

Welcome

to
VERC
Presentation



VILLAGE EDUCATION RESOURCE CENTER

VERC Project Particulars

Project Title: Promoting 100% Sanitation, Hygiene Behaviour and Safe Water through Capacity Building of Community Institutions

Project Period: October 2003 – March 2009

Project Area:

District	Upizala
Rajshahi	Mohanpur, Bagmara
Chapai-Nawabganj	Bholahat, Nachol
Naogaon	Manda
Chittagong	Sitakunda
Bhola	Lalmohan
Cox's Bazar	Teknaf

64 Unions and 7 Pourasavas in 8 Upazilas of 6 Districts of the Country.

Project Cost: Taka - 21,89,51,222.00

Elements of Hygiene Promotion

Hygiene promotion is an approach to prevent water and excreta related diseases through the widespread adoption of safe hygiene practices. It begins with and is built on what local people know, do and want. It is a holistic approach that includes raising awareness on good hygiene behavior, (including proper management of menstruation by adolescent girls and women), safe water and sanitation.

Principles of Hygiene Promotion

- Encourage participation
- Start where people are
- Respect community culture and beliefs
- Acknowledge community strengths
- Encourage informed decision taking
- Develop community's capacity to take action



Levels of hygiene promotion:

- **Personal hygiene** [including menstrual hygiene]
- **Family hygiene** [including Food hygiene and Solid waste Management]
- **Community hygiene** [including School and public places]

Sequential Steps in Hygiene Promotion:

- Providing hygiene education for critical awareness of community people
- Facilitating the process for effective hygiene practices and
- Measuring changes in hygiene behaviour

Hygiene Promotion Messages:

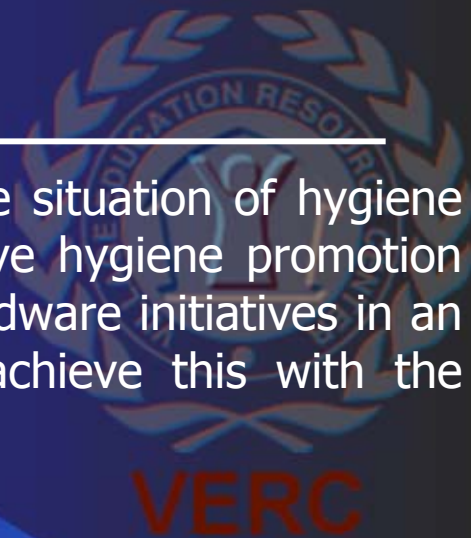


Personal Hygiene	Family Hygiene	Community Hygiene
<ul style="list-style-type: none">1. Hand washing with cleansing agent before/after2. Sanitation3. Cutting nails and keeping them clean4. Menstrual hygiene5. Avoiding eating stale or rotten food	<ul style="list-style-type: none">1. Safe water use2. Sanitation3. Food hygiene4. Environmental sanitation<ul style="list-style-type: none">- Solid wastes- Liquid wastes	<ul style="list-style-type: none">1. Safe water2. Sanitation and Environmental3. Food Hygiene4. Arsenic contamination:

Hygiene Promotion Strategies:

Hygiene promotion activities begin with the analyses of the situation of hygiene behavior by the community from time to time. For effective hygiene promotion software activities must be complemented by necessary hardware initiatives in an integrated manner. The process given below aims to achieve this with the community:

- Step-I Community situation analysis**
- Step-II Identify high risk practices**
- Step-III Identify audience who carry out high risk practices**
- Step-IV Identify best practices which enhance safe hygiene practices in the community**
- Step-V Message positioning**
- Step-VI Identify and select effective communication strategies**
- Step-VII Developing audience specific supportive materials for disseminating messages**
- Step-VIII Strong facilitation followed by development of action plan**
- Step-IX Participatory assessment of safe hygiene behaviours**

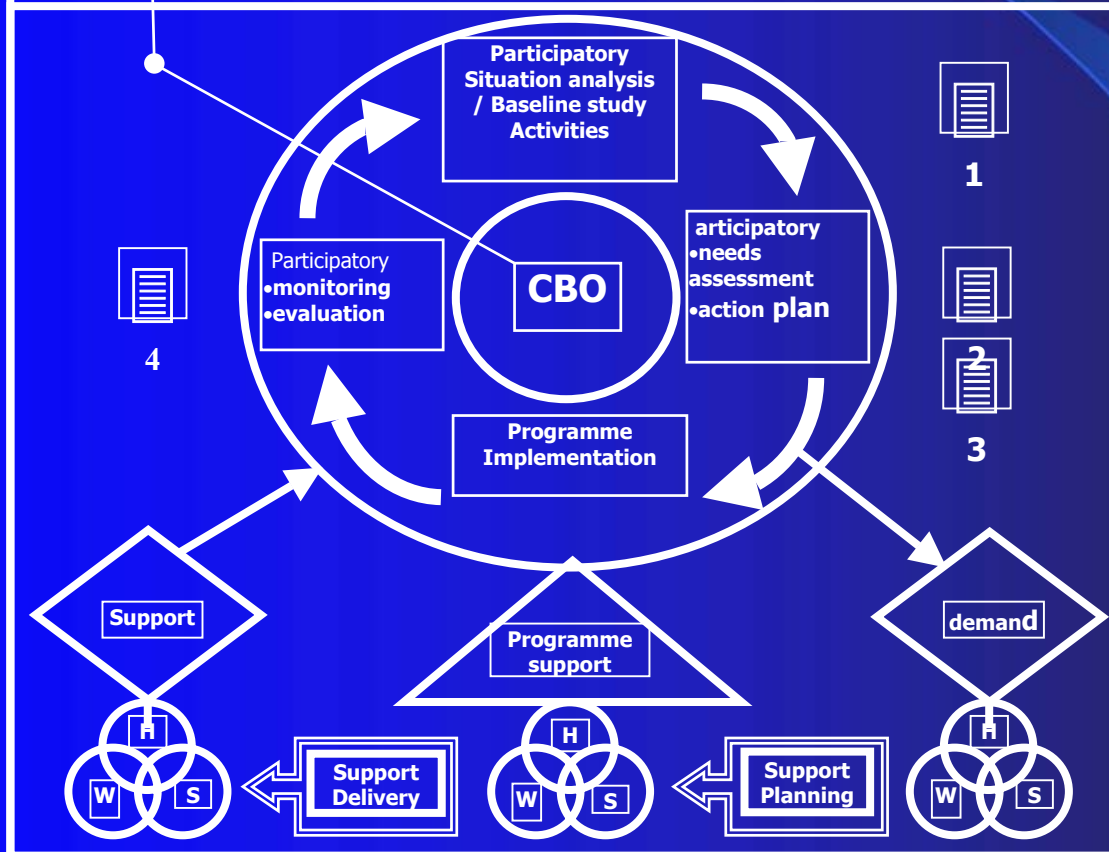


Steps of Integrated, Participatory, Empowering Approach to Safe Water Environmental Sanitation and Hygiene Promotion

Entry Point

Mobilisation & Establishment

- - Obtain overall understanding of village community
- - Rapport building - village leaders / key informants / social entrepreneurs/ other stakeholders
- - initiate participatory thinking on water, sanitation & hygiene challenges + need for village organization
- ★ - Formation of village WatSan / development committee – WSC / VDC/CBO



Group Sessions

- It is suggested that the entire hygiene package should be facilitated at least for **two consecutive years** in each community and even more if necessary considering the baseline status of the people in this regard.

Important community targets:

1. Women/ mothers
2. Children (community/slum, school)
3. Men and community leaders

Methodologies:

1. employing PRA tools
2. use of appropriate IEC materials
3. utilizing positive deviance approach

Session schedules: Timing: Frequency: Venue:

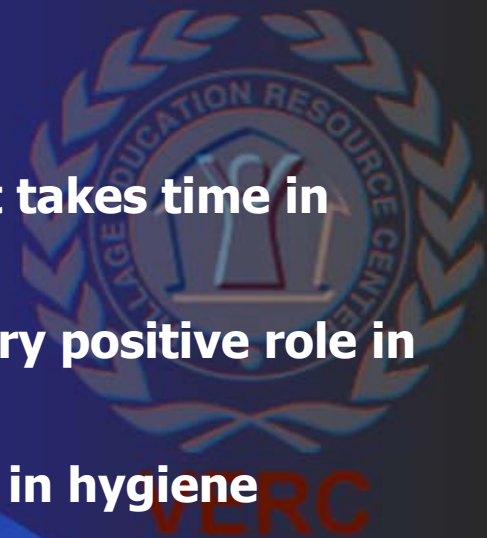
Facilitation Process

Hygiene campaigns:

- Community cleanliness, observation of water points and latrine maintenance, observation of solid waste and waste water management, cultural events based on present status and discussions for next steps etc....

Lessons learned:

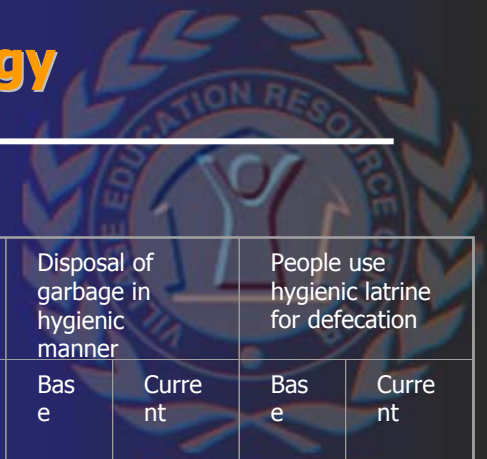
- **Behaviour practices are tradition bound thereby it takes time in promotion process**
- **Participatory approach, tools, techniques plays very positive role in hygiene promotion**
- **Lack of infrastructural facilities – a key constraint in hygiene promotion**
- **Lack of initiative to address public place hygiene promotion**
- **Public/private offices, industrial installations lack in sanitation provision including gender**
- **High potency chemicals/pesticides on indiscriminate use in agriculture - a threat to public health interest**
- **Sale of unsafe fast food at school gates in rural areas - a health hazard**
- **Hotel restaurants do not maintain hygiene standard as of food and water for lack of monitoring**
- **Students are the most enthusiastic actors in hygiene promotion**




Recommendations:

- School curriculum needs to lay emphasis on practice promotion
- Hotel restaurants must be regulated through registration and monitoring
- Public place cleaning like pathways, markets, cleaning of drainage must have provision for monitoring and systemic control. The cleaners may be assigned with the responsibility of monitoring and taking actions against any mal-practice.
- Behaviour change needs very careful handling by the promoters
- Union Parishad in collaboration with Ansar, VDP, Chowkidar, Dafadar can be engaged in hygiene promotion activities with appropriate incentive support provision
- if students can be mobilized as Hygiene promotion brigades

Workshop on National Hygiene Promotion Strategy



Behavior 			Hand washing after defecation		Hand washing before having food		Keeping food and water covered		Hygienic maintenance of latrine		Disposal of garbage in hygienic manner		People use hygienic latrine for defecation	
			Household	Population	Base	Current	Base	Current	Base	Current	Base	Current	Base	Current
Sitakunda	206	1,201	10	93	4	48	14	80	6	94	0	50	8	100
Lalmohan	113	606	3	50	1	44	7	80	0	97	0	7	13	100
Manda	211	895	8	100	1	90	8	100	6	100	6	95	8	100
Mohanpur	405	1,603	14	100	6	6	1	1	4	4	13	13	5	100
Nachol	447	2,195	2	31	1	7	6	48	19	39	2	4	0	90
Bholahat	1,056	5,254	15	15	1	1	12	18	10	100	15	15	6	100
Bagmara	207	817	5	100	0	0	34	34	0	58	2	2	31	100
Total	2,645	12,571												
Average			8	70	2	28	12	52	6	70	5	27	10	99



Thanks