

The 10-Step Guide to the MOP5 video campaign



THE CONCEPT

- To create a **series of short videos** — one for each of the 7 programme areas of the Protocol — to be shown as an introduction to each of the agenda items at MOP5.
- The short videos will consist of **people from around the Region** (partners, beneficiaries and the public) reflecting in a short sentence in their local language how that specific programme area impacts them.
- Each video will be about **2 minutes** long, in local language with English and Russian subtitles.

- **Step 1:** Choose one of the 7 programme areas for the video.
- **Step 2:** Find a participant within the target group identified for that programme area. This may be outside on the street, a colleague in an office, or a known acquaintance.
- **Step 3:** Explain what the video is for and ask if they would be willing to have a short video taken.
- **Step 4:** Ask the participant the relevant question depending on the programme area. Give them a minute to think of a response, using the prompts if necessary. The response should be in native/local language and about 2–7 words (1 short sentence).
- **Step 5:** Find a suitable spot to film the response, without excessive background noise (e.g. traffic, people talking).

- **Step 6:** Using a smartphone held in landscape orientation (and with external microphone, if available), film the response spoken in the native/local language at the highest quality possible.
- **Step 7:** Play the video back to check that the visual and sound quality is good.
- **Step 8:** Ask the participant to sign a video consent form (and explain the contents of the form when necessary). Thank the participant.
- **Step 9:** Please provide a written transcript of the response in original language with a translation into English to be used for the subtitle.
- **Step 10:** Using WeTransfer (<https://wetransfer.com>), email the video together with a scan or photo of the signed consent form and subtitle text to: euwatsan@who.int

The 7 Programme Areas



Programme area 1: Governance

Preferred target participants: policy-makers, partner organizations, Protocol focal points

Question: *What is good governance for water and sanitation?*

Prompts: legislation, target setting, implementation, monitoring, institutional arrangements, public participation, cross-sectoral approach

Programme area 2: Water-related diseases & water quality

Preferred target participants: general public

Question: *What does good water quality mean to you?*

Prompts: taste, clarity, free of pathogens, no chemicals, safe for babies, free of pollution

Programme area 3: Institutional water, sanitation and hygiene

Preferred target participants: school teachers/pupils; hospital workers and patients

Question: *Why do you need good sanitation & hygiene facilities in your school/hospital?*

Prompts: hand hygiene, menstrual hygiene, sanitation, school attendance

Programme area 4: Small-scale systems in rural areas

Preferred target participants: rural communities

Question: *What do you need for adequate water & sanitation in your rural community?*

Prompts: clean water source, technology/equipment, technical support, monitoring

Programme area 5: Safe and efficient management

Preferred target participants: operators, service providers

Question: *What is safe and efficient water and sanitation management for you?*

Prompts: WSP, SSP, maintenance, operation, monitoring

Programme area 6: Equitable access to water and sanitation

Preferred target participants: general public

Question: *Why it is important that there are no inequities in access to water & sanitation?*

Prompts: affordability, accessible, for everybody everywhere, rural/urban, no discrimination, reliability, no denial of service, appropriate policy framework

Programme area 7: Climate resilience

Preferred target participants: general public

Question: *How might climate change impact your water?*

Prompts: drought, flooding, disease vectors, water quality, infrastructure damage, less quantity available