, land use into the code of conduct	Ensure appropriate policies are in place to ensure proper solid waste disposal at the workplace Do you have a code of conduct at workplace that promotes responsible behaviour regarding environmental sanitation, appropriate solid waste disposal and land use? A good Employer ensures his employees are environmentally friendly.
Assembly Members: Sensitize community members on sanitation regulations and building codes Encourage households in their electoral areas to dispose of solid waste responsibly, ensure appropriate land use, flood prevention measures, and advocate with Municipal. Metropolitan Assemblies for enforcement of solid waste and sanitation bye laws. Mobilise communities to participate in delivery of community infrastructure such as drains	Are the people in your electoral area environmentally aware? Promote adherence to sanitation regulations and building codes among your electorates. A good Assembly member mobilises his or her people to desilt drains and participates in delivery of community infrastructure.

	Mobilise your people to dispose of solid waste responsibly into community skip containers, avoid building in water ways to prevent floods.

Table 12: Parents/Grandparents, Teachers, Peers, Metropolitan, Municipal Directors of Education

Key Actions/Desired Behaviors	Key Messages
Parents/Grand Parents: Encourage boys and girls in households to model approved solid waste disposal desirable behaviours and practices within households, schools and communities. Reinforce appropriate solid waste disposal behaviours and flood mitigation practices among their daughters and daughter in laws. Motivate their sons to comply with appropriate land use practices	Parents and Grandparents! Be the heroes of your boys and girls. A good parent or grandparent is the one who encourages his or her children to model good solid waste management behaviours. Prevent floods! Teach your boys and girls appropriate ways to dispose of rubbish and do not endorse building in water ways. Advice your children to not dump solid waste into open drains.
Teachers: Advocate for policies within schools that support appropriate solid waste disposal, land use, sanitation, and hygiene Motivate pupils to practice the desired behaviours Encourage their household and community members to practice desired solid waste management and flood mitigation behaviours	Teachers be role models to your pupils. Motivate them to dump solid waste only in bins while at school and at home. A good teacher encourages his/her pupils to practice appropriate solid waste disposal and hygiene while at school.
Peers of school children: Motivate their peers to practice desired behaviours Encourage their peers and parents to practice the desired behaviours such as approved solid waste disposal, waste segregation at home and in school and desilting of choked gutters.	Be your friend's keeper. Do not dump solid waste in gutters. Ensure t dump the right waste in the right bin. Segregate your waste to keep a clean school environment.
Metropolitan, Municipal Directors of Education: Develop policies to ensure appropriate behaviour of pupils in solid waste disposal and environmental sanitation Allocate resources for school resilient clubs	Encourage teachers to maintain clean environments at school. Resilient clubs will keep floods away from your schools.

Motivate and serve as role models for pupils in solid waste disposal practices	

Table 13: Religious and Traditional Leaders (Chiefs & Queens)

Key Actions/Desired Behaviors	Key Messages
Religious Leaders: Use their platforms to advocate and promote the adoption of positive behaviours towards appropriate solid waste disposal, land use, sanitation and flood prevention	Cleanliness is next to Godliness! Use the pulpit to advocate for adoption of positive behaviours and practices on solid waste disposal, appropriate land use practices to prevent floods.
Traditional and Opinion Leaders (Chiefs & Queens) Use their influence to encourage household in their jurisdictions to dispose of solid waste, responsibly and ensure people are not building in water ways. Desist from selling wetlands. Use traditional channels such as festivals to promote responsible solid waste disposal and proper land use practices including flood prevention.	Clean environments promote healthy communities. Encourage your people to dispose of solid waste properly and to desist from building in water ways. Do not sell wet lands and prevent your subjects from building in water ways to prevent floods. If you desilt your gutters regularly, your community will be protected from floods.

Table 14: Owners of Motorised Tricycles (Aboboyaa)

Key Actions/Desired Behaviours	Key Messages
Provide PPEs for tricycle operators Motivate the tricycles operators to adhere to appropriate solid waste disposal guidelines	Protect your employees: Provide PPEs to protect them from harm from solid waste and chemicals. Ensure your tricycle operators adhere to solid waste disposal guidelines and protocols.

Table 15: Members of Parliament, Ministers and Political Party Executives	
Key Actions/Desired Behaviors	**Key Messages**
Raise the profile of the challenge of solid waste disposal, poor land use and flooding at the highest level for a policy decision to end the menace of flooding in the country. Advocate for resources for enforcement of solid waste disposal, land use and sanitation bye laws at the Municipal, Metropolitan and District Assemblies	Protect your constituents. Advocate for policies to end flooding in Accra. Support your communities with segregated waste bins for collection of solid waste. Show leadership! Lead your communities to desilt drains and gutters to stop the floods. Do not shield anyone who violates sanitation bye laws or the building code. Be patriotic.
Should not interfere in protecting party faithful who violate solid waste management regulations, bye laws and building code.	No political interference. Floods knows no political colours.

Table 16: Media, Civil Society Organisations, & Non-Governmental Organisations	
Key Actions/Desired Behaviors	**Key Messages**
Create awareness among the residents and businesses on the poor solid waste disposal practices, land use and flood prevention measures Contribute airtime and space for public education on solid waste disposal, land use and flood prevention.	Floods destroy lives and property. Help save lives by creating awareness about the dangers of indiscriminate solid waste disposal and building in water ways.

5.1.1: Positioning

The campaign key proposition and execution direction will be focused on protecting people from the hazards of floods and encouraging people to change their negative behaviours and attitudes. This will be expressed by the concept and the slogan and call to action **"Stop the Floods; Save Lives & Property"** and **"Sesa wo Suban"** addressing attitudinal change.

The campaign theme will have a distinct brand personality which includes; graphic/color scheme, font size and style, logo. These brand identity elements will be positioned on all Information, Education and Communication (IEC) materials in line with the GARID Project's brand and visual identity guidelines.

5.1.2: Development and Pretesting of Key SBCC messages

Subject to the approval of the SBCC Strategy, the Consultant will develop relevant content in the form of key messages and other IEC materials for the campaign. All SBCC messages, tools, and materials will cover all the strategic components of the GARID project and the communication objectives stated earlier in the strategy. The broad messaging themes for the campaign will include:

- Flood prevention and early warning systems
- Proper disposal of solid waste including environmental sanitation
- Culture of maintenance of community infrastructure including regular desilting of drains in the community
- Appropriate land use including discouragement of prospective developers to desist from building in water ways.

Messages will be aspirational and will seek to communicate the desired behaviours as the positive behaviours recommended for adoption by target audiences while discouraging the negative behaviours. Messages will seek to communicate facts aimed at increasing knowledge

and awareness of positive behaviours, while filling in gaps in information and knowledge of the target audiences, addressing negative attitudes of some community members or residents and finally promoting the behaviours and practices that can enable attainment of the GARID project objectives including reduction in the incidence of floods and flood prevention

All messages, tools, and materials for different media/ target audiences (print, audio and audio visuals), will be pretested with a selected audience outside the project area but with similar psychographics. Feedback from the selected audience will be incorporated in the final versions of the messages and IEC materials.

The report of the pretesting exercise and the final versions of the messages and materials will be submitted to GARID Project for approval prior to printing, broadcasting and or dissemination of the messages via approved channels. Where needed, materials will be translated into the relevant local languages and these will be produced to suit the selected channel for dissemination.

5.2: Integrated Multi-Pronged Campaign Approach

The GARID SBCC campaign in consultation with the Project has adopted an integrated approach that:

- Helps to operationalize existing health communication strategies.
- Focuses on the audience health information needs.
- Is based on proven theories of SBCC
- Is linked to community structures through influencers/champions and Interpersonal communication (IPC).
- Enhances coordination and collaboration among partners to prevent fragmented messaging, audience fatigue, duplication of efforts.
- Strengthens communication at the Municipal, Metropolitan, District and community and household levels.

Rather than prescriptive, one-way individual behaviour change messaging, the campaign platform aims to provide non-prescriptive behaviour change communication that triggers feedback and ideas from target audiences as individuals and groups. It is envisaged that this approach will help individuals and groups realize the fact that the promoted behaviour change communication actions are possible and within their reach (see audience segmentation tables for specific desired actions above).

5.2.1: Dissemination of messages and implementation of SBCC Activities

Other development communication tools such as staged plays, community animations, drama skits, community durbars, outdoor games, planning charrettes, and edutainment activities will also be used to reinforce the SBCC messages. All campaign activities captured in this strategy and action plan will be rolled out at this stage.

5.2.2: Audience Channel Mix

The channel mix will include a number of prints, traditional mass and new media, IPC, and SMS (where appropriate) that will create a 360 degree "surround sound" experience of mutually reinforcing communication channels. The campaign will link national-level and other mass media with community-level IPC to modify behavior around solid waste disposal and increase demand for waste services and service utilization. For example, a unified messaging platform to include the look, feel and tone for the household members, allodial landowners, land guards, land agents, surveyors and physical development planners of Municipal Assemblies, the Aboboyaa and "Abuyaama" as well as children in basic schools, traditional, religious and community leaders will feed into the overall campaign theme.

There will be one overall overarching campaign theme ("***Stop the Floods: Save Lives & Property") and (Sesa wo Suban***) in Akan meaning "change your attitude". The campaign approach is based on a multi approach and a phased rollout of radio and television broadcasting schedule. Radio spots will be translated into five local languages (Ga, Ewe, Twi, Hausa, and Dagbani). Mobile Information vans, community radio stations and community information centres where they exist will be leveraged to facilitate coordination and share information and address a variety of individual issues/barriers and community norms to adoption of desired behaviors. The table below summarises the audience channel mix.

Table 17: Audience Channel Mix

Channel	Responsibilities
Community Engagement	• Mobilizing communities and services; • Engender community ownership, trigger excitement • Enlist representatives of relevant audience segments to participate in community meetings and other town hall engagements on solid waste disposal, floods and flood risk management.
TV/video	• TV reach is high in Ghana and the KAP indicated it was the most preferred channel for communication. TV spots on solid waste disposal for Aboboyaa Tricycle Operators, "Abuyaama" and Junkies. • A popular Ghanian TV station, UTV based in Accra has been recommended for airing TV spots because of its large viewership and use of local languages. The station also has good programs and telenovelas translated into local languages. This has attracted low literate populations to the station.

Channel	Responsibilities
Radio spots/Jingles	• Radio reaches the majority of the target audience in urban and rural areas in Ghana. Currently there is a good mix and distribution of national, regional and community radio stations in Ghana most of them stationed in the Greater Accra Metropolitan Area. National and Regional radio stations are quite expensive however the campaign will use radio to build back and forward linkages to experiential, TV/video and IPC platforms, harnessing audience feedback, local participation and engagement. • Traditional radio programming e.g., radio spots, DJ Live Presenter mentions, Public Service announcements (PSAs, jingles and talk shows will be used to re-enforce key actions for each life stage.
Billboards, Posters, stickers, Flyers	• Provide reminders of the key actions and announcements of new phases of the campaign in the participating municipalities and communities. • Given availability of funds, billboards of celebrities could be erected at vantage points in participating communities performing various waste disposal functions.
SMS and social media	• Mobilization for various campaigns such as the clean markets campaign, clean schools and clean communities' campaigns and interaction with the audiences, quizzes where appropriate
IPC and ISBC Community Engagement Champions	• Mobilization, interpersonal communication on key actions and promote inter-personal dialogue and discussions among peers, champions, celebrities, GARID school resilient clubs and solid waste service providers • Specific stakeholder engagements with traditional leaders, religious leaders, magistrates and District Court Judges to support national rollout of the integrated campaign, facilitate swift enforcements and prosecution of waste offenders.
Support materials	• Center all materials around the campaign theme "Stop the floods: save lives and property"; T-shirts, baseball caps, flyers and other campaign paraphernalia will be printed and distributed. Municipal Health Environmental Health Officers and organized community structures such as religious groups, cultural and traditional events as well as leaders. Print materials also act as triggers to support IPC discussions and activities.
Job Aids	• Help remind the MEHOs, and other providers of the key actions and how to talk about them • Preferred job aids will be explored and developed during workshops; provider training and orientation will be piggybacked on existing trainings to be organized by respective Municipal, Metropolitan Assemblies.
Mobile Cinema Vans	• Mobile community vans will be mobilized to deliver jingles and campaign messages to community members via loudspeakers mounted on the vans.

Channel	Responsibilities
Social Media	• Different target audiences will be reached via social media platforms such as WhatsApp, Facebook, You Tube, Tik Tok, Instagram and Twitter. Key audiences such as the school children and youth will be reached via social media with key campaign messages.

5.2.3: Stakeholder Validation Workshop

The Consultant organised a stakeholder validation workshop on December 16th 2022 in Accra to receive inputs from various stakeholders on the strategy. The strategy validation meeting was attended by stakeholders including GARID actors, the PCU and the PIUs, Representatives from some MMDAs, NADMO, GMeT, Aboboyaa Association, Market Queens, Religious Leaders, and the School Health Education Division of the Ghana Education Service. Participants working in four breakout sessions reviewed and made inputs into the following sections of the strategy; Goal, specific objectives, target audiences, SWOT analysis, Behavioural analysis and Monitoring and Evaluation. All suggestions have been incorporated into the current version of the SBCC strategy. The participants endorsed the strategy. See list of participants attached as Appendix VI,

CHAPTER SIX

MONITORING, EVALUATION & MANAGEMENT

The aim of this SBCC M&E framework is to ensure a systematic and purposeful observation and timely data collection to check if SBCC activities and interventions are being implemented as planned in terms of frequency, timing, and sequence and if the intended outcomes are being achieved. The M&E framework will be used to track changes in programme performance over time against agreed measurable indicators.

Major activities to be undertaken include targeted monitoring of the impact of the campaign and the changes in behaviour observed among the beneficiary communities and local stakeholders. The activity will develop templates and document lessons learned to help gauge future SBCC interventions and development of future SBCC campaigns and strategies.

6.1: Monitoring & Evaluation Plan

The Integrated Social and Behaviour Change (ISBC) strategy will closely monitor and evaluate this campaign according to the indicators outlined in the Performance Monitoring and Evaluation Plan (PMEP) in multiple ways. First, the Project Performance Plan (PMP) includes process indicators as well as outcome indicators that will be reported on a regular basis (see Theory of Change). The Consultant conducted a KAP survey to gather baseline indicators and primary data for campaign development. An endline KAP survey will be repeated in the same communities at the end of the project. The baseline study will be compared with the endline data toward the end of the project at the end of 18 months since the start of the SBCC campaign. Service utilization data will also be sought from the Municipal, Metropolitan Assemblies, while media intensity data and Inter Personal Communication (IPC) activities will be reported by ISBC through routine monitoring reports along the way.

6.2: Monitoring & Evaluation Framework

This SBCC aims to effect changes in knowledge, attitudes, and practices of communities and households in solid waste management and flood control within the Odaw Basin. To achieve this, the SBCC will adopt the Socio-Ecological Model for change in designing the M&E framework, focusing more on cross-cutting factors such as information (knowledge, education), motivation and attitudes, ability to act (access, efficacy), norms, which in turn influence the actors (households, businesses) and structures (communities and their organization and leaders, MMDAs, etc). So, this SBCC M&E Framework will monitor and measure the following primary factors:

Factor	Indicators
Information	Increase in knowledge and awareness of the issue, problem, or solution
	Counter myths and misconceptions

Motivation	Influence perceptions, beliefs, and attitudes that may change social norms
	Show the benefit of behaviour change
	Prompt action
	Trigger an individual or community to adopt and a new SLWM behaviour
Ability to Act	Demonstrate and provide an opportunity to practice skills
	Reinforce self- and collective efficacy
	Strengthen organizational and network relationships
	Address barriers/systematic problems, such as insufficient access to solid waste management systems through advocacy and mobilization
Norms Change	Support or initiate norm change
	Mobilize community members or whole social movement
	Advocate for SWM issues or policy
	Initiate the adoption of a new policy direction

The monitoring component will track and measure programme activities to answer what activities are done, where, with whom, when, and how many. It will track programme performance over time against the measurable indicators as defined in this SBCC. The purpose of the monitoring component is to permit GARID managers and stakeholders to make informed decisions (especially in the mid-term) regarding the implementation and performance of programmes and the efficient use of resources. It will involve routine data collection, both quantitative and qualitative measurements, and analysis to check process and outputs to provide timely feedback for example:

- Are the communication activities being implemented as planned?
- Is the quality of implementation good?
- Are the materials, channel(s), and equipment used to communicate messages culturally acceptable and effective?

The evaluation component will measure objectively the relevance, effectiveness, and impact of the SBCC activities in relation to the objectives intended to achieve. It will measure how well the SBCC activities have met expected objectives and/or the extent to which changes in outcomes can be attributed to the SBCC intervention. Furthermore, the SBCC evaluation will provide insights into the future of the GARID Project, for both implementers and donors, in terms of sustainability, scalability, and policy implication.

6.3: Process/Output/Outcome and Impact Indicators

The process indicators selected will help GARID to assess how the planned SBCC activities have been implemented with respect to both time schedule and quality of implementation. The selected process indicators include the following: Examples include:

- *Number of IEC materials produced and distributed to communities on appropriate land use (not building on waterways)*

- *Number of IEC materials produced and distributed to communities on desilting of gutters as appropriate behaviours to prevent floods.*
- *Number of advocacy events held by SBCC champions on flood mitigation and appropriate solid waste disposal*

The output indicators of this SBCC will provide GARID with measures of extent the planned activities have been actually implemented. The outputs represent the direct products of the campaign and measured in terms of campaign activities performed. The following are the selected campaign-related activity indicators:

- *Number of households collecting and storing solid wastes in bins at the household level*
- *Number of households exchanging their solid waste for other incentives including cash at waste recycling and buying centres*
- *Number of choked public drains desilted*
- *Number of schools with waste bins for plastics, metals, and paper*
- *Number of Motorized tricycle operators who have registered with Municipal and Metropolitan Assemblies for waste disposal*
- *Number of Motorized tricycle Operators who send their solid waste collected from households and businesses to designated waste transfer stations.*

The SBCC outcome indicators will measure the outcomes that this SBCC strategy hopes to achieve and are identified in the communication objectives. These are the intermediate results of the impact which is the ultimate objective of the programme and will include the following indicators:

- Increased positive attitudes and behaviours towards solid waste management and flood risk by individuals, households, and communities
- Increased adoption of positive solid waste disposal behaviours and practices at the individual, household, and community level by 25% by end of December 2025
- Improved culture of maintenance of open drains and gutters, appropriate land use behaviours, adherence, and compliance in low-income communities across 17 municipalities by end of December 2025.
- Increased advocacy among stakeholders, religious traditional and opinion leaders, allodial land owners, physical development planners, surveyors, private developers, policy and decision makers for adherence and compliance with building code, byelaws and regulations.
- Increased knowledge and awareness among households, businesses and community members about sustainable solid waste management practices including recycling and composting

The impact indicators of this SBCC will measure the long-term effects, or end results of the campaign. However, this may not achieve within the timeframe of the campaign. The impact indicators of this SBCC strategy will include the following:

- Reduced incidence of flooding in targeted communities
- Improved culture of maintenance of community infrastructure such as drains and gutters
- Increased awareness of community members about flood early warning signals and;
- Reduced impact of floods on households and communities.

6.4: Behavioural Targets by Municipality

Participants at the stakeholder validation workshop recommended that GARID should conduct a baseline on key behavioural indicators outlined in the strategy since such data do not currently exist at the Municipal and Metropolitan level.

6.5: Process and Outcome Monitoring

This SBCC strategy will implement a continuous day-to-day management process of checking, analysing, and giving feedback on programme activity and resource allocation plans. It will involve routine data collection, both quantitative and qualitative measurements, and analysis to check process and outputs to provide timely feedback on the status of the SBCC activity to the GARID PROJECT.

- Are the communication activities being implemented as planned?
- Is the quality of implementation good?
  Are the materials, channel(s), and equipment used to communicate messages culturally acceptable and effective?
- How many people in the target communities have seen or heard a message on solid waste management, flooding, and land use in the past month?

6.6: Final Evaluation

The final evaluation will involve a comparison of the measurable changes in the level/prevalence of the outcome indicators before and after these SBCC interventions. It will require a well-planned evaluation study design and data collection tool – will involve data collection at the start of the intervention (to provide a baseline as has been done already via the KAP study) and again at the end to assess the extent the proposed SBCC outcomes or impacts have been achieved. It will, as well, give insight into causal factors and implications to change in the future, and determine the quality of the intervention. In evaluating it, it answers the following:

- Has this SBCC intervention achieved its objective of adoption of desired behaviours and/or outcome indicators identified?

- To what extent have equity and gender been addressed in the campaign and with what effects?
- To what extent could changes be sustained, economically viable and could be scaled-up?
- Beside these key measures of SBCC effect, the evaluation also could throw light on those issues which have /could have direct bearing of the outcomes or impact;
- Whether barriers to social and behaviour change is reduced by SBCC interventions?
- The reach of SBCC program specially among intended audience;
- In the long term, the extent of diffusion effects that helped adoption of the behaviour in larger community; and
- The role played by the predictors of facilitating factors to behaviour change.

6.7: Management and Coordination Plan.

Prior to developing the strategy, the SBCC Consultant conducted a stakeholder analysis to understand the landscape of stakeholders within the environment that could either be employed to support the communication effort or to address other actors that may oppose the implementation strategies to be employed in the campaign. In table 6 below is a table of the key stakeholders and the roles and responsibilities in the social and behaviour change communication strategy.

The GARID intervention is being implemented by three main ministries. They include the Ministry of Works and Housing, the Ministry of Sanitation and Water Resources and the Ministry of Local Government, Decentralisation and Rural Development. As a result, implementation of the SBCC strategy will require an intersectoral collaboration between the three sector ministries to effectively coordinate implementation of the SBCC strategy. Below in table 18 the various actors at the national, sub national and municipal level are described.

Table 18 : Management and Coordination of the SBCC Strategy Implementation

No.	Stakeholder	Role/Responsibility
1.	Ministry of Works and Housing (GARID Secretariat)	▪ Engage businesses within the Odaw Basin and create awareness and sensitization for them to understand their roles in the waste burden in the city and also to contribute their quota through Corporate Social Responsibility (CSR) towards climate and flood risk mitigation and reduction. ▪ Facilitate dialogue and breakfast meetings with businesses within the flood prone areas in the 17 municipalities to explore practical ways to

		resolve the solid waste challenge and flooding in the areas. ▪ Under the hardware component of GARID, the Ministry will lead a policy shift from the construction of open drains to closed drains as recommended in the KAP[15] survey and ensure drains are constructed in the following Municipalities; Ablekuma Central, Ablekuma North, Ga East, Korle Klottey, La Dade - Kotopon and Okai Koi North that all ranked gutters/drains as their most important infrastructural need in the communities. ▪ Work with the relevant authorities to demolish all structures on water ways.
	PIU (MWH/HSD)	▪ Lead an inter-ministerial dialogue on current state of floods and flooding in the GAMA to devise strategies to curb the incidence of flooding in the country including the GAMA.
2.	Ministry of Local Government, Rural Development & Decentralisation	▪ Strengthen capacity of Metropolitan and Municipal Assemblies with the needed logistics to increase monitoring, and prosecutorial powers to enforce sanitation bye laws and the building code. ▪ Empower city planners to enforce sanitation bye laws and building regulations ▪ Enforce compliance with land use policies /plans
3.	Ministry of Sanitation and Water Resources	▪ Strengthen public cleansing in markets, lorry parks and streets where brisk hawking takes place. ▪ Liaise with the private sector to make waste bins available for households in the municipalities and Metropolitan Assemblies. ▪ Provide communal waste skip containers for Municipalities to facilitate appropriate community level dumping of solid waste.

[15] An assessment of the Knowledge, Attitudes and Practices of the beneficiary communities, residents and stakeholders in the Odaw River Basin, in the Greater Accra Metropolitan Area, May 2022.

		▪ Collaborate with the private sector to promote recycling and reuse initiatives around solid waste especially plastic bottles, scraps. ▪ Create linkages between waste pickers, collectors and recyclers to ensure all solid waste with the potential to choke gutters and open drains are cleared and reused. ▪ In collaboration with the Ministry of Works and Housing and the Ministry of Local Government, Decentralisation and Rural Development, develop a policy for design and manufacture of tricycles purposely for solid waste collection that allows for tipping the waste properly into buckets of transfer containers. ▪ Lead the process for formulating a policy to ban the use of plastics in the country. All carrier bags should be paper based.
4.	Municipal & Metropolitan Assemblies	▪ Provide technical support in implementation of the strategy through Municipal Environmental Health Officers and Environmental Health Officers ▪ Provide logistical support to Environmental Health Division of the Assemblies to ensure enforcement of bye -laws, monitoring of physical development and indiscriminate dumping of solid waste. ▪ Intensify campaign on operation clean your frontage and other related initiatives. ▪ Develop systems to ensure registration of all Motorized tricycle operators in the Municipality for regulation and compliance with waste and sanitation bye laws. ▪ Increase the number of transfer stations in each municipality especially in Municipalities where the numbers are inadequate. ▪ Increase the number of waste skips in public places, such as markets, lorry parks and communities ▪ In collaboration with Civil society organizations, the project implementing institutions and the Media launch a campaign to name and shame all

		offenders and non-compliant individuals and businesses that violate solid waste disposal bye laws and building regulations. ▪ Ensure Physical and Development Planners adhere to the regulations regarding issuance of building permits and compliance with the building code (Act 925) ▪ Provide political support to MEHOs, EHOs and Prosecutors in the enforcement of sanitation and building laws
4.	Ghana Education Service	▪ Collaborate with project implementing institutions to roll out the in-school youth sensitization campaign. ▪ Provide support to SHEP Coordinators in participating districts ▪ Work with project implementing institutions to formulate and implement policies on proper solid waste disposal, sanitation and hygiene promotion in schools and flood mitigation practices. ▪ Work with project implementing institutions to develop GARID Resilient Clubs concept and implement other SBCC School based activities.
4.	Mass & New Media	▪ Provide airtime for broadcasting Jingles, Public Service Announcements (PSAs) and audio and audio-visual spots on floods prevention and mitigation, solid waste disposal and Flood Early warning systems (FEWS). ▪ Create awareness on their platforms on the causes of floods and measures to prevent them ▪ Provide space for editorials, news items and features on floods and flood prevention. ▪ Collaborate with the project implementing institutions in the implementation of Clean GAMA Campaign
5.	Judicial and Police Service	▪ Collaborate with project implementing institutions to arrest and prosecute offenders of sanitation bye laws and building code ▪ Create awareness among judges and Magistrates to be firm in their judgments and rulings on

		flood and sanitation related cases particularly those cases that border on building in water ways. ▪ Create awareness among judges and magistrates on their roles in enforcing bye laws on sanitation and building regulations.
6	Traditional leaders	▪ Traditional leaders should raise awareness among their people about flood and flood prevention ▪ Mobilize their communities for regular desilting campaigns and clean communities' norm/concept. ▪ Create awareness during community meetings on Flood early warning systems.
7.	Faith Based Organizations' (Churches & Mosques)	▪ Provide advocacy for proper solid waste disposal and flood mitigation practices ▪ Religious leaders should use the pulpit to preach and propagate about climate change risks, floods and flooding and its consequences. ▪ Religious leaders should integrate into their sermons the need for appropriate solid waste disposal and the need for their followers to comply with sanitation bye laws and building regulations/code.
8.	Communities	▪ Institute regular clean up campaigns including regular desilting of gutters/drains ▪ Use channels such as festivals, funerals, weddings, to raise awareness about the negative behaviours of individuals and households such as the indiscriminate dumping of solid waste into open drains and gutters especially when it is about to rain, building in water ways, erection of metal or wooden containers on gutters and wetlands and paving of compounds without reserving a third of the space for seepage. ▪ Use Community Information Centre's to raise awareness about flood early warning and other flood prevention behaviours. ▪ Enlist community flood prevention champions to sensitize communities about appropriate flood

		prevention behaviours and to report non-compliant community members.
9	Market Queens	▪ Mobilize market women for sensitization on proper solid waste disposal and flood mitigation practices in markets and households.
10.	Transport Unions	▪ Mobilize commercial vehicle operators at lorry parks and bus terminals for sensitization on proper solid waste disposal practices in vehicles and lorry stations
11.	Formal & Informal Waste Service Providers	▪ Mobilize their members for sensitization on proper solid waste and flood mitigation practices

REFERENCES

Amoako, C., & Boamah, F. E. (2015). The three dimensional causes of flooding in Accra, Ghana. *International Journal of Urban Sustainable Development., 7*(1), 109-129. doi:DOI: 10.1080/19463138.2014.984720.

Boadi, O. K., & Kuitunen, M. (2004). Municipal Solid Waste Management in the Accra Metropolitan Area, Ghana. *The Environmentalist, 23*, 211-218.

Elder, J. P. (2001). "Health Behaviour in the Developing World" and "A Few Good Theories and Behavioural Interventions That Work" In *Behaviour Change and Public Health in the Developing World*: Sage.

Ferguson, T. (1987). *The No Nag, No Guilt, Do it Your Own way, Guide to Quitting Smoking.*

-Grabman, H., & Snetro, G. (2003). *How to Mobilize Communities for Health and Social Change*. Retrieved from Baltimore, MD:

Karley N, K. (2009). Flooding and physical planning in urban areas in West Africa: situational analysis of Accra, Ghana. Theory of Empirical Research & Urban Management. 13:25–41. [Google Scholar]

MSWR. (2020). *National Solid Waste Management Strategy for Ghana*. Retrieved from

MSWR (2021). Final Report: Solid Waste Improvement Plan. A study commissioned by the Greater Accra Resilient and Integrated Development (GARID) Project.

Safiuddin, M., Jumaat, M. Z., Salam, M. A., Islam, M. S., & Hashim, R. (2000). Utilization of soild wastes in construction materials. *International Journal of Physical Science, 5*, 1952 -1963.

Thompson, A. A., Strickland, A. J., & Gamble, J. E. (2007). *Crafting and Executing Strategy-Concepts and Cases.* (15th ed.). USA: McGraw Hill, Irwin.

Unpublished. (2022). *Knowledge, Attitudes and Practices (KAP) Survey: Greater Accra Resilient and Integrated Development Project*. Retrieved from Accra:

WB. (2017). *City Strength: Resilient Cities Program; Strengthening Urban Resilience in Accra*. Retrieved from Accra:

Yeboah I. (2000). Structural adjustment and emerging urban form in Accra, Ghana. Africa Today. 47:60–89. doi:10.2979/AFT.2000.47.2.60 [Crossref], [Google Scholar]

Yeboah I. (2003). Demographic and housing aspects of structural adjustment and emerging urban form in Accra, Ghana. Africa Today. 50:106–119. doi:10.2979/AFT.2003.50.1.106 [Crossref], [Google Scholar]

APPENDICES

APPENDIX I - FINAL PRIORITY BEHAVIOURS BY TARGET AUDIENCE

No.	Target Audience	Priority behaviours	Remarks
Primary Target Audiences			
Solid waste Disposal			
	Households	Ensure households register with accredited waste service providers (Formal and Informal) Ensure households acquire waste bins Ensure households send their solid waste to communal waste skips Ensure households do not dump solid waste in open drains and gutters Increase knowledge and awareness about appropriate waste disposal practices. Encourage households that have access to bins to segregate their waste. Encourage households to send their waste to buy-back centres or sell them to recyclers.	
	Informal Service Providers (Waste Pickers, Waste Collectors, Intermediary buyers, Recyclers)	Encourage intermediary buyers to buy waste from households and factories Create awareness at the household level about the existence of intermediary buyers and buy back centres for households to utilize these sources Create awareness among waste pickers about the need to ensure appropriate disposal	
	Market (Wo)men, Transport Unions and Head Porters (Kayayei)	Ensure market women, men and Kayayei to dispose of their solid waste in nearby communal containers in the markets Ensure shop owners, market women/men, and porters to depose off their solid waste in communal containers in the markets Encourage Transport Unions to ensure passengers and patrons dispose of solid waste into waste bins.	

		Ensure transport operators acquire waste bins and place in vantage points for passengers and other patrons of lorry parks to dispose of their waste.	
Flooding			
		Ensure households organize regular communal desilting of open drains and gutters Ensure household desist from acquiring properties and land in water ways, wetlands and reserves Ensure homeowners and Real Estate Developers leave one third of the space within their compounds for seepage. Ensure property developers acquire permits from the appropriate authorities prior to constructing their buildings (Behaviour will be modelled along sanctions and rewards) Ensure property owners and Real Estate Developers to ensure appropriate drainage and drainage systems Ensure households not to build on water ways and Ramsar site Ensure households in low-income communities to maintain drainage, solid waste management and other infrastructure in their communities. Sensitize community members on the GARID Flood Early Warning System.	
	Motorized Tricycles	Ensure unregistered motorized tricycle operators register with the Municipal Assemblies Ensure they cover their solid waste with nets while transporting to the transfer stations Ensure motorized tri-cycle operators transfer their solid waste to the waste transfer stations Increase knowledge and awareness about availability of waste transfer stations	

		Ensure "Aboboyaa" riders are in appropriate PPEs (helmet, gloves, nose masks, googles)	
2a	Waste Headload Porters (Abuyaama)	Ensure solid waste is conveyed in appropriate containers (lined Dispose of solid waste collected from markets at approved solid waste dumping site Increase awareness and knowledge about the existence of communal waste skips	
2b	Junkies	Ensure solid waste collected from clients is dumped in approved sites Ensure solid waste is conveyed in appropriate receptacle	
3.	In and Out of School Youth aged 15-19 years old	Increased knowledge and awareness about appropriate solid waste disposal methods and practices Segregate solid waste in appropriate waste bins Dispose of solid waste in appropriate waste bins Educate their peers and parents about the negative effects of inappropriate solid waste disposal Create awareness of causes on flooding and its negative impacts	
4.	Allodial Landowners, Surveyors	Increase knowledge and awareness among Allodial Landowners on city master plans, rights and responsibilities Allodial owners should be guided by city master plans in selling lands to prospective developers	
5.	Physical Development Planners & Works Engineers	Create awareness among residents on building codes Ensure full compliance and adherence to the building code (Act 925) Encourage regular monitoring of development activities within their jurisdiction	

Secondary Target Audiences			
6.	Landlords	Ensure all tenants adopt appropriate solid waste disposal practices and behaviours Prevent tenants from citing unauthorized structures on their properties	
7.	Law Enforcement Agencies (Magistrates/ Prosecutors)	Ensure adherence to sanitation bye laws and building code. Ensure offenders are swiftly prosecuted and appropriate sanctions applied Provide legal education to Judges and Magistrates on the negative effects of flooding on the economy and the need to ensure complianc3 with sanitation bye laws and building code (Act 925)	
8.	Grand Parents	Encourage boys and girls in household approved solid waste disposal practices within households and in schools Reinforce appropriate solid waste disposal behaviours and practices among their daughters and daughter in laws. Motivate their sons to comply with appropriate land use practices	
9.	Teachers	Advocate for policies within schools that support appropriate solid waste disposal, land use, sanitation and hygiene Motivate pupils to practice the desired behaviours Encourage their household and community members to practice desired solid waste management and flood mitigation behaviours in solid waste management and land use.	
10	Owners of Tricycles	Provide resources for registration of tricycles with various Municipal and Metropolitan Assemblies Provide PPEs for tricycle operators	

		Motivate the tricycles operators to adhere to appropriately solid waste disposal guidelines	
11	Peers of tricycle Operators	Provide peer support to non -compliant tricycle operators in appropriate solid waste disposal behaviours and practices	
12	Employers	Policies to promote appropriate solid waste disposal at the workplace Encourage employers to include responsible behaviour regarding the environment, appropriate waste disposal, land use into the code of conduct	
13	Unit Committees	Sensitize community members on sanitation regulations and building codes Mobilize community members for community led desilting of drains and gutters Motivate community members to desists from dumping solid waste into open drains, mobilize community clean up campaigns including markets and lorry parks Report community members who erect unauthorized structures in water ways and to the Assemblies Mobilize households to support the Operation Clean your frontage campaign Sensitize communities on Flood early warning systems	
14.	Religious Leaders	Use their platforms to advocate and promote patriotism and respect for the environment, endorse positive behaviours towards appropriate solid waste disposal, land use, sanitation and flood prevention.	
15.	Traditional and Opinion Leaders (Chiefs/Queens)	Use their influence to encourage household in their jurisdictions to dispose of solid waste, responsibly, ensure appropriate land use.	

		Use their influence to encourage households and businesses within their jurisdictions to provide toilets in their communities. Use traditional channels such as festivals to promote responsible solid waste disposal and proper land use practices including flood prevention. Use traditional mechanisms including ADR to minimize land litigation	
16.	Assembly Members	Sensitize community members on sanitation regulations and building codes Use their influence to encourage households in their electoral areas to dispose of solid waste responsibly, ensure appropriate land use, flood prevention measures, and advocate with Municipal. Metropolitan Assemblies for enforcement of solid waste and sanitation bye laws.	
17.	Municipal, Metropolitan Environmental Health Officers/Sanitation Prosecutors	Dedicate time to sensitize households and communities during visits on responsible solid waste disposal, appropriate land use, sanitation, flood prevention measures and early warning systems. Ensure enforcement of solid waste disposal, land use and sanitation bye laws in accordance with the Public Health Act.	
18	Waste Collection Companies	Improve services in low -income communities.	
Tertiary Participants			
19.	Municipal Chief Executives	Provide political support and leadership to MEHOs and Physical planners to enforce solid waste disposal, appropriate land use and sanitation bye laws in their municipalities	
20.	Presiding Members	Use their influence in the General Assembly of the Municipal and Metropolitan Assemblies to support enforcement of appropriate solid waste disposal, land use and sanitation bye laws in their various municipalities.	

21.	Paramount Chiefs	Serve as strong advocates for appropriate solid waste disposal, land use, sanitation and flood prevention in their various, Support for land acquisition	
22.	Businesses	Businesses should advocate for national policies to mitigate flooding in the municipalities. Contribute resources through CSR to mitigate the effects of flooding and flood recovery programs. Encourage their members to promote proper sanitation and appropriate solid waste disposal wherever they operate.	
23.	Media	Create awareness among the residents and businesses on the poor solid waste disposal practices, land use and flood prevention measures Contribute airtime and space for public education on solid waste disposal, land use and flood prevention.	
24.	Parliamentary select Committees responsible for Environment	Raise the profile of the challenge of solid waste disposal, poor land use and flooding at the highest level for a policy decision to end the menace of flooding in the country. Advocate for resources of enforcement of solid waste disposal, land use and sanitation bye laws at the municipal, metropolitan and District Assemblies	

APPENDIX II: LIST OF APPROVED GARID PROJECT COMMUNITIES

NO.	COMMUNITY	MMDA
1	Circle	AMA
2	Caprice	AMA
3	Avenor	AMA
4	North Industrial Area	AMA
5	Kaneshie	AMA
6	Jamestown	AMA
7	Old Fadama	AMA
8	Agbogbloshie	Ablekuma Central
9	Korlegono	AMA
10	Korle-Bu	AMA
11	Tema station	Korle Klottey Municipal
12	Asylum Down	Korle Klottey Municipal
13	Odawna Sahara	Korle Klottey Municipal
14	Osu Doku	Korle Klottey Municipal
15	Osu Alata	Korle Klottey Municipal
16	Adabraka Official Town	Korle Klottey Municipal
17	OSU Kinkanwe	Korle Klottey Municipal
18	Tseaddo (along Kodjor and kpese River, cocoa street, Zion Restaurant and behind Zenith college)	Ladade Kotopon
19	Agyeman	Ladade Kotopon
20	Kyenam Factory	Ladade Kotopon
21	Abafum	Ladade Kotopon
22	Abese	Ladade Kotopon
23	Baajooye	Ladade Kotopon
24	Kaklamado 2 (along Fisheries)	Ladade Kotopon
25	Christian Village	Okaikwei North
26	Achimota	Okaikwei North
27	Tesano	Okaikwei North
28	Akweteman	Okaikwei North
29	Abofu	Okaikwei North
30	Kisseman	Okaikwei North
31	Apenkwa	Okaikwei North
32	Alogboshie	North Okaikwei
33	Hot Coffee	Ayawaso East
34	Nima (441, West and Research)	Ayawaso East
35	Kunsuntuline	Ayawaso East
36	Ko-oho	Ayawaso East
37	Abelemkpe	Ayawaso West
38	Adaman	Ayawaso West
39	Old Tesano	Ayawaso West
40	Roman Ridge	Ayawaso West

41	Santana	Ayawaso West
42	Westlands (same as Westland)	Ayawaso West
43	Dzorwulu	Ayawaso West
44	Shiabu	Ayawaso West
45	La Bawaleshie/ Mempeasem	Ayawaso West
46	Ayidiki	Ayawaso Central
47	Alajo Central	Ayawaso Central
48	Pig Farm	Ayawaso Central
49	Kotobaabi	Ayawaso Central
50	Quaye Mensah	Ayawaso Central
51	Maamobi	Ayawaso North
52	Sawaaba	Ayawaso North
53	Ladidi	Ayawaso North
54	Alidu	Ayawaso North
55	Senya	Ayawaso North
56	Estate	Ayawaso North
57	Kwaotsuru	Ayawaso North
58	Timber Market	Ayawaso North
59	Accra Newtown	Ayawaso North
60	IMS	Ayawaso North
61	Agbadzena	Ayawaso North
62	Agbogba	Ga East
63	Old Ashongman	Ga East
64	Haatso	Ga East
65	Dome: Ayigbe town,	Ga East
66	Ghana Atomic Energy Commission	Ga East
67	Bohye	Ga East
68	Ashongman Estate	Ga East
69	Abokobi	Ga East
70	Kpomkpo	Ga East
71	Taifa	Ga East
72	Brekuso (Comet)	Ga East
73	Kwabenya	Ga East
74	Trobu (Mile 7, New Achimota Alhaji)	Ga North
75	Asofan	Ga North
76	Ofankor	Ga North
77	Sakaman	Ablekuma North
78	Awoshie	Ablekuma North
79	Kweshiebu	Ablekuma North
80	Darkuman West (Mallam Junction)	Ablekuma North
81	Otaten (River Way and Jack and Jill)	Ablekuma North
82	Odorkor (SDA, Water Works and Chaabah)	Ablekuma North
83	Old Fadama	Ablekuma Central
84	Zoti	Ablekuma Central

85	Flamingo	Ablekuma Central
86	Sabon Zongo	Ablekuma Central

87	Pentecost University Area (Israel Igbe Junction)	Ga Central
88	Antieku Desert Area	Ga Central
89	Race Course	Ga Central
90	Pantang Village	La Nkwantanang-Madina Municipal
91	Madina Zongo	La Nkwantanang-Madina Municipal
92	Oyarifa	La Nkwantanang-Madina Municipal
93	Teiman	La Nkwantanang-Madina Municipal
94	Mampong Okai	Ablekuma West
95	Gbebu Glefe	Ablekuma West
96	Gbebu Mpoase	Ablekuma West
97	Mamponse Agege/ Shiabu	Ablekuma West
98	Otojor	Ablekuma West
99	Ayidan Sakla	Ga West
100	Manmomo Drain Area	Adentan Municipal
101	Adenta Ssnit Flat – Block 79	Adentan Municipal

APPENDIX III: ACTORS OF THE GARID PROJECT'S SBCC STRATEGY

1. GARID Project Coordinating Unit
2. GARID Project's Implementing Units (PIUs) at the Ministry of Works and Housing, Ministry of Sanitation and Water Resources and Ministry of Local Government, Decentralization and Rural Development
    - The PIU Leads
    - Public Relations Officers /Communication Focal Persons
    - Safeguards Focal Persons
    - M&E Focal Persons
    - Technical Leads
3. National Disaster Management Organization
    - Public Relations Manager
    - Climate Change and Disaster Risk Reduction Director
    - Staff of Emergency Operations Centre (EOE)
4. Ghana Meteorological Agency
5. GARID Project Support Units (Project Beneficiary Assemblies)
    - Public Relations Officers
    - Municipal Information Officers
    - Municipal Environmental Health Officers
    - Environmental Health Officers
    - Community Development Officers
    - Development Planning Officers
    - Municipal NADMO Directors
    - Municipal Work Directors
    - Assembly Members
    - Unit Committee Members
6. Ministry of Education/Ghana Education Service
7. Ghana Hydrological Authority

APPENDIX IV: DATA COLLECTION TOOL FOR SWOT ANALYSIS

GREATER ACCRA RESILIENT INTEGRATED DEVELOPMENT (GARID)

STAKEHOLDER SWOT ANALYSIS DISCUSSION GUIDE

Note: This document serves as a guide to the moderator. The discussion may not follow in exactly the same flow; or questions may be asked in a different way during the actual discussion. The moderator may paraphrase and / or change the flow of the discussion to suit the group dynamics and / or the context / culture where the group is held if it better addresses the research objectives.

PART 1: INTRODUCTION AND WARM UP

- Introduce yourself and briefly by telling me your;

1. Name
2. Title/Designation
3. GARID UNIT/Ministry/PCU/PIU/
4. Role in GARID Project

PART 2: SWOT ANALYSIS

- In your view, what do you think are the key strengths of your unit in implementing the GARID SBCC strategy?
- What do you consider to be the weaknesses in your unit in regard to implementation of the GARID SBCC strategy?
- What do you consider in your opinion to be the main opportunities within your UNIT for implementing and sustaining SBCC activities to address flooding in the GAMA?
- What do you consider to be the threats internal and external that could militate against the successful implementation of the GARID SBCC strategy?
- On the scale of 1-10 where 1 is **Very Low** and **10** is **Very High,** kindly state the extent of your knowledge, skill and competency in SBCC? Give reason (s) for your answer
- On the scale of 1-5 where 1 is **Not at all important** and 5 is **Very Important,** rate the importance of SBCC strategy to your unit? Give reason (s) for your answer
- List any other recommendations you may have for supporting the successful implementation of the GARID SBCC strategy.

  Thank Respondent and end interview

APPENDIX V: LOG FRAME

Intervention logic/ Narrative Summary	Objectively verifiable indicators of achievement	Timeline	Responsibility	Means of verification (MOV)	Critical Assumptions/ Risks
GOAL					
Increased positive attitude and behaviour towards solid waste management and flood risk by individuals, households and communities within the Odaw River Basin by end of December 2025.	INDICATORS % Of individuals, households, and communities that believe that indiscriminate disposal of solid waste contributes to the risk of floods and flooding. % Reduction of households that experienced floods in their compounds between January 2022 and December 2025. **Baseline: 65.3%** **End Line: 35%**	Jan-2022 - Dec 2025	▪ GARID PIUs ▪ SBCC Consultant, Value Advertising ▪ Communities ▪ Metropolitan and Municipal Assemblies	▪ Monthly Progress Reports from implementers ▪ Reports from FEWS ▪ End Line KAP survey ▪ Reports from Meteorological Agency	▪ SBCC strategy and campaigns implemented
▪ **OBJECTIVES**					
Objective 1. **Increased adoption of positive solid waste disposal behaviours and practices at the individual, household and community level by 25% by end of December 2025**	INDICATORS *# of households using waste bins as the main receptacle for collecting solid waste at the household level* *# of households registered with accredited formal and informal waste service providers by December 2023*	March 2022 – July 2023	▪ Participating Project Communities ▪ Municipal & Metropolitan Assemblies	▪ Reports from Municipal/Metropolitan Assemblies ▪ Value Advertising Progress Reports ▪ End Line KAP Survey	

	X% of women in households in 100 participating communities use approved solid waste disposal methods. *# of households collecting solid wastes in bins at the household level* *# of schools with waste bins for plastics, metals and paper* *# of Motorized tricycle operators who have registered with Municipal and Metropolitan Assemblies for waste disposal* *Number of Motorized tricycle Operators who send their solid waste collected from households and businesses to designated waste transfer stations.*				
Objective 2. Improved culture of maintenance of open drains and gutters, appropriate land use behaviours, adherence and compliance in low-income communities across 17 municipalities by end of December 2025.	**INDICATORS:** *# of IEC materials produced and distributed to communities on appropriate land use (not building on waterways)* *# of IEC materials produced and distributed to communities on desilting of gutters as appropriate behaviours to prevent floods.*	March 2022 – June 2025	▪ SBCC Consultant ▪ MMAs	▪ Reports from Municipal/Metropolitan Assemblies ▪ Value Advertising Progress Reports ▪ End Line KAP Survey	

	# of people who have seen or heard a message on proper solid waste management/desilting of gutters and flood prevention with GARID funding. *# of choked gutters and open drains desilted through community engagement activities*				
Objective 3. Increased advocacy among stakeholders, religious traditional and opinion leaders, allodial land owners, physical development planners, surveyors, private developers, policy and decision makers for adherence and compliance with building code, bye-laws and regulations.	*# of allodial landowners with increased knowledge of the city master plan and building code* *# of surveyors complying with building code and city master plan regulations* *# of prospective homeowners reporting they have been issued with building permits for the construction of their physical structures.*	March 2022 – June 2025	▪ SBCC Consultant ▪ MMAs	▪ Reports from Municipal/Metropolitan Assemblies ▪ Value Advertising Progress Reports ▪ End Line KAP Survey	
Objective 4. Increased awareness of flood early warning signals to mitigate the effects of floods	**INDICATOR:** *# of individuals, households and community members aware of flood early warning systems (FEWS) in communities.*	March 2022 – July 2023	▪ SBCC Consultant ▪ MMAs	▪ Reports from Municipal/Metropolitan Assemblies ▪ Value Advertising Progress Reports ▪ End Line KAP Survey	
▪ **ACTIVITIES**					
Train 51 Community members as SBCC	*# of Community Champions trained in SBCC*	October 2022	▪ SBCC Consultant ▪ MMAs	▪ Training report	

Champions to advocate on flood mitigation, solid waste management and appropriate land use adherence and compliance.	# of advocacy events held by SBCC champions on flood mitigation and appropriate solid waste disposal			▪ SBCC Consultant Monthly Progress reports	
• **Produce and distribute 300 copies of A2 posters for Campaign Launch**	# of posters distributed to/posted for targeted audience for campaign launch # of communities covered	April, 2022	▪ SBCC Consultant	▪ Waybills ▪ Delivery notes ▪ Number of posters pasted in project communities	
• **Produce 2,225 copies of A2 posters for distribution to 101 communities for SBCC campaign and community sensitization**	# of posters produced for community sensitization	August, 2022	▪ SBCC Consultant	▪ Waybills ▪ Delivery Notes	
• **Produce and disseminate 1700 A3 stickers and distribute to target audiences in 17 MMDAs**	# of A3 stickers produced and disseminated	(tbd)	▪ SBCC Consultant	▪ Waybills ▪ Delivery Notes	Pending discussions with GARID PCU
• **Produce and disseminate 1-5 minutes short educational drama skits (videos) in English and translate into 3 local Ghanaian languages**	# of short videos produced and translated into local languages	1st & 2nd weeks of October 2022	▪ SBCC Consultant	▪ Waybills ▪ Delivery Notes	

• **Produce audio spots on floods in English and translate into 5 local languages (Twi, Ga, Ewe, and Dagbani).**	# of audio spots on floods and solid waste management produced in English and translated in local languages	March, 2022	▪ SBCC Consultant	▪ Transmission certificates ▪ Mobile van / community information centres sensitization reports ▪ Broadcast ready versions	
• **Design, Print and distribute 1700 branded round neck t-shirts, 200 branded Polo -t-shirts and 200 branded baseball caps for distribution to PIU and officials of related Ministries.**	# of branded round neck t-shirts, Polo t-shirts and baseball caps printed.	(tbd)	▪ GARID PCU	▪ Print ready versions of t-shirts	
• **Conduct orientation for 25 Environmental Health Officers to prepare them for community sensitization activities**	# of EHOs trained in community entry and community sensitization	May 2022	▪ SBCC Consultant	▪ Training Report	
• **Conduct sensitization exercises on floods and flood mitigation and solid waste management using Mobile information vans in 101 communities across 17 MMAs**	# of communities sensitized. # of target audiences reached with messages on floods and solid waste disposal in communities disaggregated by age and gender	**Phase 1:** April 7 – 27, 2022 **Phase 2:** May 16 - June 3, 2022	▪ SBCC Consultant	▪ Mobile Van Sensitization report ▪ Pictures and videos of the mobile van sensitization activities ▪ Reports from MEHOs	▪ One outstanding phase for information van campaign to be done in

		Phase 3: June 6-23, 2022			September 2022
• **Conduct faith- based sensitization on floods and flood mitigation in churches and mosques in 101 communities across 17 MMAs**	# of communities sensitized on flood prevention # of target audiences reached with messages on SWM and floods disaggregated by age and gender	June - September 2022	▪ SBCC Consultant ▪ 17 MMAS	▪ Faith Based Sensitization Report ▪ Pictures and videos of faith-based sensitization activities	
• **Work with the leaders of selected communities, market centres and lorry parks to organize clean up exercises in respective communities**	# of clean up exercises conducted in communities, markets and lorry parks.		▪ SBCC Consultant ▪ 17 MMAs ▪ Community Leaders	▪ Implementation report ▪ Pictures and videos of clean up campaigns	
• **Carry out stakeholder engagements- with Market women, traders, Transport unions, Porters (Kayayei), and scrap dealers and private waste collectors**	# of stakeholders engaged # of scrap dealers, private waste collectors engaged	October 2022	▪ SBCC Consultant	▪ Report on stakeholder engagement ▪ Pictures and videos of the stakeholder engagement	
• **Establish, reactivate dormant sanitation clubs in selected schools across**	# of GARID Resilient Clubs established	November 2022 – February 2023	▪ SBCC Consultant	▪ Implementation Report	

the 17 MMAs and rebrand them as GARID Resilient Clubs.	# of educational sessions conducted by GARID resilient clubs				
• **Organize training for selected teachers as lead facilitators Focal points for GARID In School SBCC activities.**	# of teachers in selected schools trained as Lead Facilitators	September – October 2022	▪ SBCC Consultant ▪ School Management Committees ▪ PTAs	▪ Training Report	
• **Support Focal Teachers to train brilliant and active members of the GARID Resilient Club members as peer educators**	# of Brilliant and active members of GARID Resilient Club members trained as peer educators # of peer education sessions organized by Resilient Club peer educators	November 2022 – February 2023	▪ SBCC Consultant ▪ Focal Teachers in selected schools	▪ Training Report	▪ Brilliant and Active Resilient Clubs motivated to engage others
• **Support Peer educators to conduct SBCC sessions using flip charts, role plays, poems and drama skits**	# of peer education sessions conducted by peer educators using multiple tools and channels	November 2022 – February 2023	▪ SBCC consultant	▪ Peer Educators Reports	
• **Equip pupils/students with tools including session summary cards for use in teaching their parents at home on solid waste**	# of session summary cards printed for distribution # of students/parent interactions held using summary cards	November 2022 – February 2023	▪ SBCC consultant	▪ School Health education reports	

disposal, flood mitigation and sanitation.					
• **Work with School Management Committees to get Resilient Clubs sensitize parents on floods, flood mitigation, solid waste management, land use during PTA meetings**	# of sessions held with PTAs by Resilient Clubs # of parents attending PTA meetings in which parents were sensitized by Resilient Clubs	November 2022 – February 2023	▪ SBCC Consultant	▪ Reports from PTA meetings	
• **Use good peer educators to sensitize pupils/students in other schools**	# of pupils /students sensitized on solid waste management and flood risk mitigation in schools	November 2022 – February 2023	▪ SBCC Consultant ▪ PTAs ▪ School Management Committees	▪ School based Peer to Peer sensitization report ▪ Consultant Progress Reports	
• **Encourage pupils/students to observe/adhere to best sanitation practices, flood mitigation measures and good urban planning practices at home and in their communities for discussion during peer education sessions.**	# of peer education sessions held where sanitation practices, flood mitigation and good urban planning are discussed	November 2022 – February 2023	▪ SBCC Consultant ▪ School Management Committees	▪ School Based Activity Report	

• **Work with a media house to do at least 3 (TV) reports on the arrest/summons of culprits of poor solid waste management /poor urban planning practices across the 17 MMAs** •	# of TV reports made on the arrest/summons of culprits of poor solid waste management /poor urban planning practices # of WhatsApp Platforms created to support upload/sharing of videos of poor solid waste management/poor urban land use planning practices		▪ SBCC Consultant ▪ Media House ▪ Selected MMAs	▪ Consultant Implementation Report	
• **Organize with MEHOS, Law Enforcement Officers and a partner media house to summons/cause arrest of culprits of poor solid waste management/poor urban planning practices**	# of summons/arrests of culprits of poor solid waste management/poor urban planning practices		▪ SBCC Consultant ▪ MEHOs ▪ Law Enforcement Officers	▪ Implementation Reports	▪
• **Work with partner Media Houses to publish videos of summonses/arrest and sentencing of culprits of poor solid waste management/poor urban - planning practices in traditional and social media**	# of videos of culprits of poor solid waste management /poor urban planning practices summoned and arrests and sentences published in traditional and social media.		▪ SBCC Consultant ▪ Media House	▪ Press Cuttings/ Media Reports	

• **Carry out sensitization activities on the GARID clean Environment Train including sensitization of MEHOS, Planning Officers and Law Enforcement Officers on the campaign messages, the importance of greening one's frontage and compound to allow for seepage, the Assemblies sanitation and building regulations, and consequences for non-compliance**	# of sensitizations sessions held		▪ SBCC Consultant ▪ MEHOs ▪ Law Enforcement Officers	▪ Implementation Report	
• **Develop an infographic of campaign messages, building regulations and sanitation bye laws for distribution to participants.**	# of infographics designed and printed # of infographics distributed to participants.		▪ SBCC Consultant ▪ Media House	Implementation Report	
• **Work with MMAs to design and implement a GARID Cleanest Market and Lorry Park award Scheme.**	Award scheme established for markets and lorry parks	February – March 2023	▪ SBCC Consultant ▪ MMAs	Implementation report	

• **Work with the MMAs to develop a score card to be used to rank markets and lorry parks based on their performance in solid waste management and compliance to urban planning regulations.**	# of score cards produced for ranking markets and lorry parks		▪ SBCC Consultant ▪ MMAs	Implementation report	
• **Publish results of GARID cleanest market and lorry park in the dailies and other traditional and non-traditional media platforms.**	# of publications of GARID Cleanest market and lorry parks competitions and awards in dailies and other media	March 2023	▪ SBCC Consultant ▪ MMAs	Implementation report	
• **Conduct stakeholder engagement with Magistrates, Assembly Enforcement Officers & WASH Officers**	# of Magistrates, Assembly/Enforcement Officers and WASH CSOs oriented on SBCC strategic goal and objectives.		▪ SBCC Consultant ▪ MMAs ▪ Judicial Service ▪ WASH CSOs	Implementation Report	
• **Work with a theatre group to produce 4 episodes of drama on solid waste management, Flood Early Warning, flooding and its impact on households and lives and**	# of theatre performances in 21 core critical communities # of people reached with theatre performances in affected communities	October – November 2022	▪ SBCC Consultant ▪ MMAs ▪ Theatre Group	Report on Community Theatre Performances	

livelihoods, and good land use practices. • **NB: There will be a total of 25 drama performances in all.**					
• **Work with a celebrity (GARID Sanitation Ambassador) to endorse the desired behaviours of solid waste management, appropriate land use practices and good sanitation practices in the affected communities.**	# of times Celebrity participates in community theatre events	October – November 2022	▪ SBCC Consultant ▪ MMAs ▪ Theatre Group ▪ Celebrity/Sanitation Ambassador	Theatre Performances Report	▪ The Celebrity will help sensitize residents on the campaign messages, publicize GARID campaign signature tune, pull crowds to community sensitization events, help in production of voice overs for SBCC jingles and appear in in studio FEWS advocacy messages

• **Produce a short video of notable religious leaders speaking to their congregations on the need for proper solid waste disposal and management, and how poor urban planning practices cause flooding and its negative impacts on households, communities and businesses and disseminate on new and social media platforms.**	# of videos produced featuring religious leaders speaking to solid waste management, urban planning and flooding. # of likes, views and impressions of videos of religious leaders on social media handles, WhatsApp, Instagram, You Tube, Tik Tok, Facebook, Twitter.	October 2022	▪ SBCC Consultant ▪ MMAs ▪ Religious Leaders	Pre -test report	
OUTPUTS					
• **Conduct Knowledge Attitudes and Practices (KAP) survey in 100 communities across 17 MMDAs**	# of priority behaviors derived from KAP study to inform SBCC strategy	April – May, 2022	▪ SBCC consultant	Approved KAP report	
• **Work with three high flood risk low-income communities in one MMDA to define, diagnose, design, test and implement at least one**	Number of prototypes developed and implemented in affected communities Number of flood risk low-income communities adopting prototype solution for flooding in MMDAs.	(tbd)	▪ SBCC Consultant	Evaluation Reports	▪ Client approves activity for implementation .

prototype solution for flooding and indiscriminate solid waste disposal using HCD for adoption and scale in other MMDAs (New)					
• **Conduct Stakeholder informational needs assessment in 17 MMDAs**	# of stakeholders interviewed # of focused groups organized	September, 2022	▪ SBCC Consultant	Report on Stakeholder Needs Assessment	▪ Funds for stakeholder informational needs assessment released.
• **Develop SBCC strategy to guide SBCC campaign in 100 communities**	SBCC strategy developed	June, 2022	▪ SBCC Consultant	Report of stakeholder validation workshop for SBCC strategy held	▪ Timely release of funds for strategy development ▪
• **Draft campaign messages and use the campaign messages to produce flyers, posters, infographics, flipcharts, banners and other IEC materials for distribution during all campaign activities.**	Campaign theme and slogan developed.	March, 2022	▪ SBCC Consultant	▪ Samples of the IEC Materials produced ▪ Pre-test Report	▪ Other IEC materials yet to be produced.

• **Secure airtime on selected radio and TV stations to sensitize the public on the campaign messages**	Airtime secured on radio and TV		▪ GARID PCU / SBCC Consultant	▪ Radio and TV contracts and broadcast schedules ▪ Transmission certificates from radio and TV stations	
• **Promote and publicize in studio discussions of campaigns on GARID social media platforms**	# of views, impressions and likes of in -studio discussions shared on GARID social media platforms.		▪ SBCC Consultant	▪ Social Media Report	
• **Work with the management of VIP & OA buses to carry out bus in-door advertising of campaign messages- air videos (TV ads) merged with the local movies' drivers play on their buses for passengers on board.**	# of drivers playing ads on their buses		▪ SBCC Consultant	▪ Transport Unions Report ▪ SBCC Consultant report on reach and reactions to campaign messages on buses.	
• **Conduct monitoring of SBCC campaign reach and effectiveness**	# of monitoring visits conducted	October 2022 - May 2023	▪ SBCC Consultant	▪ Monitoring Reports	▪ All critical campaign activities are implemented
• **Conduct End Line KAP survey in 100 communities to assess**	# of sessions held to disseminate Endline KAP findings	June 2023	▪ SBCC Consultant	▪ End Line KAP Report ▪ Participant List	▪ Funds for End line KAP survey obligated in

impact of SBCC campaigns on flooding in the participating communities (New)					Modified SBCC consultants revised workplan and approved.

APPENDIX VI: LIST OF PARTICIPANTS - STAKEHOLDER VALIDATION WORKSHOP

PARTICIPANTS OF SBCC STRATEGY DOCUMENT VALIDATION
DATE: 16th December 2022
Time: 9am
Venue: ATTC, Kokomlemle (opposite Challenge Book Shop)

NO.	NAME OF PARTICIPANT	POSITION	ORGANIZATION	PHONE NUMBER
1.	Alex Amoah	Municipal Planning Officer	Korle Klottey Municipal Assembly	0269631802
2.	Josephine Gawu	MEHO	Ayawaso East Municipal Assembly	0543735352
3.	Peter Atuobi Asomani	Assistant Director I	Ayawaso East Municipal Assembly	0244697647
4.	Patrick Bempong	Assemblyman (Alogboshie)	Okaikoi North Municipal Assembly	0574483211
5.	Daniel Kusi	PIU Member	Ministry of Works and Housing	0246682101
6.	Alexander N. A. Aryee	PIU Representative	Ministry of Local Government & Rural Department	0206690080
7.	Rev. Banafo	Greater Accra Regional SHEP Coordinator	Ministry of Education	0243856968
8.	Charlotte Norman	Director for Climate Change	NADMO	0209875188
9.	Richard Amo Yartey	Operations Manager	NADMA	0244812481
10.	Mamata Sheriff	Municipal Planning Officer	Ablekuma North Municipal Assembly	0244537401

11.	Abdul Razak Cise	Assemblyman	Madina West Municipal Assembly	0244077912
12.	Alex K. Boateng	President	Avenor Youth Association	0551850652
13.	Joshua Asamoah	Senior Meteorologist	Meteorological Services Department	0241862173
14.	Hajia Hasia Awuelu	Market Queen	Adabraka Market	0593974124
15.	Charles Asabre	MEHO	Ga East Municipal Assembly	0245051634
16.	Joseph Quarco	MEHO	La-Nkwatanang Madina	0559481510
17.	Frederica Okang	PIU Representative	Local Government and Rural Development	0261733524
18.	Peter A. Golden	Registrar Education Officer	Ghana Education Service	0540604476
19.	Vivian Broni	PIU Representative	AMA	0245805996
20.	Prince Aborgbodor	Representative	Aboboya Association	0592769730
21.	Matilda Ndaa	Representative of the Director	Hydrological Services Department	0205068749
22.	Philip Dornyo	Communications Specialist	GARID Project	0243360576
23.	William Kodwiw	M & E Specialist	GARID Project	0244099106
24.	Brefo-Boateng	Municipal Planning Officer	Okaikoi North Municipal Assembly	0243330642
25.	Edward Adimazoya	Team Lead	Value Advertising	0548750261
26.	Richard Dah		Value Advertising	0246815713

27.	Francis Abirigo		Value Advertising	0203183337
28.	Magnus Awayevoo		Value Advertising	0546070320
29.	Emmanuel Sallah		Value Advertising	0277423002
30.	Evelyn Koko		Value Advertising	0244387260
31.	Godfrey Amarteifio		Value Advertising	0244230643
32.	Alex Sackey-Eshun		Value Advertising	0200185693
33.	Nicholas Foli		Value Advertising	0243140467