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# Integrated Hygiene Promotion

## *Action Plan and Strategies*

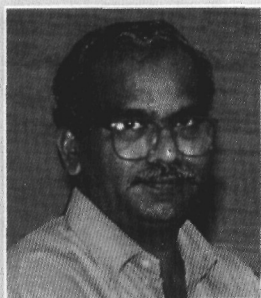
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**WaterAid India Office, Tiruchirapalli.**



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## Foreword



Access to Safe water and Sanitation has been identified as a basic human need and necessity. Governments, NGOs and People based organisation are engaged in a collective effort to address the issues that are related to water and sanitation and arrest the imminent dangers facing humanity due to water crisis and lack of sanitation. Hygiene Promotion is an indispensable part of any water and sanitation programme, and it can not be achieved without the active involvement and participation of the people. Hygiene Promotion is an activity where People are the *Subjects* – The givers, expected to act by learning and adopting the good practices and the *Objects* – The receivers, who are given education training and facilitated to adopt and receive the benefits of the changes.

People are the key for Hygiene Promotion - an essential part in improving the access to safe Water and Sanitation. This recognition and knowledge makes it imperative that all people have to be reached with knowledge – “what is hygiene, why is hygiene necessary, what can be done”- and motivated towards adopting the good practices. NGOs and the community-based organisations (CBOs) have to be involved to achieve good results, wider coverage, in optimum time with minimum cost.

This book is a guideline on the strategy to be adopted in the community based hygiene promotion works. It is for use by the facilitators the grass root staff of the NGOs or Local authorities, and the Leaders of the Community based organisations like Self-Help Groups and Youth clubs. The objective of the book is to help the facilitators to plan and implement a Hygiene Promotion programme and help them to educate the communities and build up their capacity to address and manage their Hygiene Needs and through this improve their access to safe Water and Sanitation. The guidelines have to be appropriately adapted, depending on the need and the situation.

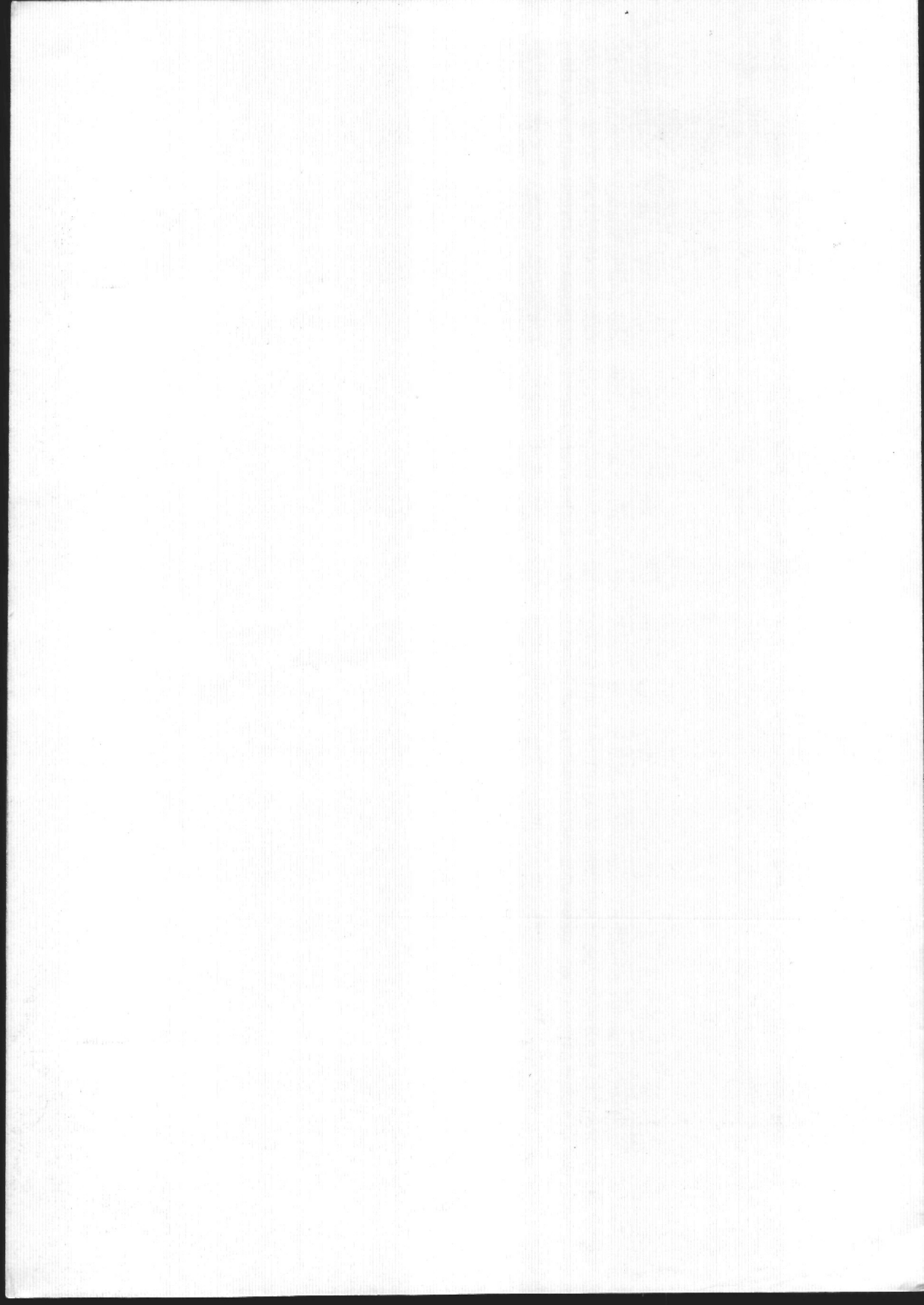
This book has been developed based on the learning and experiences of the WaterAid assisted Integrated Projects. I very sincerely thank all those who have directly or indirectly contributed to this learning and the development of this book. My appreciation and thanks are to GRAMALAYA team for the good translation and designing the book. I gratefully dedicate this handbook to the grass root workers and the emerging women leaders of our communities for their commitment and hard work. They are the rays of hope for the future and who can steer the programme in the right direction. Good wishes to all those who are using this handbook and I look forward to their suggestions for improvement.

### **SHUNMUGA PARAMASIVAN**

Country Representative  
WaterAid India



# WaterAid



**INTEGRATED**  

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**HYGIENE**  

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**PROMOTION**  

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**ACTION PLAN**  

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**AND**  

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**STRATEGIES**  

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**INTRODUCTION**

The Integrated Water Sanitation and Hygiene Promotion (IWSHP) projects are formulated and developed with an aim to contribute to the overall objective of Health for All which must be clearly understood before we embark on any project formulation and implementation. The objective of the Integrated Hygiene Promotion programme is,

- ★ To Improve Health and reduce burden of water collection through improving the access of safe water and sanitation facilities and promoting the hygiene behaviours among the target community.

**OBJECTIVES OF HYGIENE EDUCATION**

1. To reduce the incidence of water / sanitation related diseases by promoting key hygiene behaviours.
2. To reduce the effect of such diseases by promoting proper treatment behaviours.

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# 1. HYGIENE - HEALTH IN OUR HANDS



1. **Start** - The path is not smooth there is a long way to go - but let us first.

**Understand What is needed and what can be done**

- Understand the existing situation, the problem, The Need, The Reasons for the Problem. This can be done by,

1. **Observation** : Observe Peoples Behaviour, Attitude and Problems.

E.g. : Health Walk - A walk through the village early in the morning helps us to understand the bad hygiene behaviours of the people.

2. **Interview** : Build up a Rapport and talk to people and understand the reasons for the problems and the behaviours.

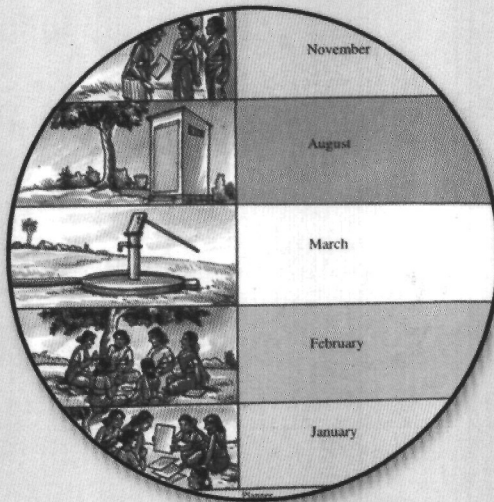
3. **Use Participatory Methods** : Techniques and Tools to help people understand their present situation and learn from them.

- Based on the findings together with the people identify the issues which need priority attention.

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*Base Line Survey - The Gate Way to The Integrated Water and Sanitation Programme.*

## 2. PLAN - WHAT TO DO - HOW TO DO - WHEN TO DO - WHO WILL DO



Based on prioritisation of Issues, Assess the Available Inputs like - Manpower, Money, Materials and TIME.

Develop an Action Plan for Activities Assessment and Achievements / Activities will Include - Developing Strategy, Formation/ Strengthening of Community Based Organisations, Training, Materials Development, Awareness Generation, Hygiene Education, Demand Creation, Provision of Facilities, Community Capacity Building, Establishing links for Sustainability and Enabling Community to Take Over.

**Assessment will Include :** Regular Participatory Monitoring, Review, and Evaluation and Staff must be involved in the process.

**Achievements will include :** Setting Progress Indicators and Success Indicators and achieving them in the set time.

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*Action Plan Is the Beacon Light  
Which Shows the Way.*

### 3. BUILD-UP FORCES - IDENTIFYING ACTION POINTS



- Forming Community Based organisations Women, Children and Youth.
- Reaching out to the Schools in the Target Area.
- Tapping the Primary Health Centres' services and staff
- Orienting and Training the Traditional Leaders and Healers, Midwives.
- Establishing Initial Models of Water and Sanitation Facilities.
- Setting examples of good practices through staff and volunteers.

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*The Peoples' Focus Groups lay the path ensuring a smooth journey for the programmes. Tap them early into the programme.*

## 4. DEVELOP TOOLS AND MATERIALS TO IMPLEMENT THE PROGRAMME



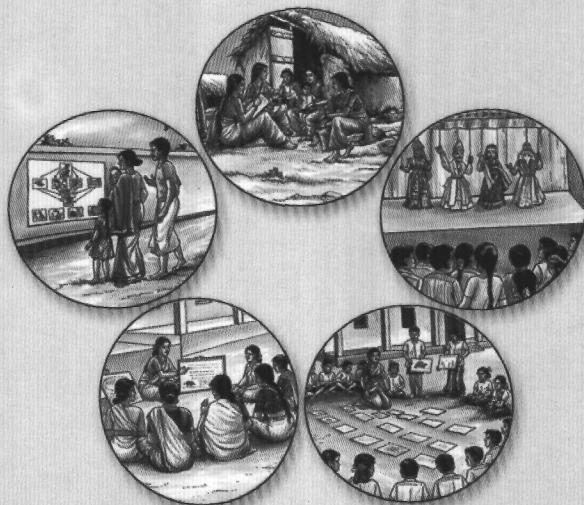
- Identifying the Existing Cultural Performers and training them to include programme message in their performances.
- Lesson Plans for the Schools.
- Participatory Learning Tools.
- Posters, Pamphlets, Flip Charts, Games.
- Street Theatres.
- Training Staff as Cultural Performers.
- Models which would help in demonstration (the functioning of a pour flush latrine, dehydration etc.).

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*Appropriate Communication Tools are the Chariots, which would efficiently carry the Education.*



## 5. EDUCATE - REACH THE PEOPLE WITH AWARENESS AND KNOWLEDGE



- Identifying the traditional leaders, healers and birth attendants and through orientation and training tap their participation, support and services.
- Contacting the concerned authorities like Panchayat Leaders and Officials Related to Schools and Community - Explaining the Programmes and getting their Support and Participation.
- Training the school teachers and the staff of the health services.
- Integrated Hygiene promotion programmes in schools.
- Initial Orientation and regular Training of the programme staff and volunteers.
- Educating the community.
- **MASS AWARENESS**
- Using audio video aids
- Mass Meetings and Education
- Campaign Approach
- Education materials through the cultural media.
- Focus groups discussions with men, women and children - Messages appropriate to each group.
- Family Oriented Contact and Education
- One to one contact and education

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*Hygiene Education - The Stepping Stones to Cross Overcome the Hurdles of Ignorance and Misconceptions.*

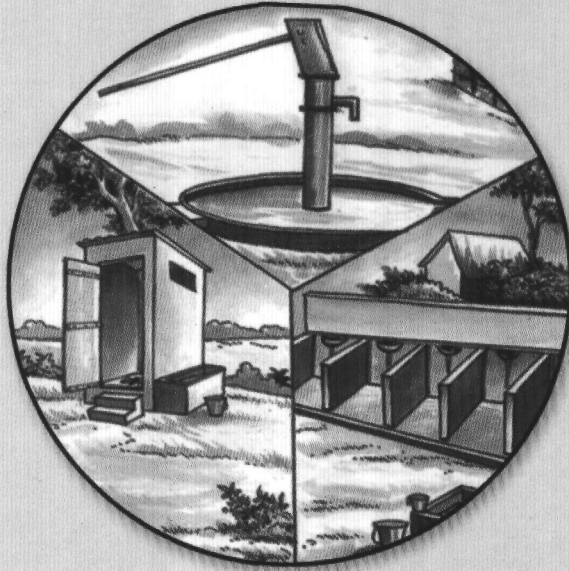
## 6. PROMOTE - KEY HYGIENE AND TREATMENT BEHAVIOURS



1. Hand washing at critical times
2. Safe disposal of human faeces
3. Safe handling of water
4. Food hygiene
5. Safe disposal of animal waste
6. Safe disposal of solid and liquid waste.

*(Changing Behaviours ? An Uphill task ! - Can be achieved with Patience and Perseverance. Help people to adapt good practices. Motivate them, demonstrate through models and make them understand the health and cost benefits - and Change to better Behaviours).*

## 7. FACILITATE - HELP PEOPLE WITH FACILITIES WHICH WOULD HELP THEM TO ADOPT GOOD PRACTICES



- Help people to access the water and sanitation facilities (water points, latrine water and sanitation in schools)
- Ensure that adequate and necessary facilities are available to support people to continue with good practices.

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*Access to Facilities is necessary when people decide to change*

## 8. REVIEW, MONITORING, EVALUATION AND DOCUMENTATION

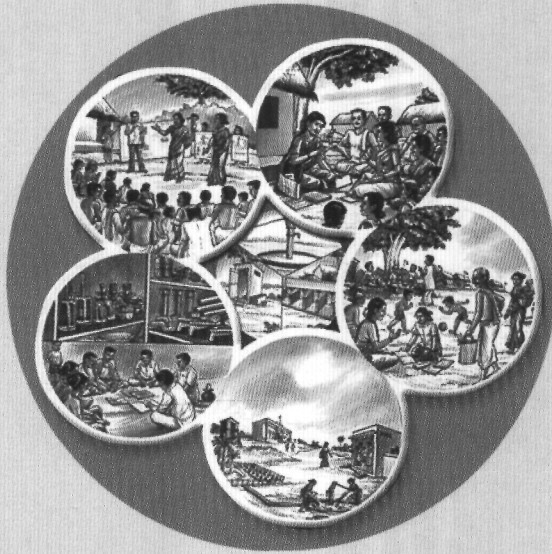


- Participatory monitoring involving people
- Regular weekly / monthly review of progress on activities
- Periodical quarterly / annual assessment of outcome - compare with indicators set
- Internal and external evaluation of the project
- Document the process progress and changes through systematic recording at all levels and all times.

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*(Stop, Look and Proceed - Watch if the project is progressing on the intended course. Regular review will help timely correction).*

## 9. REINFORCE - SEE WHAT MORE IS NEEDED AND FACILITATE



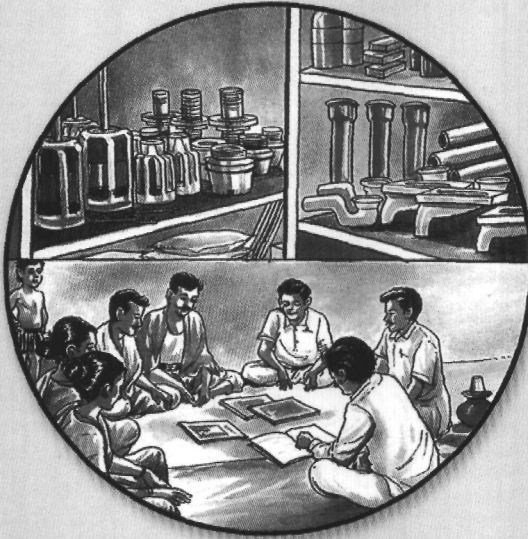
- Based on the review and mid term assessment find out the progress and changes are according to plan.
- If not, look into the reasons for not reaching the expected level.
- Assess if there is need for additional facilities, should any individuals or group of people need to be given specific attention, if there is need for more input by education, or need for change in the project strategy.
- Include the additional requirements in the programme.

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*(Fill in the gaps to make it whole)*



## 10. STRENGTHENING THE SYSTEMS AND STRUCTURES



- Buildup the capacity of the community
- Train the community on management
- Help people to establish the necessary infrastructure (sanitary marts, production centres) and make the community systems self-sufficient.

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*Setting the Wheels on Motion Buildup a Network of Systems and People whereby the people themselves are able to Decide and Act on the Hygiene Issues - Responsibility, Resources and Authority.*

## 11. COMMUNITY TAKE OVER - LET THE COMMUNITY RUN THE PROJECT



- Take a back seat and watch the community (Focus Groups, Schools, PHC carry on the project)
- Help and support where there is need for improvement

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*(Maintain the contact and be available to help people to continue)*

## 12. SUSTAINABILITY



- The changes are a beginning. The community is committed to continue and will keep up the momentum.
- The Community systems will ensure the Sustainability and Ensure the Continuity into the future.

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*(The task achieved - time to leave).*