ASSIGNMENT 1

1. Suppose you work with a community radio station, describe what your radio station would do to address water, sanitation and hygiene issues with regard to your i) audience, and ii) WASH messages?
2. In audience,

**Step 1** I **would select my audience in terms of ethnicity, cultural backgrounds in order to choose the right or appropriate language** to effectively and understandably reach my audience properly,

**Step 2: I will define my audience:** Whom do I wish to reach to reach with the WASH message? Can I reach this audience within available resources? Do I know enough about my audience to select effective messages and channels of communication?

**Step 3: I would set my clear objectives:** What is my overall goal? Does my r plans fit with other activities and plans in the community? Have I effectively identified my objectives to the audience I wish to address?

**Step 4: I would implement my campaign:** What work needs to be done? Have I made a tangible timeline? When and how long will I run my campaign, and with what intensity? When will I contact the media channels I have selected, obtain the messages I selected in the format required? Have I set out a work plan that defines required tasks, the people responsible and the timing?

**Step 5: I would finally Evaluate my campaign:** Does my campaign track coverage (process indicators)? Does it generate additional media coverage? Can be able to see changes in knowledge or attitudes (outcome indicators)? Are there any letters or phone calls with questions on the topic?

1. **WASH Messages**

**Step 1: I would effectively Identify effective messages:** Have I chosen a message for my audience that has the right message content (or theme)? Does the message have the right tone (light or heavy) and the right appeal (rational or emotional)?

AM I using humour or fear be appropriate and effective?  
Any message I choose should pass the ‘’What? So What? Now What?’ Test:

‘What?’ refers to the basic information being conveyed

‘So What?’ addresses the reasons or benefits for action

‘Now What?’ clearly defines some desirable and productive action

**Step 2: I would define channels and vehicles for communication:** Which channel is the best to use for your targets?

* Raise awareness/spread information: accessible media with broad reach
* Change attitudes: channels with emotional impact
* Model specific skills: works best because of sound, sight, and motion
* Change public opinion: look for news coverage via news, editorials or interviws
* Complex message: print presentations for my audience

1. In your own words, what is your understanding of public health and what are its key elements?

***Public health*** *has been defined as "the science and art of preventing disease, prolonging life and promoting human health through organized efforts and informed choices of society, organizations, public and private, communities and individuals" Analyzing the health of a the mass and the threats the population faces is the basis for public health*.

The Key elements of public health are:-

* **Health status** to identify community health problems
* **Diagnose and investigate** health problems and health hazards in the community
* **Inform, educate, and empower** people about health issues
* **Mobilize community partnerships** to identify and solve health problems
* **Develop policies and plans** that support individual and community health efforts
* **Enforce laws and regulations** that protect health and ensure safety
* **Link People to needed personal health services** and assure the provision of health care when otherwise unavailable
* **Assure a competent workforce** for public health and personal health care
* **Evaluate effectiveness,** accessibility and quality of personal and population based services
* **Research for new insights** and innovative solutions to health problems

1. Public health is about partnership between the different players. Explain how the role of international non-profit/NGO in terms of
2. recruitment ii) training iii) funding and iv) monitoring for public health projects contribute to the success or failure of those projects in the developing countries
3. Recruitment

NGOs will engage in hiring practices that ensure long-term health system sustainability. . NGOs will enact employee compensation practices that strengthen the public sector.. NGOs pledge to create and maintain human resources training and support systems that are good for the countries where they work.. NGOs will minimize the NGO management burden for ministries. NGOs will support Ministries of Health as they engage with communities.. NGOs will advocate for policies that promote and support the public sector.

1. Training

Training can be acquired in various ways, by many methods, and by different types of people; there are different cultures of enquiry. Because of their typical 'grass-roots' experience, several NGOs are able to access indigenous knowledge and specific information, which may be less attainable for other types of organizations. This type of knowledge might be very useful when pooled with knowledge acquired by others; in this way, a more comprehensive analysis can occur. NGOs can be particularly adept in conducting formative research (baseline studies, needs assessment), in operational or action research and in process and impact evaluation. This type of training is particularly relevant for setting priorities, for informing intervention, as well as for identifying further research need

1. Funding

While current levels of financial resources are not sufficient to adequately respond to the demonstrated need for public health promotion and advocacy, there are many sources of "funds" for public health. Some are monetary contributions and some are in-kind contributions. NGOs can provide not only direct funding for projects (albeit in a limited manner) but, and perhaps equally important, they can provide valuable in-kind funding. Thus, personnel or materials developed by NGOs can be used in health research projects at little or no cost. A major role is therefore to identify resource gaps using networks to link communities, health providers and managers, and funding agencies in a meaningful way so that financing can appropriately be directed to targeted health issues. NGOs may also contribute by identifying other potential sources of funding, for instance, in the local private sector.

1. monitoring for public health projects

Monitoring is a somewhat wider concept. It can be described as “efforts to detect, identify and measure developments and activities of interest”. Monitoring is often used with the purpose of finding indications of certain behaviour. Importantly, monitoring does not need to focus on finding evidence that necessarily must match a legal standard. Neither does it need to focus on a certain suspicious occurrence or incident. Instead, monitoring efforts can focus on finding information that helps paint a picture of overall government compliance, even though the information in itself does not have direct relevance to the question of whether a state has breached an international obligation. In addition, a monitoring mechanism can monitor states that are not parties to a certain agreement. Often, monitoring forms the first stage of the verification process (fact-finding)Although verification is primarily undertaken by inter-governmental organizations (IGOs) charged to do so under the specific treaty being verified, for certain issues, examples can be found of successful de facto civil society verification. For instance,

For any future public-private arrangements in health systems, it would be extremely desirable to carry out a mapping of the areas and sectors where government needs support from the NGOs. There on, it would be better to define clear roles and responsibilities of the parties; nature and timeline of deliverables and a clear plan of scaling up and sustainability. A meaningful public-private partnership may certainly help in fortifying the stewardship role of the government in terms of harnessing good governance and fostering more responsiveness in the health system of the republic of Kenya.

1. In your capacity as the environmental health officer you have been tasked to lead the assessment of a disaster situation. Come up with two key questions under each of the following five headings in your assessment list , namely i) General overview of the situation ii)Water supply iii) Solid-waste disposal iv) Excreta disposal and v) Vector-borne diseases for purposes of assessing local conditions, health needs and identifying local resources in the disaster situation that you are addressing.
2. ) General overview of the situation

Whats the demographic configuration of the area under the study?

What is the social-economic area of the area?

1. ) Water supply

What is the water demand for the area under study( Per capita on Human and livestock and minor irrigation per se )?

What are the sources of the water Supply in the area of study?

1. ) Solid-waste disposal

What are the different solid wastes common in the study area?

**How do I dispose my waste?**

1. Excreta disposal

What is the cultural issues governing Excreta disposal within this community?

What are the existing Excreta Disposal Mechanisms/technologies existing in the area under question?

1. ) Vector-borne diseases

What is the common vector borne disease in the study area?

What control and prevention mechanisms are present to deter the Vector from disease transmission?

NB: All questions carry 10 marks each