

## Why street drama?

- More effective in attracting interest of community members
- Mirrors their daily lives:
  - Use of water
  - Hygiene
  - Importance of managing sewer assets



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# Greater Colombo Wastewater Management Project, Sri Lanka

- PMU used Forum theatre concept
- Very basic script used – modified depending on interaction with audience
  - 2-way interaction with audiences to find solutions for common problems







- Reached different audiences
  - People in under-served settlements
  - Government staff (midwives, public health inspectors, police)
  - School kids
- Different waste water-related issues for each audience

- LKR 1.1M (\$8,000) for drama production + display
- 30 street dramas conducted
- Very effective to increase awareness, but behavior change will take longer
- To attract more audiences, PMU proposed to distribute snacks

